



## University and Community Experience Committee

Cycle 5- Wednesday, June 26, 2024

Start Time: 4:00 PM

Remote via MS TEAMS

[Click here to join the meeting](#)

Or call in (audio only)

[\(888\) 862-4985, 315605853#](tel:(888)862-4985) Canada (Toll-free)

Phone Conference ID: 315 605 853#

### Agenda

#	Item	By	Start Time	Length	Action
1.	Call to Order & Land Acknowledgement	AF	4:00	1	
2.	Declaration of Conflict of Interest	AF	4:01	1	
3.	Approval of Agenda (including consent items)	AF	4:02	2	Approval
4.	Business Arising from the Minutes	AF	4:04	1	Information
<b><u>KEY ITEMS</u></b>					
5.	<u>Committee Charter Review (including appendices 1-2)</u>	YR/MR	4:05	10	Recommendation
6.	<u>Government and Community Relations (including appendices 1 -2)</u>	MR	4:15	15	Information
7.	<u>Development and Donor Relations report (including appendices 1-2)</u>	MR	4:30	10	Information
8.	<u>Brock International - Report (including appendix 1)</u>	MR/CB	4:40	15	Information
9.	<u>Marketing Communications update and year end reports</u>	LR/MT	4:55	10	Information
10.	<u>60<sup>th</sup> Anniversary (including appendices 1 -2)</u>	BC	5:05	10	Information
11.	<u>2023-24 University Community and Experience Committee Work Plan Status Update</u>	YR	5:15	5	Information
12.	<u>Emergency Management Plan and Preparedness Report</u>	JG/SJ/ GB	5:20	10	Information

#	Item	By	Start Time	Length	Action
<b>CONSENT ITEMS</b>			<b>5:30</b>	5 (minutes if needed)	
13.	<u>Minutes of Previous Meeting - Meeting #3 (2023-24) held on March 6, 2024</u>	AF			Approval
14.	<u>Enrolment and Admissions Update</u>	TK/SC/ GJ			Information
15.	<u>Metrics - Campus Security</u>	DM			Information
16.	Other Business	AF	<b>5:35</b>	5	
17.	ADJOURNMENT	AF	<b>5:40</b>		

<u>Agenda Legend</u>	AF	Arti Freeman	MR	Meagan Rusnell
	YR	Yvonne Roussel	MT	Matt Terry
	DM	Donna Moody	BC	Brad Clarke
	SJ	Scott Johnstone	CB	Christina Bosilo
	GB	George Bench		

**ACCESSIBILITY:** If you require this agenda in an accessible format or require the provision of communications supports for the meeting, please submit a request by email to [universitysecretary@brocku.ca](mailto:universitysecretary@brocku.ca) Please note, where meetings are held using Microsoft Teams, individual participants can access live captioning by following these instructions: [Live Captioning in Teams Meetings.](#)

## Report to University and Community Experience Committee

### RECOMMENDATION ITEM

TOPIC: Committee Charter review

June 26, 2024

Yvonne Roussel, University Secretary & Associate Vice-President,  
Governance and Policy

Meaghan Rusnell, Interim Vice-President, External

### MOTION

THAT the attached amendments to the University Community and Experience Committee Charter, including renaming it the External Relations Committee, be recommended to the Governance/Nominating Committee.

### EXECUTIVE SUMMARY

#### 1. Key Background

- During the regular review of the Committee Charter in Cycle 4 a working group was formed to conduct a thorough review and clarify the purpose of UCEC. The Working Group's composition included:
  - Mark Arthur
  - Arti Freeman
  - Anne McCourt
  - Hilary Pearson
  - Yvonne Roussel
  - Meaghan Rusnell
- The Working Group met and reviewed the UCEC Charter and sector practices and provided input on proposed revisions. Following the meeting, revisions were drafted and circulated to the Working Group for feedback.
- The proposed changes to the UCEC Charter are substantive and were developed with the goal of clarifying the purpose of the committee.
- The Governance/Nominating Committee has approved recommending the proposed UCEC Charter amendments to the Board of Trustees, contingent upon approval by UCEC.
- The proposed changes are included in Appendix 1 of the background materials.

#### 2. Implications

- There are no significant implications identified with these proposed changes.
- The responsibilities that are no longer reflected in the Charter are already captured in the Board's responsibilities and will be added to the Board workplan (Strategic Plan and University experience).

### 3. Next steps

- Subject to UCEC's approval, the changes will be presented to the Board of Trustees for approval on June 27.

### 4. Background Materials

Appendix 1 - University and Community Experience Committee Charter - track changes (4 pages)

Appendix 2 - University and Community Experience Committee Charter - clean copy of changes (3 pages)



<b>Board Committee Charter</b>	<del>EXTERNAL RELATIONS</del> <b>UNIVERSITY AND COMMUNITY EXPERIENCE COMMITTEE</b>
Approved by the Board of Trustees	October 3, 2013
Amendments approved by the Board of Trustees	February 13, 2014; April 10, 2014; June 23, 2016; September 27, 2018; June 27, 2019; October 1, 2020; <u>TBD</u>

<b>1.</b>	<b>Mandate</b>
	<p>The mandate of the <del>External Relations</del><b>University and Community Experience Committee</b> ("Committee") is to <del>promote the active involvement of the Board of Trustees in setting policy, providing strategic guidance, and advancing Brock's interests in philanthropy, alumni, government relations, community relations and communications.</del> <b>assist the Board in reviewing and providing guidance regarding:</b></p> <ul style="list-style-type: none"> <li><del>a. the implementation and metrics of the University's strategic plans;</del></li> <li><del>b. the University's enrolment and retention strategy;</del></li> <li><del>c. the development and maintenance of sound internal and external relationships within the University community, with government and with community engagement at large;</del></li> <li><del>d. the university experience;</del></li> <li><del>e. fund raising and donor relations;</del></li> <li><del>f. alumni affairs; and</del></li> <li><del>g. brand and marketing strategy.</del></li> </ul>
<b>2.</b>	<b>Composition</b>
	<p>The Committee is appointed annually and consists of the following:</p> <ul style="list-style-type: none"> <li>a. the Chair of the Board, the Chair Elect (or, when there is no Chair-Elect, the Vice-Chair), and the President, ex officio;</li> <li>b. a minimum of four additional community Trustees one of whom shall serve as Chair;</li> <li>c. one faculty Trustee;</li> <li>d. one student Trustee;</li> <li>e. one staff Trustee.</li> </ul>
<b>3.</b>	<b>Responsibilities</b>
	In fulfilling its mandate, the Committee shall have the following responsibilities:

<p>3.1</p>	<p><i>Strategic Plan Philanthropic Culture and Fundraising</i></p> <ul style="list-style-type: none"> <li>• <u>Provide ing advice and recommendations on philanthropic programs and campaigns</u></li> <li>• <u>Monitoring progress and risks associated with towards fundraising targets.</u> <ul style="list-style-type: none"> <li>— <u>Ensure the establishment of Actively engage in donor development and foster positive relations between the University and its donors.</u></li> <li>— <u>Provide guidance and assistance in fundraising and Advancement activities, including annual giving, planned giving, and major gifts, to maximize funding opportunities through donations and grants.</u></li> <li>— <u>Confidentially encourage and assist individuals to consider philanthropic gifts to the University and review progress towards fundraising targets.</u></li> </ul> </li> <li>• <u>Support establishing a fundraising policy framework that prioritizes donor-focused philanthropy and ensuring that fundraising activities aligns with the University's mission and strategic priorities is imperative.</u></li> <li>• <u>Ensure that appropriate fundraising policies are in place, such as donor recognition policies, and gift acceptance/refusal policies</u> <ul style="list-style-type: none"> <li>— <u>Encourage Board participation in donor relations activities.</u></li> <li>— <u>Monitor philanthropic policies, strategies, and plans that align with the University's long term goals</u></li> </ul> </li> </ul> <p>The Committee shall support the University in fulfilling its strategic plan by:</p> <ol style="list-style-type: none"> <li>a. <u>reviewing the implementation of the University's strategic plan;</u></li> <li>b. <u>ensuring that the University has established and is monitoring a set of key performance indicators (KPIs) that pertain to the achievement of its strategic goals;</u> and</li> <li>e. <u>assigning the strategic plan KPIs to the appropriate Board committee for monitoring, and monitoring those KPIs which do not have an appropriate Board committee.</u></li> </ol> <ul style="list-style-type: none"> <li>• <u></u></li> </ul>
<p>3.2</p>	<p><i>Internal and External Alumni Relations</i></p> <ul style="list-style-type: none"> <li>• <u>Provide input on strategies to strengthen connections between the Alumni Association, alumni, and the University.</u></li> <li>• <u>Offer guidance on alumni-related matters and opportunities for further engagement with alumni increased alumni involvement</u></li> </ul> <p>The Committee shall review the University's communication and engagement with internal and external stakeholders to support its academic and operational objectives and to ensure that its reputation is maintained and enhanced, including government relations, community relations, media relations and student relations.</p>
<p>3.3</p>	<p><i>University Experience Government Partners and External Stakeholders</i></p> <p>The Committee shall review the University experience as it impacts the communities it serves and the University population, including the services and</p>

