



CALGARY^F

Start
2

ACTIVITIES AND INITIATIVES

To achieve these objectives and our overarching goal of enhancing community relevance, the following activities and initiatives have been identified for the Community Plan (2024–2027). Final initiatives and activities will be confirmed during consultation and the scale and scope of deliverables for final activities specified will be determined by resourcing available over this period.

DEMENTIA CARE SERVICES

With over 35,000 students, 5,000 faculty and staff and more than 220,000 alumni, the University of Calgary is a large and complex community. At the same time, Calgary is flourishing as an increasingly diverse city, with the possibility of playing an increasingly vital role as a solution provider on the national and international stage. The University of Calgary has the opportunity to harness this untapped potential, adapting to the evolving landscape, and catering to the growing desire for community connection. While the University has invested in strengthening community engagement in recent years, there remains tremendous opportunity to further collaborate, fostering economic and social prosperity for the city, the province, the country, and our world.

Key Initiatives

Encourage students, postdocs, faculty, staff to put community at the heart of what they do.

Ahead of Tomorrow 3.A, 3.B, 3.C

Recognizing and rewarding community-focused work fosters a collaborative, outward-looking, more connected university.

Foster an environment that promotes academics to engage in community-focused work.

Embed community-engaged learning in academic programs.

Create University-wide tracking system and repository to gather and manage community-driven requests and issues that can then inform community-engaged learning and research.

Increase supports for exploring community engagement in curriculum review and curriculum action plans.

See also: Academic Plan, section 3

Develop a community engagement team with the mandate to support the development of and implementation of community projects with students-as-partners.

Launch new graduate programs in transdisciplinary scholarship with significant and meaningful community engagement components. *See also: Academic Plan, section 2*

Expand credits and scholarships available for community-engaged work.

Review and assess existing possibilities for community-focused work.

Note: Community-engaged research and scholarship and community-engaged teaching and learning are foundational aspects of our community engagement work, involving a great many researchers and academics across the University. For more information on these essential aspects of our community engagement see the Research and Academic Plans.

Create position of Associate Dean (Community). *Ahead of Tomorrow 3.A, 3.B, 3.C*

Enhance engagement capacity through an academic leader that serves as a connection point for—and bridges to—the broader community.

Work with stakeholders across the university and community partners to develop framework and mandate for the Associate Dean (Community) role.

Integrate institutional processes, practices and working model with new role to optimize impact.

Seed and nourish local and global partnerships with community and industry. *Ahead of Tomorrow 3.A, 3.C*

Foster entrepreneurial thinking, generate economic activity, and create opportunities for learning and knowledge exchange.

Complete roll-out of Office of Partnerships to optimize connection and shepherd industry and community partnerships with institutional stakeholders.

Build relationship management tools, frameworks and processes, including:

- , Governance bodies
- ,, Legal frameworks
- ,,, Partnership tracking systems
- √ Marketing campaign to raise awareness of the Office of Partnerships

Working with partners, support the growth of the University's innovation ecosystem.

See also: Research Plan, sections 1, 2, 5; academic Plan, section 2

Prioritize partnerships that deliver transformational impact for the University and our communities.

See also: Research Plan, sections 1, 2, 5; Academic Plan, section 2

Broaden alumni, donor, and community engagement. *Ahead of Tomorrow 3.A, 3.C*

Efficient and scalable community programming that engages with the teaching, learning and research of the University supports a truly excellent student experience.

Dramatically expand life-long learning opportunities for our communities. *See also: Academic Plan, section 3*

b. Scale up alumni volunteering/mentoring to create opportunities for all students to benefit from community support and guidance.

Expand research volunteer and Citizen Science activities so that alumni and community members can participate in and advance the research endeavors of the University.

Expand use of digital engagement tools to facilitate meaningful, cost-effective engagement and support.

Developing a Reputation Strategy

The University of Calgary's impressive journey showcases remarkable growth and a thriving entrepreneurial spirit. In less than 60 years, our dedicated students, faculty, staff, and community have come together to build a bold and innovative university. UCalgary has made significant strides in foundational commitments, research, student experience, and community contribution, pushing the boundaries of capability and quality. Although the depth, breadth, and impact of these changes are not yet fully recognized in Calgary or across the country, we are committed to sharing our story and celebrating the University of Calgary's outstanding accomplishments. Strengthening awareness, understanding, and reputation is thus vital for the University of Calgary to amplify our exceptional contributions, solidify our standing among leading Canadian institutions, and to foster continued community support and engagement. We invite our community members to be part of this exciting narrative—together, we can ensure that the University of Calgary's contributions are recognized and celebrated, both locally and nationally.

Key Objectives

Strengthen the University's reputation as a thought-leader and problem solver in key areas of focus.

Ahead of Tomorrow 3.A, 3.B, 3.C

Strengthening our reputation helps attract top-tier talent, partnerships that enrich the student experience, world-leading scholars—and increases the perceived value of a UCalgary credential.

Implement an integrated program of flagship communications and events to drive reputation with key audiences.

