

**UofA** for  
TOMORROW

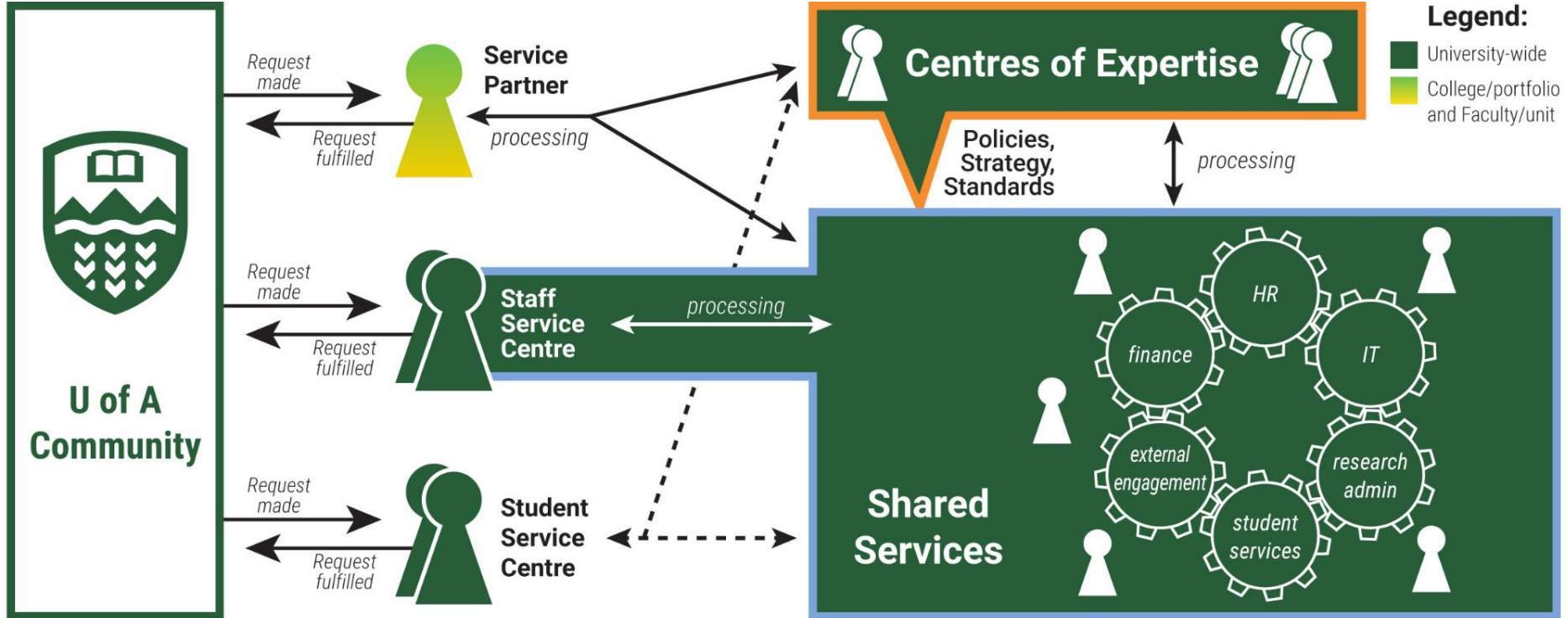
# External Engagement

**ASA Slides**

August 25, 2021



# Administrative operating model at the U of A

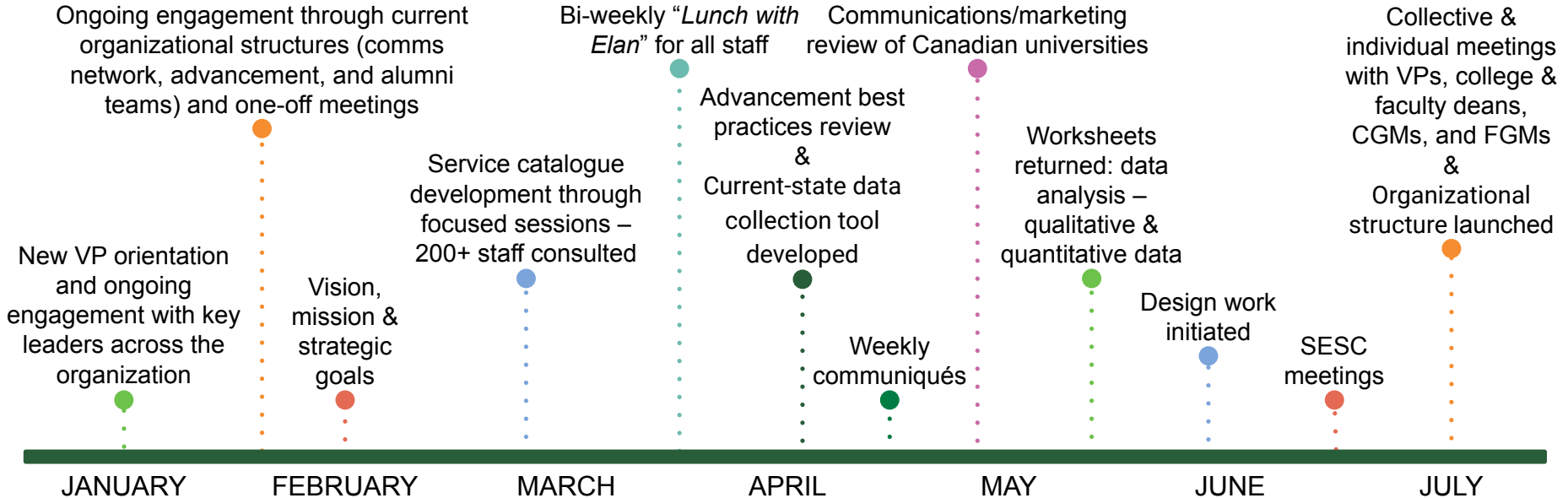


## What is external engagement?

New structure brings together 4 functional areas:

- Communications
- Marketing (including Digital and Creative)