	<p><del>supports provided by the University on campus, such as campus security services, residence life and food services.</del></p> <ul style="list-style-type: none"> <li>• <u>Provide strategic guidance on the development and maintenance of strong relationships with key stakeholders, including government and community partners.</u></li> <li>• <u>Encourage Board participation in strategic events that showcase the university's commitments to and support of the local community.</u></li> </ul>
3.4	<p><del>Fund Raising</del> <u>Strategic Communications, Branding and Identity</u></p> <ul style="list-style-type: none"> <li>• <u>Ensure there is policy framework in place that guides the use of institutional branding, visual identity and associated marketing and implementation strategies;</u></li> <li>• <u>Review and provide input on the University's strategic communications plans, and public relations initiatives that align with the University's priorities and objectives.</u></li> <li>• <u>Assess and provide advice on significant reputational risks to the University</u></li> </ul> <p><del>The Committee shall review the University's fund raising and advancement activities to ensure that the institution optimizes opportunities to fund, through donations and grants, its endowment as well as its operating and capital requirements.</del></p>
3.5	<p><del>Alumni Relations</del></p> <p><del>The Committee shall review the University's communication and engagement with alumni in order to ensure that alumni feel connected and are encouraged to support the institution's ongoing academic, operational, financial and reputational objectives.</del></p>
3.56	<p><del>Policies</del></p> <p>The Committee shall review and make recommendations to the Board regarding the approval, amendment or repeal of any University policy relating to its mandate.</p>
3.67	<p><del>Risk Management</del></p> <p>The Committee shall gain reasonable assurance that risks related to its mandate are being effectively managed and controlled by reviewing the University's strategies, policies and plans for addressing such risks.</p>
3.78	<p><del>Performance Indicators and Measurement</del></p> <p>The Committee shall regularly receive and review the key performance indicators related to its mandate.</p>
3.89	<p><del>Other Responsibilities</del></p> <p>The Committee may:</p>

	<ul style="list-style-type: none"> <li>a. Request reports from management on any matters that, in the Committee's discretion, fall within the Committee's duties; and</li> <li>b. Make recommendations to the Board, Executive Committee, President and/or <del>his/her</del> <u>the President's</u> delegate on any other related matter referred to the Committee.</li> </ul>
4.	Meetings
	<ul style="list-style-type: none"> <li>a. Meetings of the Committee are open to members of the public, with the exception of <i>in camera</i> sessions. Admission will be on a first-come, first-admitted basis subject to the limitations of available space as set out in the <a href="#">Framework for Open Meetings</a>.</li> <li>b. Committee meetings shall normally be held four times a year at the call of the Chair.</li> <li>c. Meetings are held in accordance with the <a href="#">Board and Board Committee Meeting Procedures</a>.</li> </ul>

<b>Board Committee Charter</b>	<b>EXTERNAL RELATIONS COMMITTEE</b>
Approved by the Board of Trustees	October 3, 2013
Amendments approved by the Board of Trustees	February 13, 2014; April 10, 2014; June 23, 2016; September 27, 2018; June 27, 2019; October 1, 2020; TBD

1.	<b>Mandate</b>
	The mandate of the External Relations Committee (“Committee”) is to promote the active involvement of the Board of Trustees in setting policy, providing strategic guidance, and advancing Brock’s interests in philanthropy, alumni, government relations, community relations and communications.
2.	<b>Composition</b>
	The Committee is appointed annually and consists of the following: <ol style="list-style-type: none"> <li>a. the Chair of the Board, the Chair Elect (or, when there is no Chair-Elect, the Vice-Chair), and the President, ex officio;</li> <li>b. a minimum of four additional community Trustees one of whom shall serve as Chair;</li> <li>c. one faculty Trustee;</li> <li>d. one student Trustee;</li> <li>e. one staff Trustee.</li> </ol>
3.	<b>Responsibilities</b>
	In fulfilling its mandate, the Committee shall have the following responsibilities:
3.1	<i>Philanthropic Culture and Fundraising</i> <ul style="list-style-type: none"> <li>• Provide advice and recommendations on philanthropic programs and campaigns.</li> <li>• Monitor progress and risks associated with fundraising targets.</li> <li>• Ensure the establishment of a fundraising policy framework that prioritizes donor-focused philanthropy and aligns with the University’s mission and strategic priorities.</li> <li>• Ensure that appropriate fundraising policies are in place, such as donor recognition policies, and gift acceptance/refusal policies,</li> <li>• Encourage Board participation in donor relations activities.</li> </ul>

3.2	<p><i>Alumni Relations</i></p> <ul style="list-style-type: none"> <li>• Provide input on strategies to strengthen connections between the Alumni Association, alumni, and the University.</li> <li>• Offer guidance on alumni-related matters and opportunities for further engagement with alumni.</li> </ul>
3.3	<p><i>Government Partners and External Stakeholders</i></p> <ul style="list-style-type: none"> <li>• Provide strategic guidance on the development and maintenance of strong relationships with key stakeholders, including government and community partners.</li> <li>• Encourage Board participation in strategic events that showcase the university's commitments to and support of the local community.</li> </ul>
3.4	<p><b>Strategic Communications, Branding and Identity</b></p> <ul style="list-style-type: none"> <li>• Ensure there is policy framework in place that guides the use of institutional branding, visual identity and associated marketing and implementation strategies.</li> <li>• Review and provide input on the University's strategic communications plans, and public relations initiatives that align with the University's priorities and objectives.</li> <li>• Assess and provide advice on significant reputational risks to the University.</li> </ul>
3.5	<p><i>Policies</i></p> <p>The Committee shall review and make recommendations to the Board regarding the approval, amendment or repeal of any University policy relating to its mandate.</p>
3.6	<p><i>Risk Management</i></p> <p>The Committee shall gain reasonable assurance that risks related to its mandate are being effectively managed and controlled by reviewing the University's strategies, policies and plans for addressing such risks.</p>
3.7	<p><i>Performance Indicators and Measurement</i></p> <p>The Committee shall regularly receive and review the key performance indicators related to its mandate.</p>
3.8	<p><i>Other Responsibilities</i></p> <p>The Committee may:</p> <ol style="list-style-type: none"> <li>a. Request reports from management on any matters that, in the Committee's discretion, fall within the Committee's duties; and</li> </ol>

	<p>b. Make recommendations to the Board, Executive Committee, President and/or the President's delegate on any other related matter referred to the Committee.</p>
4.	<b>Meetings</b>
	<p>a. Meetings of the Committee are open to members of the public, with the exception of <i>in camera</i> sessions. Admission will be on a first-come, first-admitted basis subject to the limitations of available space as set out in the <a href="#">Framework for Open Meetings</a>.</p> <p>b. Committee meetings shall normally be held four times a year at the call of the Chair.</p> <p>c. Meetings are held in accordance with the <a href="#">Board and Board Committee Meeting Procedures</a>.</p>

## Report to the University and Community Experience Committee

### INFORMATION ITEM

TOPIC: Government & Community Relations

June 26, 2024

Meaghan Rusnell, Interim VP External

Daniel Grubb, Director of Government & Community Relations

### EXECUTIVE SUMMARY

#### 1. Purpose of the Report

- This report provides an update on the government and community relations portfolio at Brock University.

#### 2. Key Background

##### Government Relations

- International Students
  - On January 24, 2024 the federal government announced a cap on international students.
  - Brock has been lobbying both the federal and provincial governments for:
    - An international student allocation that covers at minimum our current international enrolment this year and future years.
    - The establishment of the Recognized Institutions Framework at the federal level.
    - Raising negative impacts of the cap.
- Federal Budget 2024 – Released April 16, 2024
  - The budget focused on addressing the housing crisis.
  - The budget also included significant investments in research such as \$2.4 billion for AI, \$1.8 billion to renew funding for the granting councils SSHRC, NSERC, and CIHR, and other targeted research infrastructure.
  - The budget also included the announcement of plans to modernize science and research ecosystem with the establishment of a new capstone agency.
- Ontario Budget 2024 – Released March 26, 2024
  - With regard to the postsecondary sector, the budget mostly re-stated the measures that were announced by Jill Dunlop, Minister of Colleges and Universities, on February 26<sup>th</sup> (see Appendix I for full details).
- Brock Farm
  - Brock received \$3.5 million grant from the Canada Foundation for Innovation and an additional \$3.5 million from the Ontario Research Fund to support the Clean Agriculture for Sustainable Production (CASP) Field Infrastructure project.
- Municipal engagement
  - President and Vice-Chancellor Dr. Lesley Rigg has been out in the Niagara region meeting with local mayors to learn more about their communities and



partnership opportunities for Brock. Meetings were held with the Mayors of Wainfleet, Pelham, and West Lincoln.

- Brock has hosted several visitors over the last several months notably Jill Dunlop, Minister of Colleges and Universities, Natalie Pierre, Parliamentary Assistant and MPP for Burlington, Nina Tangri, Ontario Associate Minister of Small Business, Lisa Thompson, Ontario Minister of Agriculture, Food and Rural Affairs, and John Kelly, Ontario Deputy Minister of Agriculture, Food and Rural Affairs.

#### Community Relations

- Brock University and the Niagara Parks Commission signed a renewed MOU collaboration on Monday, April 29, 2024.
- Led by the Office of the Vice President Research with support from the Office of Government & Community Relations, Brock is working with community leaders to convene a Niagara health research forum.
- TOES (Tools of Empowerment for Success) Niagara is working in partnership with Brock University Professional and Continuing Studies to combat human trafficking by developing a code of conduct to increase awareness and provide resources, including prevention strategies, for hospitality and tourism businesses and organizations in the region.
- Brock has been engaged in a number of community events. Notably:
  - President Rigg and Niagara College President Sean Kennedy participated in a roundtable discussion hosted by South Niagara Chambers of Commerce and Welland/Pelham Chamber of Commerce on Tuesday, March 26 that focused on the challenges both institutions are facing following the federal government's announcement of a cap on international study permits.
  - President Rigg emceed and moderated a panel at the Burlington Chamber of Commerce Women Leaders and Allies breakfast held Friday, March 1 in recognition of International Women's Day.
  - Brock hosted Niagara Folks Arts, a MOU partner, for their annual newcomer "celebrity" basketball game on May 22.
- The community relations team is preparing for two upcoming key moments for the University: 60<sup>th</sup> Anniversary and the refresh of our institutional strategic plan.

