

**Meeting of the Budget Development Group # 5**  
**February 10, 2023**  
**Minutes**

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The following members participated: Elizabeth Fullerton, Jeff Hennessy, Robert Inglis, Nate Lesser, Matt Maston, Courtney Pringle Carver and Jennifer Tomes

R. Inglis confirmed the group was okay to record today's meeting through Teams and share with G. Ouellette who was unable to attend today's meeting.

**1. Minutes**

The February 3, 2023, minutes were approved as circulated.

**2. Vice-President Academics and Research Budget Priorities**

J.Hennessy outlined the responsibilities / challenges of his area and identified the following as his budget priorities:

**General Requests**

Funds for Aviation Student Activities

Aviation Advisor / Coordinator

May be an opportunity to offset through renegotiated Memorandum Of Agreement with the Moncton Flight College.

**Recruitment and Admissions**

Ellucian – Recruit-Colleague upgrade (\$245,000)

One year project to implement functions to increase recruitment yields

Request submitted to PETL for full amount for year one of implementation

Should know fairly soon if application approved

**Faculty of Science**Data Science Lab Technician / Instructor

This position will address growth in Data Science minor and courses  
Currently no data science technician

Graduate Studies stipend (\$10,000)

General increase in office, TA, travel – field trips, equipment budgets

**Faculty of Social Sciences**

Sociology, Commerce, Economics Stipends (\$10,000 each)

General increase in office, TA, travel – field trips, equipment budgets

**Faculty of Arts**

Drama Term Instructor

2 Indigenous Studies and 1 Classics Stipend (\$30,000)

Increase to TA budgets, travel / field trips, office, instructional supplies, equipment

Half time administrative assistant for PPE (\$30,000)

**Library**50% Creative Arts Librarian

Other half covered through Universitas Endowment

General increase to overall operating (\$25,000)

**Purdy Crawford Teaching Centre**

Warning! One more year for endowment to fully cover PCTC, Student Academic Support,  
and Indigenous Student Support

**Owens**HVAC replacement

This is going to start affecting their ability to house various pieces that require specific  
temperature control. Possibility of shared cost with Cultural Spaces Fund and Regional  
Development Corporati( )10.6 (e c)-214.29 -1.1412ir

## **Marketing Communications**

### Recruitment Paid Media (\$100,000)

Need to have the infrastructure in place to support media recruitment. Opportunity to grow application pool and it would pay for itself with a 5% conversion rate of applications to students. \$100k investment is estimated to generate 200-400 new applications.

### Social Media Monitoring Tool (\$15,000)

This will allow us to more finely tune our message to potential students  
Free up staff to spend more time on institutional priorities

### Project Management Tool (\$3,000)

Meant to pay for itself through conversion of 5%

## **Alumni Relations**

### Alumni engagement and donor cultivation (\$15,000)

Allows relationship building through qualification events

### Database integrity (\$10,000)

Student would work on updating contact information  
Better contact data would result in more donations and alumni engagement

Respectfully Submitted,  
Trudy Hicks