External Engagement

ASA Slides

August 25, 2021
Administrative operating model at the U of A
What is external engagement?

New structure brings together 4 functional areas:

- Communications
- Marketing (including Digital and Creative)
- Advancement (now Development and Alumni Relations)
- Government and Community Relations
Consultations supplemented by current state data snapshot from over 110 data workbooks from faculties and central units.
External engagement principles

- Integrated and consolidated services for efficiency
- Data-driven design — to fit SET and operating model principles and organizational design rules
- Structures and operating models aligned and coordinated, supporting a single U of A approach
- Service delivery focused service culture
- Collaborative approach
- Single portfolio, single budget
Structure launched July 22

View the organizational structure at the SET website

uab.ca/erchart
Key model attributes — Communications, Marketing

● Central teams
● Institutional marketing function
● Senior partners embedded in colleges and central portfolios
  ○ Oversee teams of service partners and communication associates
  ○ Serve as the gateway to the Centres of Expertise
● Flexible model
● One team

uab.ca/erchart
Key model attributes – Development, Alumni Relations, GCR

● **Development:** Dual reporting and dual funding will remain

● **Alumni Relations:**
  ○ Support for faculties organized at the college level
  ○ Report directly to VP to reflect its strategic importance
  ○ Events unit under development

● **Government and Community Relations:** One new resource

[uab.ca/erchart]
Communications & Marketing partners

See full structures on the website.
[link]
uab.ca/erchart
Next steps

- Model being populated across all functional areas
- Other roles to be developed and advertised between now and November
- Check POP
- Operational linkages and processes being developed across the structure
- Knowledge capture and transition through end of SET
Vision for External Relations portfolio

To help position the University as a trusted, relevant community, industry, and government partner playing a leading role in the region, province and nation’s economic and social success.

- Combined efforts
- Trusted professional services
- Modern approach to service delivery
- Data-driven strategies
- Staff have fun, feel valued, take pride
Questions?