### 3. Next Steps

- The Office of Government and Community Relations will continue to advocate with government officials our institutional priorities including financial sustainability, engineering, nursing, teachers education, international students, and research funding.
- The Office will also be preparing to refresh our strategic focus for community engagement as the new institutional strategic plan comes together.

### 4. Background Materials

- Appendix 1 – Ontario Ministry of Colleges and Universities February 26, 2024 Announcement
- Appendix 2 – Government & Community Relations Board Report – June 26, 2024

## Appendix 1 – Ministry of Colleges and Universities February 26, 2024 Announcement

On February 26, 2024, the Ontario Ministry of Colleges and Universities announced:

- An extension of the tuition fee freeze for publicly assisted colleges and universities for at least three more years. Institutions will be able to increase tuition by up to five per cent for out-of-province domestic students.
- New funding for the postsecondary sector totaling \$1.3 billion over three years, including:
  - \$903 million over three years through the new Postsecondary Education Sustainability Fund starting in 2024-25, including \$203 million in funding for top-ups for institutions with greater financial need.
  - \$167.4 million over three years in additional funding for capital repairs and equipment.
  - \$10 million in additional one-time funding through the Small, Northern and Rural Grant for colleges and Northern Ontario Grant for Universities in 2024-25. This funding will support financially vulnerable institutions while the government works with them on efficiency initiatives.
  - \$15 million over three years beginning in 2024-25 through the Efficiency and Accountability Fund to support third-party reviews that will identify actions institutions can take to drive long-term cost savings and positive outcomes for students and communities. These reviews will target structural issues as well as operational policies in order to improve sustainability and student experiences.
  - \$100 million in 2023-24 to support STEM program costs at publicly assisted colleges and universities with enrolments above currently funded levels.
  - \$65.4 million to support research and innovation, including \$47.4 million for the infrastructure refresh of Ontario's Advanced Research Computing systems and \$18 million for their ongoing operations and maintenance.
  - \$23 million to enhance mental health supports, including \$8 million for the Postsecondary Mental Health Action Plan over the three years.
- Directives requiring colleges and universities to provide information about ancillary fees and other students costs, including costs for textbooks or other learning materials.
- A commitment to engaging with colleges and universities to create tuition fee transparency to help students and their families better understand how tuition fees are used.
- The *Strengthening Accountability and Student Supports Act, 2024* which requires colleges and universities to have policies in place relating to mental health and wellness supports and services and require colleges and universities to have policies in place to combat racism and hate, including but not limited to antisemitism and Islamophobia.
- The introduction of measures to protect students and improve the integrity of career colleges. The province will better integrate enforcement efforts across ministries to strengthen oversight of career colleges and will ensure timely responses to concerns and complaints by improving data management, documentation processes and the efficacy of compliance investigations.
- As recommended by the blue-ribbon panel, the government will be working with colleges and universities to establish certain core competencies for board members, including financial literacy and risk management.
- Permission for colleges to offer applied masters degrees in areas of study that will help students graduate with in-demand skills, expertise and credentials.
- The province will also launch a career portal to help students understand labour market needs and make informed decisions on postsecondary education.

# Government & Community Relations Board Report

June 26, 2024



# Government Relations

## International Students Update



### International Students **Cap**

- January 24, 2024 - the federal government announced a cap on international students. With the cap every study permit submitted to IRCC would require an attestation letter from the province of study.
- Provinces were given until March 31, 2024 to establish a process for issuing attestation letters.
- Brock was actively lobbying at both the federal and provincial governments for an international student allocation that covered at minimum our current international enrolment.
- Brock has been also advocating for the establishment of the Recognized Institutions Framework at the federal level which is anticipated Fall 2024.
- Brock has also been conveying to the government the challenges and negative consequences of the delay in the establishment of the attestation system.



# Federal Budget 2024

## “Fairness for every generation.”

- April 16, 2024 - the federal government released Budget 2024.
- The budget included significant measures to address the housing crisis in Canada including new incentives for postsecondary institutions to build more student housing.
- The budget also included significant investments in research such as \$2.4 billion for AI, \$1.8 billion to renew funding for the granting councils SSHRC, NSERC, and CIHR, and other targeted research infrastructure.
- The budget also included the announcement of plans to modernize science and research ecosystem with the establishment of a new capstone agency that will strengthen coordination and alignment among research funding agencies.



# Ontario Budget 2024



The Honourable  
Peter Bethlenfalvy  
MINISTER OF FINANCE

## Building a Better Ontario

2024 ONTARIO BUDGET



Budget Papers

### “Building a **Better Ontario.**”

- Released March 26, 2024.
- Postsecondary Education sector expense is projected to increase from \$12.6 billion in 2023–24 to \$13.0 billion in 2026–27.
- For postsecondary sector the budget mostly re-stated the measures that were announced by Jill Dunlop, Minister of Colleges and Universities, on February 26th:
  - Tuition freeze continuation
  - \$1.3 billion sector stabilization fund



## GOVERNMENT RELATIONS

# Brock Farm

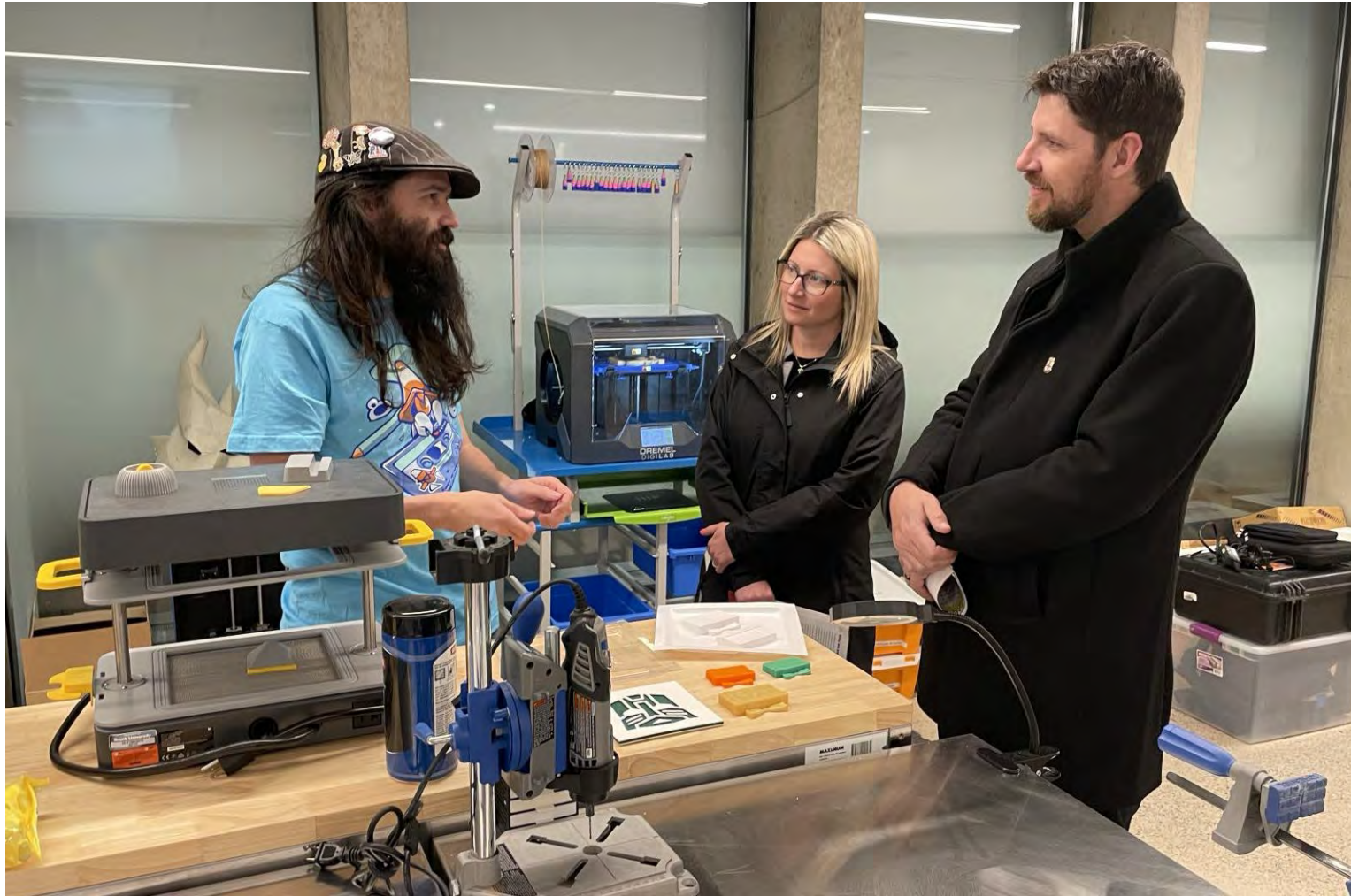


*Brock received \$7 million in total from the federal and provincial government to support the Clean Agriculture for Sustainable Production (CASP) Field Infrastructure project.*



## GOVERNMENT RELATIONS

# Local Government Engagement





# GOVERNMENT RELATIONS

## Campus Visitors





## OPPORTUNITIES

# Advocacy Priorities



*President Rigg at Queen's Park on March 28 for a meeting with Ontario Minister of Education Stephen Lecce.*