- Advancement (now Development and Alumni Relations)
- Government and Community Relations

# Timelines, activities, and engagement



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](https://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](https://uab.ca/erchart)

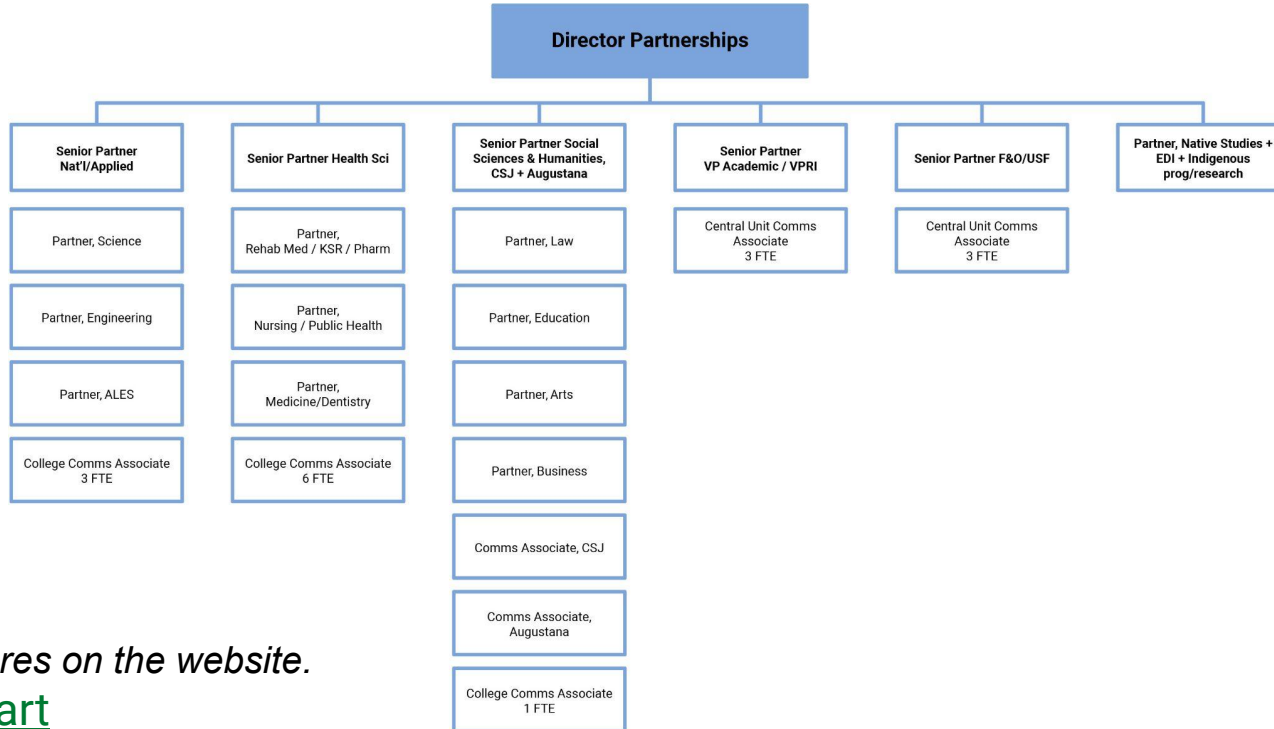
## Key model attributes – Development, Alumni Relations, GCR