Build a framework to support events and programs run by campus-partners to encourage the incorporation of reputational strategies and goals.

Implement an on-campus communications and engagement strategy that features university leaders, researchers, and students.

Expand media relations activities.

Implement an integrated content strategy. *Ahead of Tomorrow 3.A, 3.B, 3.C*

Adopting an integrated content strategy ensures we get the most out of all university channels, providing consistent and cohesive messaging across platforms.

Develop and implement an integrated audience strategy for donor and alumni communications programs.

Refresh University-wide key messages, stories, and narratives on a regular basis to guide our reputational programming.

Advertise to global academics to increase share of mind for the University of Calgary.

Coordinate and leverage communications work across campus to ensure narratives are presented consistently.

Scale and optimize advertising spend to strengthen perception of UCalgary's reputation as a leading entrepreneurial research university. *Ahead of Tomorrow 3.A, 3.B, 3.C*

A well-defined brand serves as a point of differentiation that supports recruitment, marketing, engagement, and philanthropic efforts—in turn improving the experience of students, postdocs, faculty and staff.

Scale up regional and national brand advertising via Start Something campaign.

Centralize advertising booking to increase effectiveness and efficiency.

Raise awareness of UCalgary accomplishments to enhance University performance in key rankings.

Enhance brand recognition and coherence. *Ahead of Tomorrow 3.A, 3.B, 3.C*

Reinforcing our brand across university programs, services and facilities helps our community be aware of when they are engaging with their University.

Strengthen presence of University of Calgary brand across facilities, programs and community services.

Strengthen presence of—and connection to—University of Calgary core brand among units and institutions of the University.

Diversity, Inclusion and Equity

Our historic success in fundraising has been a differentiator for UCalgary. As awareness and understanding expands, we envision even greater interest in investing in UCalgary, empowering our ability to pioneer innovative initiatives, fortify community ties, and further propel reputation. We recognize the immense opportunity ahead of us, as well as the need to adapt to emerging trends. As we move forward, it is crucial that we honor and strengthen existing relationships, acknowledging the vital role they play in our success. At the same time, our city is becoming increasingly diverse with new industries and communities of influence emerging, opening the door to new opportunities both in Calgary and beyond.

Key Initiatives

Embed our philanthropic mindset deeper in the organization. *Ahead of Tomorrow 3.A, 3.B, 3.C*

Celebrating the support of our community and embedding philanthropy more deeply in the mission of the university enables us to leverage university expertise more effectively and reach key philanthropic goals—funding student supports and life-changing research.

Draw on university planning and goals to create clear philanthropic goals.

Expand capacity for transdisciplinary fundraising.

Invest in philanthropy training and coaching for academic leaders and other institutional partners.

Create an Advancement Council that serves as an integrated team that aligns Advancement work and priorities across campus.

Engage senior volunteers in our philanthropic endeavors.

Work to identify opportunities for community to financially support key programs emerging from *Ahead of Tomorrow* (e.g. First in Family, UCEED). *Ahead of Tomorrow 3.A, 3.B, 3.C*

Invite leaders, foundations, businesses, alumni and other partners to play a pivotal role in shaping the university's future trajectory.

In collaboration with stakeholders, develop philanthropic and engagement priorities that aligns with the University's strategic goals.

Fundraise to support *Ahead of Tomorrow*.

Foster growing support from our existing donors to achieve our philanthropic goals; identify and engage new supporters to accelerate transformative philanthropy. *Ahead of Tomorrow 3.A, 3.C*

Working with our community and helping the University of Calgary be the vehicle through which our generous community reaches its philanthropic ambitions.

Steward existing philanthropic gifts and relationships to continuously build trust and future opportunities among our existing donors.

Expand engagement with foundations and next generation philanthropists.

Increase influence and philanthropic investment from Calgary's diverse and emerging communities.

Expand our family of alumni and community donors. *Ahead of Tomorrow 3.A, 3.B, 3.C*

Build the donor base, amplify the sense of collective ownership of the university and establish a foundation for future philanthropic success.

Expand Donor/Alumni Experience Officer program to increase leadership and alumni giving.

Partner with peer-peer alumni and community networks in support of joint community/University fundraising initiatives.

Enhance and expand donor engagement activities. *Ahead of Tomorrow 3.C*

Ensure that our benefactors know they are valued, ensure they are connected, support meaningful long-term relationships built on trust and shared aspirations.

Enhance and evolve existing donor relation activities to ensure mindful stewardship.

Expand our use of digital stewardship and multi-media to retain and deepen our relationships with donors.

Ensure effective gift implementation across the University.

Build a network of influencers, donors, and supporters beyond Calgary. *Ahead of Tomorrow 3.C*

Open doors to new resources, collaborations, and opportunities, fueling UCalgary's growth and innovation.

Identify and prioritize key strategic markets: Toronto, Vancouver, San Francisco, New York.

, Engage key prospects and donors in identified strategic regions to expand our philanthropic reach.

.. Engage key influencers and community members in identified regions to drive engagement and reputation.

D **E** **F** **M** **E** **O** **C**

Building a solid and sustainable base to