- Financial sustainability
- Engineering
- Nursing
- Teachers Education
- International students
- Research funding



# Community Engagement



## COMMUNITY ENGAGEMENT

# Niagara Parks MOU Renewal



*Brock University–Niagara Parks MOU renewed agreement on April 29, 2024.*



## COMMUNITY ENGAGEMENT

# Leading Important Discussions



*Led by the Office of the Vice President, Research Brock is working with community partners to establish a Niagara Health Research Forum.*

*President Rigg and Niagara College President Sean Kennedy participated in a roundtable discussion hosted by South Niagara Chambers of Commerce and Welland/Pelham Chamber of Commerce on Tuesday, March 26.*



# COMMUNITY ENGAGEMENT

## Brock in the Community





## COMMUNITY ENGAGEMENT

# Supporting Our Community Partners





# COMMUNITY ENGAGEMENT

## Moving Forward



**60<sup>th</sup> Anniversary**

**Institutional Strategic Plan**



Board of Trustees

## Report to the UCEC Committee

### INFORMATION ITEM

TOPIC: Development and Donor Relations Update

June 26, 2024

Meaghan Rusnell, Interim VP External

Amelia Canto, Executive Director, Development & Donor Relations

#### EXECUTIVE SUMMARY

##### 1. Purpose of the Report

- Provide a year-end update to the Board Committee

##### 2. Key Background

- Revenues are similar to past years with exceptional performance in 2021-22 due to Haj-Ahmad gift of \$5M.
- Challenged by staff departures from July to November 2023, leaving 4/15 staff --- 0/7 fundraisers, and no senior staff - in addition to pre-existing vacancies.
- Rebuilding efforts produced 8 new staff including 2/7 fundraisers, 3/3 senior staff

##### 3. Next Steps

- Continue hiring, training and coaching throughout summer months
- Revise Development and Donor Relations' Strategic Plan to align with Brock's new plan
- Develop relationships with prospects in the pipeline
- Refine standards to ensure a positive donor experience with Brock

##### 4. Background Materials

- Appendix 1: 2023-24 Year-end Report
- Appendix 2: PowerPoint - Development & Donor Relations Update

Board of Trustees

TARGETS AND METRICS - Development and Alumni Relations

May 1, 2023 – April 30, 2024



Measure	Metric	Historical Information	2023/2024
<u>Donations</u>	Paid gifts and pledges + Value of New Funds Secured + New Planned Gifts	2022/23: \$8,966,329  2021/22: \$13,593,011  2020/21: \$5,107,333	Annual Target: \$8,000,000  Year end result: \$7,131,189
<u>Number of Donors</u>	Gifts from alumni, individuals, corporations and organizations (annual basis)	2022/23: 1,122  2021/2022: 1,327  2020/2021: 695	Year end result: 1,052
<u>Alumni % of Donor Population</u>	Percentage of overall annual donors who are Brock alumni	2022/23: 499 - 44.5%  2021/22: 740 - 58.8%  2020/21: 324 - 46.6%	Year end result: 493 - 46.9%
<u>Contactable Alumni</u>	Number of records with current contact information	As of April 30, 2023: 87,061 - 74.7% 116,493 alumni  As of April 30, 2022: 83,321 - 74.0% (112,645 alumni)  As of April 30, 2021: 80,845 - 74.4% (108,616 alumni)	As of April 30, 2023:  Year end results: 120,539 alumni  Contactable Alumni: 91,307 (75.7%)

## FUNDRAISING PROGRESS SCORECARD

### 1. Revenue Management

Table 1.1: Revenue (Actuals and reported)		
Revenue Stream	Year To Date	
	2022/2023	2023/2024
Actuals	\$4,140,429	\$2,969,936
Non-Receiptable	\$19,800	\$23,000
Sponsorships & Affinity Revenue	\$528,910	\$527,814
New Pledges/Gifts Confirmed	\$1,427,192	\$1,120,441
New Bequests/Planned Gift Commitments	\$2,849,998	\$2,489,998
<b>Total</b>	<b>\$8,966,329</b>	<b>\$7,131,189</b>

2022/23 Total Revenue: \$8,966,329

2021/22 Total Revenue: \$13,593,011

Table 1.2: Unique Donors by Segments						
Donor Segments	Overall					
	2021/2022		2022/2023		2023/2024	
Alumni	740	56%	499	44%	493	47%
Faculty & Staff	83	6%	77	7%	56	5%
Other	504	38%	546	49%	503	48%
<b>Total Donors</b>	<b>1,327</b>	<b>100%</b>	<b>1,122</b>	<b>100%</b>	<b>1,052</b>	<b>100%</b>

Table 1.3: Planned Gift Commitments and Gifts Realized				
Lifetime - Number of Commitments (Future Gifts)	73			
Lifetime - Value of Commitments (Future Gifts)	\$11,945,965			
Fiscal Year	Number of New Commitments	Value of New Commitments	Number of Gifts Realized	Value of Realized Gifts
2021-22	7	\$2,600,000	-	-
2022-23	4	\$2,849,998	4	\$85,476
2023-24	7	\$2,489,998	2	\$218,980

**Board and UCEC Report  
Cycle 5 – as at April 30, 2024**

<b>Table 1.4: Solicitation (value of asks) - Includes all asks at \$1,000 and above</b>		
<b>In market proposals</b>	<b>Fiscal Year Total</b>	
	<b>Value</b>	<b>Asks</b>
<b>2022/23</b>	\$3,524,857	40*
	<b>Fiscal Year Total</b>	
<b>2023/24</b>	\$4,337,748	209**
*2022-23 Asks include 34 PGC / Scientifically Yours Sponsorship Requests **2023-24 Asks include 185 PGC/Cuvee/Scientifically Yours Sponsorship Requests		
<b>Status at year end 2023-24</b>	<b>Value</b>	<b>Asks</b>
Confirmed	\$1,513,698	55
Pending	\$189,000	6
Deferred/Declined	\$2,635,050	148

**2. PROSPECT MANAGEMENT**

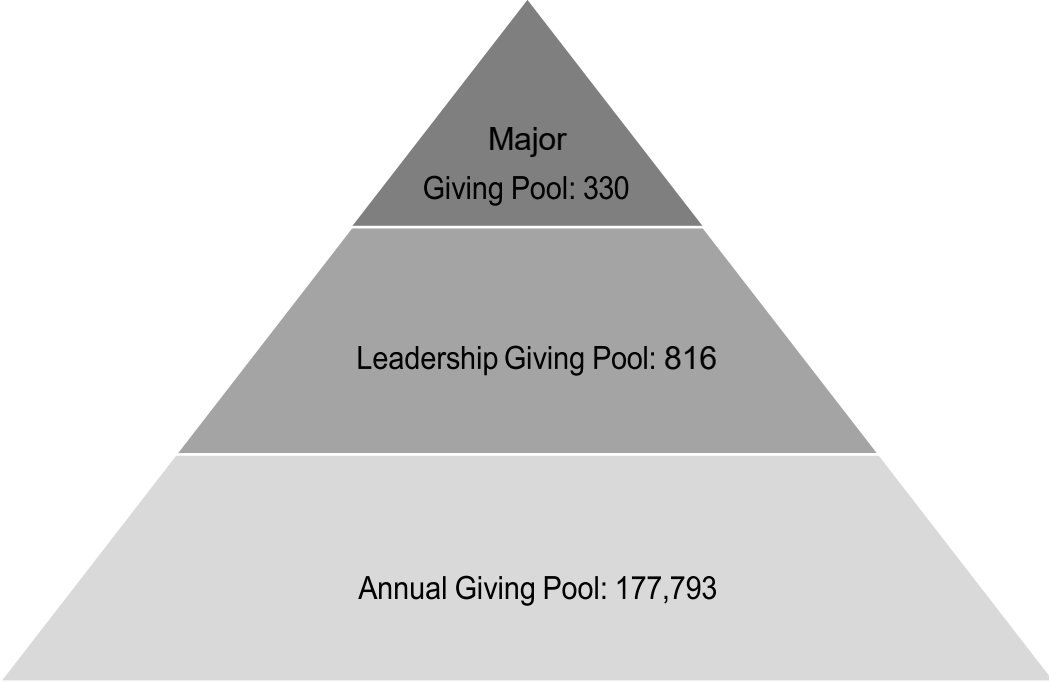
<b>Table 2.1: Assigned Prospects by Classification</b>		
<b>Classification</b>	<b>Fiscal Year Total 2022-23</b>	<b>Fiscal Year Total 2023-24</b>
Leadership Giving	313	311
Major Giving	225	230
Principal Giving	18	21
Transformational Giving	17	15
Planned Giving	62	70
<b>Total Assigned Prospects</b>	<b>635</b>	<b>647</b>

<b>Table 2.2: Actions by Stage</b>		
<b>Action</b>	<b>Fiscal Year Total 2022-23</b>	<b>Fiscal Year Total 2023-24</b>
Discovery	49	9
Cultivation	256	43
Solicitation Follow up	38	108
Stewardship	257	130
<b>Total Actions</b>	<b>600</b>	<b>290</b>

Table 2.2: Actions include strategic, customized personal communication via emails, mailings, phone calls, and meetings.

