



FY2022/23 Communications Credit Allocation

OFFICE OF ADVANCEMENT SUPPORT FOR FACULTY AND UNIT COMMUNICATIONS

As detailed in the Communications Protocol, the *Communications Department in the Office of Advancement (Communications)* bills faculties and units the cost of providing communications services requested that do not directly promote a national market position of being *Canada's Entrepreneurial University* or a regional understanding of the *economic value of the University of Calgary*.

Before real costs are incurred and inter-unit transfers are required, faculties and units draw down credit banks allocated annually. FY2022/23 allocations reflect that the credit system is being introduced 25% of the way through the fiscal year.

Communications credits allocated for July 1, 2022 through March 31, 2023

Office of the Provost <ul style="list-style-type: none"> • Office of Equity, Diversity and Inclusion • Office of Indigenous Engagement • Sustainability Strategy • Campus Mental Health Strategy • International Strategy • Teaching and Learning Strategy • Office of Institutional Analysis 	\$147,000	(2100 to 3266 billable hours)
Office of the VPF <ul style="list-style-type: none"> • Ancillary Services • Finance • Internal Audit 	\$36,750	(525 to 817 billable hours)
Office of the VPS <ul style="list-style-type: none"> • Facilities • Human Resources • Information Technologies • Risk 	\$36,750	(525 to 817 billable hours)
Office of the VPR <ul style="list-style-type: none"> • Research Services • Research and Innovation 	\$35,750	(525 to 817 billable hours)
Office of the President <ul style="list-style-type: none"> • President • Board of Governors • Senate • ELT/SLT communications support 	\$147,000	(2100 to 3266 billable hours)
Other portions of the Office of Advancement <ul style="list-style-type: none"> • Alumni Engagement • Development • Community Engagement 	\$147,000	(2100 to 3266 billable hours)

Faculty of Arts	\$22,050	(315 to 490 billable hours)
School of Architecture, Planning and Landscape	\$22,050	(315 to 490 billable hours)
Cumming School of Medicine	\$11,250	(161 to 250 billable hours)
Dinos Athletics	\$22,050	(315 to 490 billable hours)
Faculty of Graduate Studies	\$22,050	(315 to 490 billable hours)
Haskayne School of Business	\$11,250	(161 to 250 billable hours)
Faculty of Kinesiology	\$22,050	(315 to 490 billable hours)
Faculty of Law	\$29,738	(425 to 661 billable hours)
Faculty of Nursing	\$22,050	(315 to 490 billable hours)
Schulich School of Engineering	\$22,050	(315 to 490 billable hours)
Faculty of Science	\$22,050	(315 to 490 billable hours)
Faculty of Social Work	\$29,738	(425 to 661 billable hours)
Faculty of Veterinary Medicine	\$29,738	(425 to 661 billable hours)
Werklund School of Education	\$22,050	(315 to 490 billable hours)

Credits represent committed staffing costs within the Office of Advancement and cannot be used to pay for other costs either internally or with external vendors, though they may be transferred between faculties and units. Because of variability of demand throughout the year, available credits are not a guarantee of available capacity.

Why do we provide credits?

Credits are allocated to:

- assist faculties/units in dealing with unanticipated needs and vacation cover-off;
- increase equity between smaller and larger faculties; and
- recognize higher historical support levels that have been provided by the Communications Department to certain units across campus.

Importantly, credits are not allocated to support important university priorities that fall outside the Communications Departments' stated brand objectives. Funding support for such university priorities, including enhanced communications, should be established and provided through the responsible unit's budget. The size of the credit pool available for distribution is based on funding levels in the Office of Advancement.