- **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

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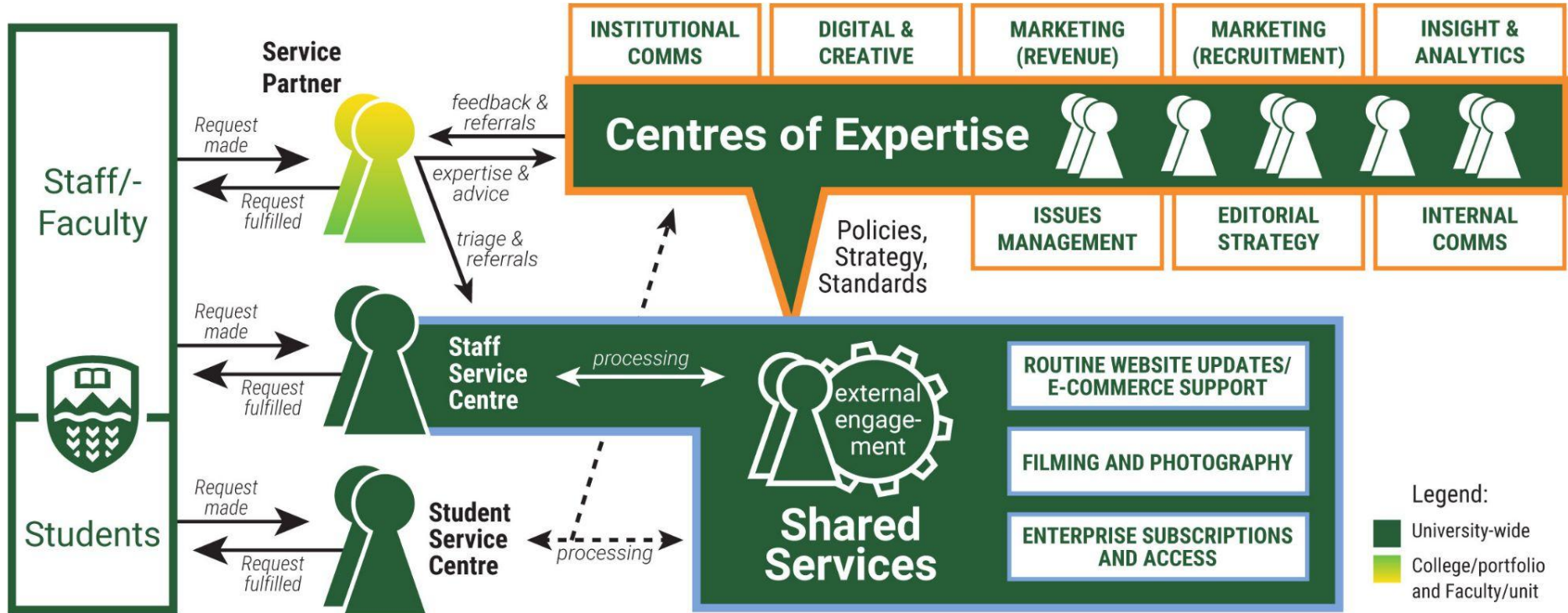
# Communications & Marketing partners



See full structures on the website.

[uab.ca/erchart](http://uab.ca/erchart)

# External engagement services operating model



## 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



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**Questions?**