**Board and UCEC Report  
Cycle 5 – as at April 30, 2024**

**Table 2.3: Brock University - Prospect Pyramid**



**Board and UCEC Report  
Cycle 5 – as at April 30, 2024**

**Glossary of Terms**

<b>Fundraising Prospect Developmental Stages</b>	
Discovery	Activity indicating initial outreach to engage a prospect. Can be used to reinstate engagement after a long lapse.
Cultivation	Activity to determine constituent (donor/prospect) interest in engaging in conversation about their philanthropic giving.
Solicitation	Tag to indicate an “ask” for a gift has been made. This tag is used on records and monitored until the donor makes a decision (gift confirmed or declined).
Stewardship	Activity indicating donor engagement and ongoing stewardship of a gift. Stewardship after a gift is like cultivation before a gift.
New Pledged	New pledge commitments that made to the university recorded within the report timeframe.
New Gifts	New gifts made to the university recorded within the report timeframe. These gifts are not payments to an existing pledge or recurring gift.
Donor Segment - Other	Captures the number of unique donors who are Organizations, Foundations, Honorary Doctorates, Parents, Students and Friends.
<b>Revenue Segments</b>	
Leadership Giving	Gifts in the \$1,000-\$24,999 range
Major Giving	Gifts in the \$25,000-\$249,999 range
Principal Giving	Gifts in the \$250,000-\$999,999 range
Transformational Giving	Gifts above \$1,000,000
<b>Solicitation</b>	
Committed Gift	Verbal/electronic commitment of gift. Confirmation in progress.
Confirmed Gift	Signed Gift Agreement returned, and pledge installments set.
Recurring Gift	An ongoing commitment that has no known end date. Amount represents the fiscal year value of new commitments secured.



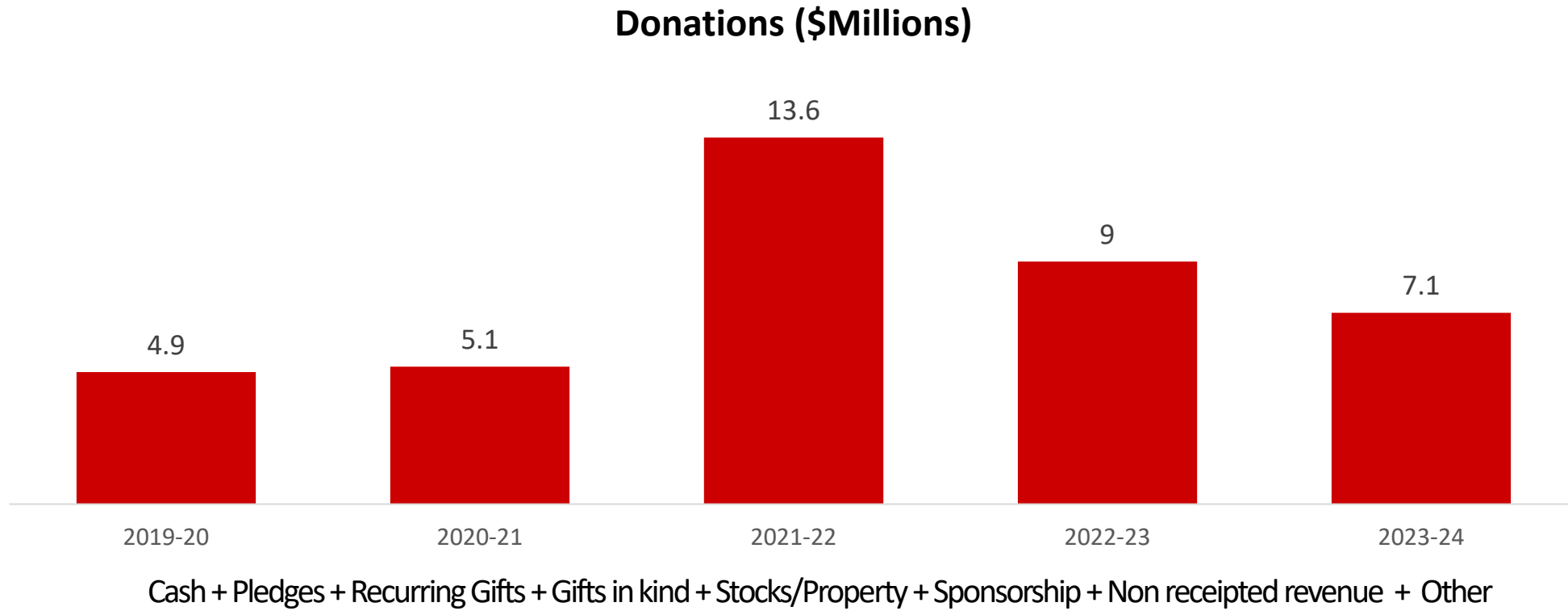
# Development and Donor Relations Update

June 2024

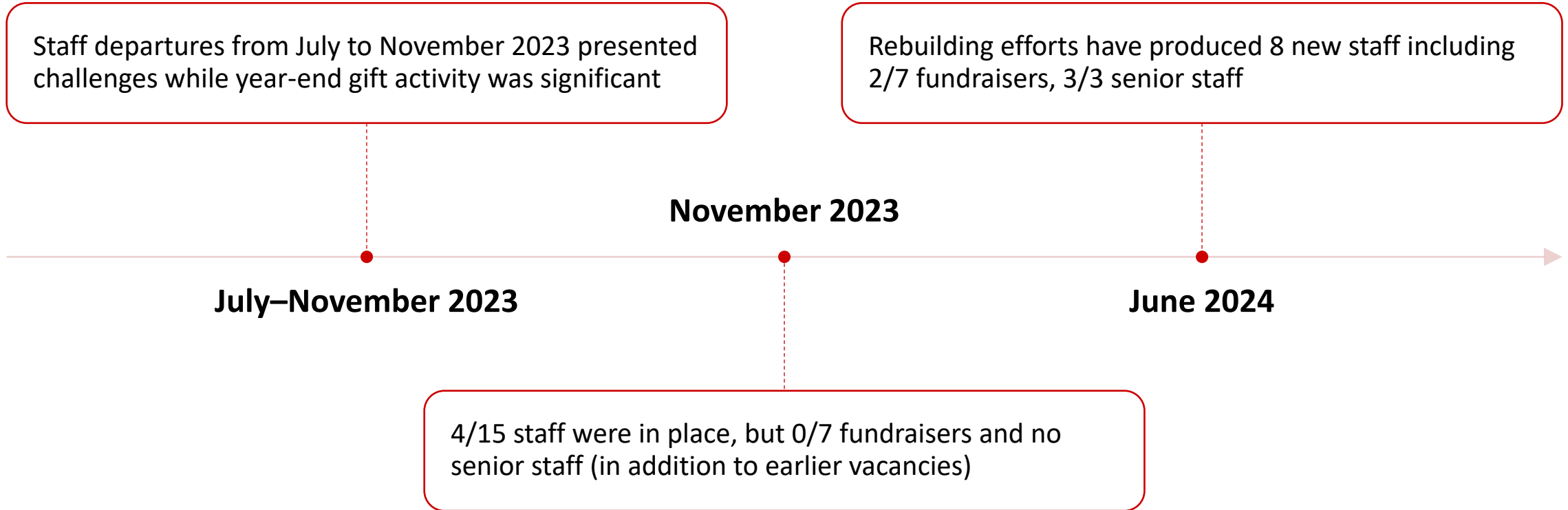
## REVENUES

# FY 2023-24

Revenues in 2023-24 were similar to previous years, with the exception of FY 2021-22 which rose steeply due to the gift of \$5M from the Haj-Ahmad Family Foundation.



# Rebuilding Resources



**Next Three  
Months**



NEXT THREE MONTHS

## A New Team

### Recruitment & Development

- Recruit the remaining four fundraising staff.
- Continue training, coaching and building skills for all team members.



In May 2024, Tracy Geoffroy, Director of Principal Gifts, connected with a Mack Schools of Nursing Alumni Association member during a tour of Brock's Nursing Lab. The Alumni Association recently donated \$25,000 to Brock University to support the next generation of nursing professionals.



NEXT THREE MONTHS

## A New Plan

### Advance Brock's Vision

- Revise Development and Donor Relations' Strategic Plan.
- Align Development's activities with Brock's new Strategic Plan.
- Advance Brock's evolution by generating support for fundraising priorities identified through the Strategic Planning process.



NEXT THREE MONTHS

## Renewed Activity



In April 2024, the University's Department of Digital Humanities (DDH) built on an existing partnership with Ubisoft Toronto to establish a five-year scholarship to support equity-seeking groups in forging their professional paths ahead of graduation.

### Ramp Up Prospect Development

- Develop a pipeline of prospects, build, strengthen and maintain relationships.
- Work with each faculty to advance their priority projects through their affiliated prospects.

NEXT THREE MONTHS

## Donor Centric

### Ensure a Positive Donor Experience with Brock

- Ensure that donors have a positive experience with Brock through refined stewardship standards and strategies.
- Maintain and monitor activities to ensure fulfillment of commitments.



In July 2023, David Murray and Elizabeth Surtees gifted Brock University with the Twenty Shilling Series, a rare antiquarian book collection comprised of 92 volumes devoted to different places around the world from 1901 to 1921.



**Questions?**

## Report to the University and Community Experience Committee

### INFORMATION ITEM

TOPIC: Brock International - Report

June 26, 2024

Meaghan Rusnell, Interim VP, External  
Christina Bosilo, Director, Brock International

### EXECUTIVE SUMMARY

#### 1. Purpose of the Report

- This report provides an update on Brock International's internationalization efforts at the institution.

