

Service catalogues communicate the scope of services provided by the university for each function and include where responsibility sits for delivery.

The service catalogues are supported by service descriptions for each unit responsible for delivery, which detail service level and expectations.

These are living documents that are managed and updated by the relevant co-sponsors and are accessible to all.

This service catalogue document:

- is sponsored by Matina Kalcounis-Rueppell and Elan MacDonald.
- has been approved by the Service Excellence Steering Committee (SESC).

## CENTRES OF EXPERTISE

### External Engagement Alignment & Support

- Develop institutional-level vision for external engagement and an integrated strategy for fundraising, communication, marketing, and stakeholder engagement strategy
- Oversee and manage data, analytics, records, and reporting for donors and alumni
- Maintain and manage central records (lobbyist registry, event data, community consultations, government, community interactions, sponsorship reports, etc.)
- Define, coordinate, and improve policies and processes
- Provide issues management and crisis communications
- Lead emergency and issues management communications
- Coordinate with college/faculty partners
- Manage strategic events
- Foster culture of respect, integrity, and teamwork

### Communications

- Develop clear, compelling institution-level messaging for the U of A's vision, goals, priorities, and value to society
- Lead institutional internal communications strategy and governance (including students, faculty, staff)
- Lead institutional external communications strategy
- Content hub (story alignment/assignment)
- Write institutional reports/copy, executive speeches, and submissions (including copy editing, proofreading, and fact checking)
- Manage institutional media relations and news public relations, including media training program

- Lead institutional social media governance and strategy
- Develop and implement publication strategy (print and digital)
- Lead storytelling (writing, photography, and videography) aligned with brand platform and content strategy
- Manage media, social monitoring, and reporting

### Marketing

- Lead and develop brand management and governance
- Steward the university's visual identity and reputation
- Create and manage toolkit to support brand initiatives within colleges and faculties
- Oversee and manage market research, analytics, reporting, and insight
- Implement and oversee internal and external marketing campaigns
- Lead domestic and international marketing campaigns for student recruitment
- Manage institutional advertising and media buying
- Develop institutional visual design standards and manage implementation
- Oversee institutional digital strategy and governance

### Fundraising

- Provide governance and strategic oversight for institutional fundraising priorities and programs, including campaign planning and implementation, goal setting and activity measures
- Lead strategy, guide coordination, and provide specialist programs, resources, and research for development activities

- Develop and oversee relationship management and coordination framework for donors and prospective donors to help ensure positive relationships and fundraising results
- Develop strategic plans and policies for institutional development
- Develop and implement fundraising training and education
- Oversee and manage gift acceptance, recording, receipting, and reporting
- Create and lead donor relations programs that focus on acknowledgement, stewardship, recognition, and engagement initiatives

### Alumni Relations

- Cultivate and deepen strategic relationships with alumni, donors and friends
- Create and lead alumni engagement strategic plan, developing aligned strategies with campus partners
- Develop and deliver alumni engagement programming, including event planning, communications, alumni recognition, student engagement, career programs and personal/professional development
- Strengthen relationships with and between alumni, donors and friends through volunteerism, including Alumni Council, alumni chapters and mentorship programs
- Manage revenue generating affinity relationships with external partners

### Government and Community Relations

- Develop, oversee and report on institutional government, stakeholder, and community relations strategies

- Advise and support the institution in relationship management with all orders of government
- Plan, coordinate, and deliver pan-university government and community relations events
- Monitor and provide insight into federal/provincial/municipal government agenda, operationalizing Acts and regulations to develop and affect policy, practices and directions of the university, its research and operations
- Influence and develop institutional policy and provide provincial and national influence to policies that affect the post secondary sector
- Develop and support communications and submissions
- Manage the institution's strategic relationships with sector advocacy partners, key stakeholders and the communities that neighbour the university's campuses
- Manage and ensure legislative compliance (Lobbying Act, the Lobbyists' Code of Conduct and the Lobbyists' Act and community consultation under Post Secondary Learning Act and the Long Range Development Plan)
- Provide strategic advice and support to senior leadership in preparation for external interactions and for institutional positioning with all orders of government and with strategic community partners
- Provide strategic advice, support, coordination, and collaboration to faculties and units on government and community relations
- Build network of third-party advocates
- Collaborate and advise as appropriate on government protocols for political presence at events

## SHARED SERVICES

### Universal Functions for Entire Portfolio\*

- Triage all enquiries from external stakeholders coming into web
- University assets management system
- Routine website updates and e-commerce support
- Trademark agreements
- Event logistics
- Filming and photography policy and approvals
- Maintain enterprise subscriptions and access (Campaign Monitor, Meltwater, Sprout Social, Lumen, etc.)

*\*Note: these functions service all aspects of the stream and thus are not subdivided.*

## COLLEGE/FACULTY/UNIT

### General External Engagement at College/Faculty/Unit

- Contribute to integrated strategy for communication, marketing, stakeholder engagement strategy
- Ensure that there is a deep understanding between Centres of Expertise and the college/faculty/unit needs and priorities
- Ensure unit alignment with brand, institutional digital and social media strategy, marketing and advertisement plans, and internal communications initiatives
- Manage events

### Communications and Marketing

- Build unit communication and marketing strategy and plan that aligns with institutional plan
- Create faculty-specific content for inclusion in the core content hub or aligning with it
- Provide faculty-specific content for communications, including stories and/or story ideas
- Manage unit-specific audience communications and engagement

### Fundraising

- Create unit strategies, plans, and goals in alignment with institutional plans
- Develop college/faculty/unit specific fundraising opportunities, priorities, strategies and goals
- Conduct and facilitate major gift fundraising
- Foster relationships with philanthropic supporters and coordinate in alignment with the university's relationship management framework
- Develop and implement college/faculty specific donor relations priorities and strategies

### Alumni Relations

- Contribute to creation of institutional strategic plan
- Develop and manage unit strategies, plans and relationships (in collaboration with CoE)
- Provide unit specific content for engagement initiatives
- Manage unit specific events and engagement initiatives including communications and marketing to alumni and donors
- Work with CoE to manage alumni advisory groups
- Cultivate and manage strategic relationships with internal and external partners vital to engaging with alumni

### Government and Community Relations

- Work with CoE on coordination of institutional announcements with government
- Ensure legislative compliance with the Federal Lobbying Act, the Lobbyists' Code of Conduct and the Provincial Lobbyists' Act, and community consultation under Post Secondary Learning Act and the Long Range Development Plan
- Provide faculty or portfolio-specific content and identify faculty and student expertise for institutional-government events, announcement, government relations advocacy products or government reports and community engagement events and programs
- Collaborate with CoE, partner portfolios and faculties to handle and/or advise on issues management and communications with all orders of government
- Ensure Government and Community Relations are leading the strategy and are appropriately informed and coordinated