#### 2. Key Background

- Internal
  - Reinstated the International Steering Committee;
  - Plans for a new international strategic plan have commenced; anticipated launch date this Fall 2024;
  - Global project: Building Capacities for Inclusive Education, A Country-Wide Initiative (Bequia) – completed December 2023
    - Funded by the World Bank, Brock was contracted to assist with the Ministry of Education in St. Vincent & the Grenadines to pilot the introduction of full inclusion instruction in mainstream schools
  - Participation in CBIE's National International Student Survey
    - Key takeaways include:
      - 95% of respondents at Brock reported feeling safe on-campus;
      - 35.4 % of respondents indicated that the top factor impacting their decision to come to Brock was the co-op and work integrated learning opportunities available; compared to 26.9% at other medium sized institutions
      - 75.2% of respondents somewhat or strongly agreed with the statement Faculty members and teaching assistants help students to feel included in the classroom.

- Of the respondents who had used the following services,
      - 81% indicated that they were satisfied or very satisfied with the residence and housing services
      - 91% indicated they were they were satisfied or very satisfied with the international office services
      - 89% indicated they were satisfied or very satisfied with the international student advising services.
- Delegations
  - This past year, Brock International organized two successful Presidential delegation visits: to the Philippines and the Middle East:
    - From March 16 to 24, 2024, a Brock delegation including President Rigg, Meaghan Rusnell, Interim VP, External, and Christina Bosilo, Director, Brock International traveled to the Philippines. This trip supported the memorandum of understanding Universities Canada signed a with the Commission on Higher Education (CHED) in the Philippines, highlighting the commitment both countries have to increasing collaboration amongst post-secondary institutions.
    - From May 3-14, 2024, a Brock delegation including President Rigg, Meaghan Rusnell, Interim VP, External, Dr. Barry Wright, Dean, Goodman School of Business, and Christina Bosilo, Director, Brock International traveled to the Middle East, visiting Saudi Arabia, Bahrain, and the United Arab Emirates. During this trip, Brock participated in KSA-Canada Partnership Forum, organized by the Canadian Embassy in Saudia Arabia, bringing together over 70 Canadian & 100 Saudi participants.
  - The purpose of both missions was to strengthen relations with regional stakeholders and partners and advance the University's strategic goals and reputation for academic excellence on a global stage.
- Immigration
  - Significant changes made to IRCC's International Student Program, impacting the sector of international education across Canada:
    - Temporary measures to address ongoing conflict in various regions
    - Pandemic & Temporary Polices: Changes to the Post-Graduate Work Permit; lift of 20-hour maximum for off-campus work; co-op application restriction lifted
    - Measures to address integrity of study permits: Update to minimum daily living expenses; verification of letters of acceptance; provincial attestation letters

- New Global Linkages
  - Faculty & Student mobility has rebounded post-COVID, with several new international linkages;
    - Agreement of Cooperation with Burapha University (Thailand)
    - MOU with the University of the Philippines, Los Baños (Philippines)
    - MOU with Isabela State University (Philippines)
    - MOU with University College of The Cayman Islands
    - MOU with Chongqing University (China)
    - Student Exchange Agreement with NHL Stenden University (Netherlands)

### **3. Next Steps**

- Brock International will continue to participate in dialogue with government officials and national organizations regarding the impact immigration policy has on its international students and the institution.
- Brock will begin preparation to collect and report data required for IRCC's Recognized Institutional Framework
- Brock International continues to work with Academic departments to identify program-specific international initiatives at both the faculty and student level.

### **4. Background Materials**

- Appendix 1 – Brock International Board Report Slide Deck June 26, 2024

# UCEC Presentation

**June 26, 2024**

**Brock International**



## Recent Changes

### THE WORLD & TEMPORARY MEASURES

- Earthquake in Morocco
- Situation in Iran
- Conflict in Sudan
- Invasion of Ukraine

### PANDEMIC & TEMPORARY POLICIES

- Changes to PGWP
  - Recognition of online studies and possibility of extensions
- Lift of 20-hour max for off-campus work
- Ability for co-op students to start working once application is submitted

### INTEGRITY OF STUDY PERMITS

- Update to minimum daily living expenses amount
- Verification of letters of acceptance
- Provincial attestation letters



BROCK UNIVERSITY AND ST. VINCENT & THE GRENADINES

# Full Inclusion Initiative | 2022–2023



# Senior Leadership in the World

## CBIE Collaborate Missions

- Vietnam October 2023

## Presidential Delegation Visits

- Philippines March 2024
- Saudi Arabia, Bahrain & UAE May 2024





# BROCK UNIVERSITY PRESIDENTIAL MISSIONS

## The Philippines & the Middle East





**BROCK INTERNATIONAL**  
**New Global Linkages**



**Exchange**



**Research**



**International Field Courses**



## Results



- CBIE has been conducting an annual International Student Survey since 2012
- In 2023, 79 institutions across Canada, including Brock were Participating Institutions
- 32,000 completed responses from international students across Canada were received;
  - 322 completed surveys were received from international students at Brock

**Questions?**

## Report to the University and Community Experience Committee

### INFORMATION ITEM

TOPIC: Marketing and Communications report

June 26, 2024

Matt Terry, Executive Director, Marketing, Brand and Communications

#### EXECUTIVE SUMMARY

##### 1. Purpose of the Report

University Marketing and Communications (UMC) is providing this report as a high-level summary of its work in support of enhancing Brock's reputation and building its brand with key audiences over the last year. This report highlights a selection of UMC's work in:

- Strategic communications
- Media relations
- Recruitment marketing and advertising
- Brand-building

##### 2. Key Background

University Marketing and Communications leverages a range of strategic communications and marketing activities to support the enhancement of Brock's reputation and brand and advance the University's strategic priorities. Of note this year:

- A 73% increase in media mentions over last year
- A diverse range of opinion piece placement in key media outlets
- Steady year-over-year increases in web traffic to recruitment marketing campaign landing pages
- A multi-channel marketing and communications campaign in support of Engineering

##### 3. Next Steps

University Marketing and Communications will continue to build on its successful marketing and communications program in the coming year, aligning its work with and providing support for the University's refreshed strategic plan in the fall.

##### 4. Background Materials

Appendix 1 - Telling Brock's story: University Marketing and Communications year-in-review (5 pages)

# Telling Brock's story: University Marketing and Communications year-in-review

University Marketing and Communications leverages a range of strategic storytelling and marketing activities to enhance and protect Brock University's reputation and strengthen its brand with key audiences, at home and around the world.



## KEY PERFORMANCE INDICATORS

### THE BROCK NEWS

The Brock News is the University's main communications channel and is used to tell a range of engaging stories in support of strategic priorities. It's also used for internal communications.

Total visits		
2021-22	2022-23	2023-24
<b>1,186,468</b>	<b>1,012,191</b>	<b>998,647</b>

### MEDIA

Brock's media relations program connects faculty experts with journalists across Canada and around the globe, expanding our reach and building trust with the public.

Total media mentions		
2021-22	2022-23	2023-24
<b>9,990</b> <small>(not including broadcast mentions)</small>	<b>15,100</b>	<b>26,117</b>

### SOCIAL MEDIA

Brock maintains social media accounts on all major platforms, which allows us to expand our storytelling reach, engage with stakeholders and communicate directly with community members.

Total engagements (likes, comments, shares)		
2021-22	2022-23	2023-24
<b>287,000</b>	<b>332,500</b>	<b>346,400</b>

### RECRUITMENT MARKETING

University Marketing and Communications supports the Student Recruitment team with digital marketing campaigns, which drive prospective students to specialized landing pages and encourage applications.

Campaign landing page visits		
2021-22	2022-23	2023-24
<b>206,760</b>	<b>228,224</b>	<b>354,266</b>





# HIGHLIGHTS

## EXPERT ANALYSIS

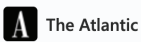
Marketing and Communications connects Brock experts with national and international media to comment on a wide range of topics. Below is a selection of stories featuring Brock experts placed this year:



- Math and reading scores for Canadian students declined sharply since 2018, study finds
- Workers at 17 No Frills stores in Ontario could strike as of Monday, union says
- Why horror is a good genre for Indigenous storytelling
- New Niagara program using wellness techniques to support veterans' mental health
- Canadian prof digs ancient rocks in Scotland so scientists can learn how to handle Mars samples



- New book features Isle of Man's 'forgotten' kingdom
- After death of player Adam Johnson, how dangerous is ice hockey?



- Whatever Happened to Teen Babysitters?



- Brock researcher says giant bamboo may be future of sustainable construction



- How hot is too hot for the human body? Research shows rising humidity poses the greatest risk

## FACULTY VOICES

Marketing and Communications works with faculty to develop and place opinion pieces for the media, providing our experts with an opportunity to speak directly to the public. A selection from this year includes:



- How effective a climate solution is removing CO2 from the atmosphere?



- Taking action on the crisis in nursing



- Too many cannabis shops, too much production: the industry's perennial problem
- In defence of the good old, tedious (and yes, sometimes boring) student essay



- FIFA Women's World Cup: Professional women athletes are still fighting for equitable sponsorship
- Why now is the time to address humanity's impact on the moon



- Don't let cabinet shuffle delay reform on sealing criminal records



- The university essay will die out

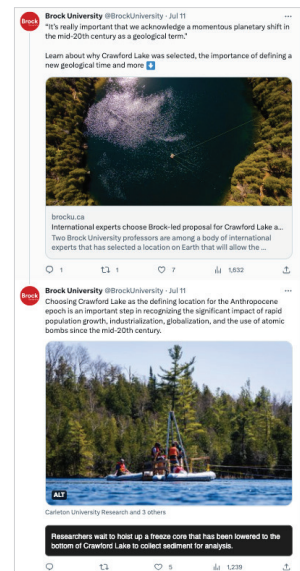
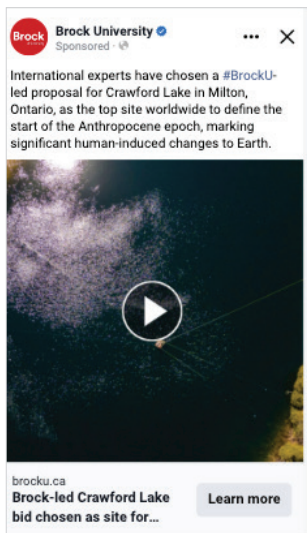


# CASE STUDIES

## RESEARCH AT A SMALL LAKE IN ONTARIO MAKES BIG HEADLINES AROUND THE WORLD

University Marketing and Communications worked extensively with Professors of Earth Sciences Francine McCarthy and Martin Head to highlight research at Crawford Lake, which provides valuable insight into humanity’s impact on the planet and proposes a new epoch in geologic time. The communications and marketing work in support of this project resulted in:

- More than **4,000 media mentions** in outlets around the world, including the New York Times, Time Magazine, BBC, CNN, Daily Mail, Der Spiegel, Le Monde, the Globe and Mail, The Guardian and more
- More than **60,000 views** of Brock-produced video content
- **11,501 views** of a special microsite developed to showcase the project and related media coverage
- **1M+ views** of Brock produced social media content, resulting in more than 12,000 engagements



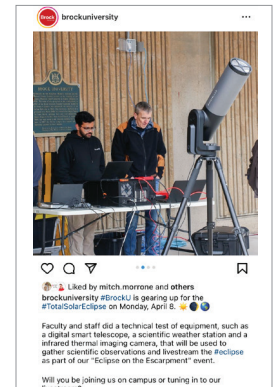
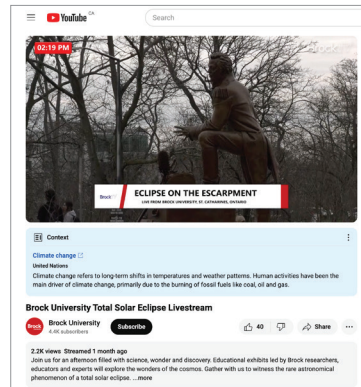
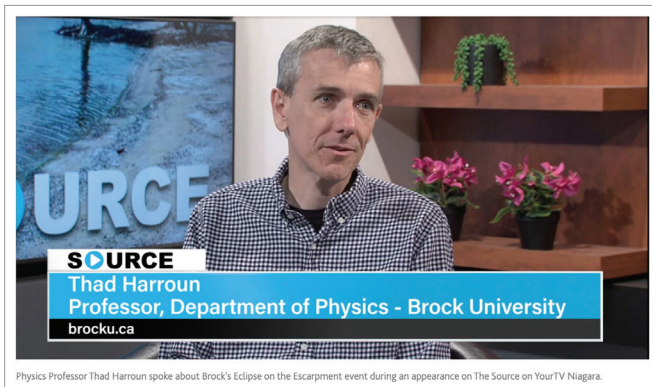
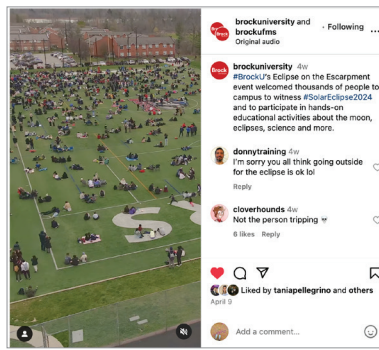
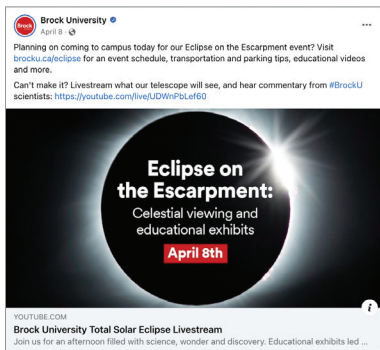


# CASE STUDIES (continued)

## USING THE SOLAR ECLIPSE TO SHINE A LIGHT ON BROCK'S EXPERTISE

University Marketing and Communications took advantage of the once-in-a-lifetime opportunity to leverage a solar eclipse – viewable from Niagara – to put Brock in the national and international spotlight. The strategic communications campaign, which highlighted Brock's expertise in everything from the science of eclipses and what they mean in various cultures to surge pricing at local hotels and eclipse photography, resulted in:

- **561 media stories**, more than 100 of them in national media, including mentions in the Globe and Mail, Yahoo! News, Global TV, CBC, CTV, Fast Company, and more
- **10,000 engagements** across social media, including stories, photos and videos both before and after the event
- A live broadcast by **CKTB radio from the Rankin Family Pavilion** the morning of the eclipse, which highlighted our eclipse programming and expertise as well as the **Engineering program**





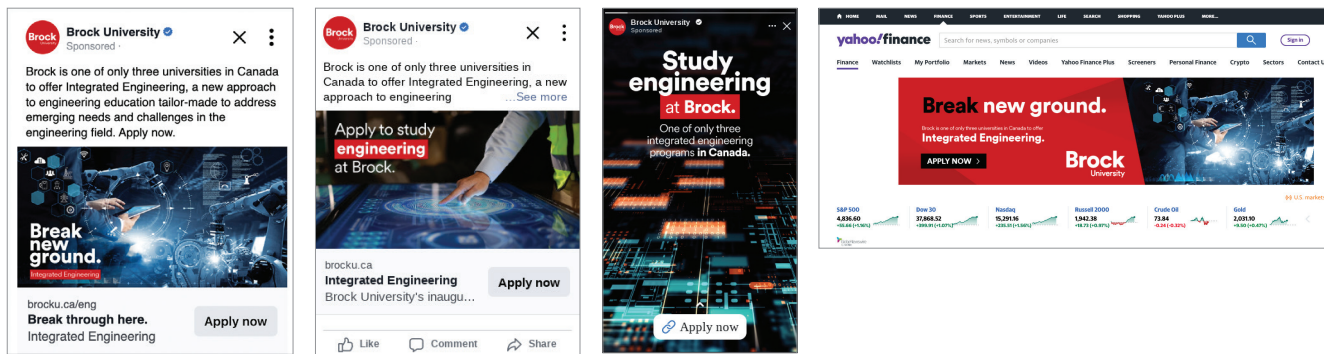


# CASE STUDIES (continued)

## SUPPORTING THE LAUNCH OF INTEGRATED ENGINEERING

University Marketing and Communications executed a strategic communications and marketing program designed to raise awareness of undergraduate programming being launched by the Yousef Haj-Ahmad Department of Engineering. The plan included:

- Announcing the intake of undergraduate students via Brock’s communications channels and local media
- Running Engineering ads on digital billboards across the region
- Placing an op-ed by department chair Shahryar Rahnamayan in the Hamilton Spectator and St. Catharines Standard
- Running a targeted digital and social media advertising campaign



## CELEBRATING BLACK STUDENT SUCCESS

With the launch of the new Black Student Success Centre, University Marketing and Communications had the opportunity to raise awareness of the space and its services, strengthen the University’s reputation for student support and help advance equity, diversity and inclusion on campus.

Work in support of the Centre’s launch included both internal and external announcements, social media storytelling using video, local radio and television placements, and follow up content supporting the Centre’s programming.



## Report to the University and Community Experience Committee

### INFORMATION ITEM

TOPIC: 60<sup>th</sup> Anniversary

June 26, 2024

Brad Clarke, Associate Vice-President, Students

#### EXECUTIVE SUMMARY

##### 1. Purpose of the Report

- The purpose of this report is to provide an update since reported in Cycle 2 on the planning for Brock's 60<sup>th</sup> anniversary celebration, which will take place from September 2024 to June 2025.

##### 2. Key Background

- The 60<sup>th</sup> Anniversary presents many opportunities to celebrate Brock, institutional accomplishments, our people, the community, and to promote Brock more broadly. Opportunities include:
  - Alumni Brilliance Awards: celebrating Brock's alumni community's remarkable achievements and valuable contributions as we approach the 60<sup>th</sup> anniversary in September. This significant milestone marks six decades of excellence, leadership, innovation, and inclusivity, all of which were made possible by our alumni's dedication and hard work.
  - Recognition of Excellence: developing an inventory of major awards and a historical list of recipients. The 60<sup>th</sup> webpage will highlight recipients of the major awards under various categories (Honorary Degrees, Teaching, Research, Students - Undergraduate and Graduate/Post-doctoral, Staff, Community, Alumni, and Sports & Recreation).
  - Surgite Special 60<sup>th</sup> commemorative edition which will be circulated in September 2024.
  - Signature events: planning is underway to host a kickoff event in September 2024 during Homecoming Weekend, as well as a closing event in June 2025. As event details are finalized, they will be communicated through a variety of platforms, including Brock's 60<sup>th</sup> Anniversary webpage (<https://brocku.ca/60/>).
  - Special Initiatives: various ideas have been brought forward as celebratory markers (e.g., aerial photo, time capsule) as well as themed existing events.

##### 3. Next Steps

- Continue to develop events and/or special initiatives in support of the 60<sup>th</sup> Anniversary goals and objectives.



- Provide input on internal and external communication to keep Brock's community informed of and engaged in the planning process.
- Ensure alignment with existing institutional strategic plan priorities and the forthcoming strategic plan refresh.
- Activities will primarily rely on existing departmental budgets as part of the 2024/25 university budget development and approval processes.

#### **4. Background Material**

Appendix 1 - Future Events and Planning (1 page)

Appendix 2 - 60<sup>th</sup> Anniversary Steering Committee and Working Groups (2 pages)

## Future Events and Planning

Brock University is preparing to launch its 60<sup>th</sup> anniversary celebrations during Homecoming Weekend, which will take place Sept. 20-22. Events throughout the weekend will reunite Brock faculty and staff, students, alumni, donors and community partners to celebrate Brock's past six decades. These initiatives will include:

- **Friday September 20:** The Steel Blade Classic, organized by Brock Sports, will take place at the Meridian Centre, marking the 25th edition of the game against the Guelph Gryphons. To celebrate Brock University's 60th anniversary, suites will be available for purchase by internal university units, providing an opportunity to host and enjoy the event in a special setting. It is anticipated that Fan Fest will return to the Marilyn I. Walker School of Fine & Performing Arts parking lot prior to the game (time to be confirmed).
- **Saturday September 21:** The Hall of Fame, presented by Brock Sports, will host its first installment since 2012, honoring 13 inductees. The event will take place at Amici's Banquet and Conference Centre at 1:00 PM (time to be confirmed). Tickets will be available for purchase beginning July 2024.
- **Saturday, September 21 (evening):** A 60<sup>th</sup> Anniversary Kick Off Signature Dinner will be held on-campus, featuring the recognition of Brock Alumni Brilliance Award recipients.
- **Sunday, September 22:** Featured event is the Alumni Recognition Reception where graduates will be celebrated and receive distinguished honours of the Faculty awards and the Brock University Alumni Association (BUAA) awards.
- **June 2025 -** External Relations is planning for a Signature Event to conclude the University's 60<sup>th</sup> celebrations. This event will be a gala- style dinner hosted by Brock's President and Vice-Chancellor.

## **60<sup>th</sup> Anniversary Steering Committee and Working Groups**

### **Steering Committee**

Brad Clarke (Chair), Associate Vice-President, Students  
Mary DeSousa, former Board of Trustees member and community representative  
Kate Dudley, Acting Executive Director, Strategic Initiatives, Office of the President  
Carol Merriam, Dean, Faculty of Humanities  
Kim Post, Director, Alumni Relations  
Meaghan Rusnell, Interim Vice-President, External  
Matt Terry, Executive Director, Marketing, Brand and Communications  
Kelly Veld, Operations Manager, Office of the Associate Vice-President, Students  
Barry Wright, Dean, Goodman School of Business

### **Extension and Community Experience Working Group**

Melissa Beamer, Co-op Careers and Experiential Education  
Cindy Biancaniello, Hadiya'dagénhahs First Nations, Métis and Inuit Student Centre  
Tanya Bradley, Government, International & Community Relationships  
Linda Carreiro, Marilyn I. Walker School of Fine and Performing Arts  
Nathan Cheney, Professional and Continuing Studies  
Farzana Crocco (Lead), Innovation, Commercialization & Entrepreneurship/Brock Link  
Melissa Krist, Brock Sports and Recreation  
David Siegel, Brock University Retirees Association

### **Marketing, Brand and Communication Working Group**

Layton Baggaley, Alumni  
Amanda Bishop, Faculty of Social Sciences  
Ayana Brethrick, Social Media  
Sarah Burger, Faculty of Graduate Studies and Post-Doctoral Affairs  
Stephen Leithwood, Brock Sports  
Kaitlyn Little, Goodman School of Business  
Cathy Majtenyi, Research  
Gillian Minaker, Faculty of Humanities/Education  
Maryanne St. Denis (Lead), Marketing, Brand and Communications  
Jocelyn Titone, Faculty of Applied Health Science/Math & Science

### **Recognition of Excellence Working Group**

Jenna Barnes, Office of People and Culture  
Natalie Currie-Patterson, Centre For Pedagogical Innovation  
Melissa Krist, Brock Sports and Recreation  
Jayne Morrish (Lead), Research  
Kim Post, Alumni/External  
Jenn Skelding, Student Life and Success  
Chris Ventura, Brock University Alumni Association

**Signature Events and Special Initiatives Working Group**

Jonathan Belgrave, Professional and Continuing Studies

Crispin Bottomley, Brock University Alumni Association

Carleigh Charlton, Brock Undergraduate Students Union

Malcolm Dales, Ancillary/Dining Services

Amanda Fulton, External

Sandy Howe, Office of the Registrar and Enrolment Services

Jessica Petrella, Government, International and Community Relationships

Kim Post (Co-Lead), Alumni

Christian Santesso, Graduate Students Association

Kristen Smith, Student Life and Success





Campus safety services annual report	D. Moody G. Bench	1	Info	Key										
Next Steps on the Institutional Strategic Plan	L. Rigg	1, 2, 3	Info	Key										
<i>HINDSIGHT (historical reporting)</i>														
Indigenous Engagement Update	L. Wells; R. Bourgeois	3	Info	Key		An update on the University's Indigenous Engagement activities and priorities.	For information only					x		

## Report to the University Community and Experience Committee

### INFORMATION ITEM

TOPIC: Emergency Management Plan and Preparedness Report

June 26, 2024

Jennifer Guarasci, Vice-President, Administration (Interim)

Scott Johnstone, Senior Associate Vice-President, Infrastructure and Operations

George Bench, Director, Emergency Management and Life Safety

#### EXECUTIVE SUMMARY

##### 1. Purpose of the Report

This report has been prepared to provide information to the Board in relation to the Emergency Management program and its application over this reporting period.

- Based on the Ontario Incident Management System (IMS), the Brock University Emergency Management Plan (EMP) serves as an all-hazards response and management tool. The plan outlines a standardized approach to emergency management encompassing personnel, equipment, communications, and procedures while operating within a common organizational structure. Intended to be flexible and scalable, the plan can be adapted to meet the needs of a wide range of situations.
- Last updated in March 2023, the plan remains aligned with the most recent provincial guidance. Additional amendments have been proposed to streamline the document further and distinguish between emergency and crisis management.

##### 2. Key Background

- Through programming provided under contract by App Armor (now under the ownership of Motorola Inc.), the University can advise members of our community of any significant hazard or threat situation by issuing timely alert messages simultaneously across various platforms. These notification platforms include: the Brock Safety App, popular social media ("X" formerly Twitter and Facebook), digital message boards on campus, desktop computer screens, audible messaging through paging systems and/or digital clocks, office voicemail, SMS text, and email. A full-scale test of the system took place on May 5, 2024, at the outset of Emergency Preparedness Week.
- Through this reporting period, the mass notification system proved its value. Although the system is used often on a smaller scale, there were two on-campus incidents that resulted in mass notification during this reporting period:

- Monday, October 23, 2023: the system was relied upon to alert the community to a high police presence on campus. Campus Safety Services (CSS) had received a belated and unconfirmed report that a student may have been in possession of a firearm. As the police and CSS investigation proceeded, risk to the community appeared low. The investigation concluded when it was determined that the student was wearing a Halloween costume, which included a toy gun in their waistband.
- Saturday, October 28, 2023: at 6 p.m., an alert message was widely distributed asking those on campus to shelter-in-place/lockdown. This was in response to an allegation that a non-student displayed a firearm and threatened others known to him. Police and CSS responded immediately, and in short order were able to confirm that the suspect left campus. As a result, at 6:13 p.m., CSS issued a second alert to advise the community that normal activities could resume. The Niagara Regional Police later arrested and charged the suspect with various criminal offences (the firearm used in this incident was determined to be a replica).
- Fortunately, through this reporting period, the University did not formally activate the emergency plan. That said, there were several events on campus that were managed in a manner consistent with the plan.
- Annual exercises, based upon potential threats identified within our Hazard Identification Risk Assessment, are a key component of the Emergency Management Plan. Exercises are intended to provide participants with an opportunity to work collectively to develop a response to a major incident while also ensuring that the plan itself remains contemporary and those responsible for its implementation maintain a degree of familiarity with their roles and responsibilities. Exercises can be delivered in a number of formats. Discussion-based exercises are similar to seminars or workshops while tabletop or operations-based exercises could include drills, functional or full-scale field exercises.
  - At this time, planning is well underway to deliver a tabletop exercise in relation to a cybersecurity event scenario. This exercise is intended to build upon a training session that was delivered by Rogers Cybersecure Catalyst in July 2023.

### 3. Next Steps

- Develop an online training module to increase community awareness in relation to expected actions during an emergency, focusing on evacuations, sheltering in place, lockdowns and an active assailant response.
- Undertake a review/update of the Hazard Identification Risk Assessment.

### 4. Background Materials - N/A



MINUTES OF MEETING #3 - CYCLE 3 (2023-2024)

UNIVERSITY AND COMMUNITY EXPERIENCE COMMITTEE

WEDNESDAY, MARCH 6, 2024, 4:00 PM

REMOTE PARTICIPATION VIA MICROSOFT TEAMS

MEMBERS

PRESENT: Arti Freeman (Committee Chair), Réjeanne Aimey (Committee Vice-Chair), Mark Arthur, Laura Lane, Anne McCourt, Marleen McMaster, Dan Malleck, Lesley Rigg, Rakha Zabin

INVITED

TRUSTEE: Hilary Pearson

RESOURCE

PERSONNEL: Jennifer Guarasci, Tim Kenyon, Michelle McGinn, Yvonne Roussel, Meaghan Rusnell, Margaret Thompson

REGRETS:

Jonathan Davey, Stephanie Thompson

ALSO

PRESENT: Invited staff members during specific agenda items and other members of the Brock community

1. **Call to Order**

The Committee Chair welcomed members and staff, called the meeting to order, and provided a land acknowledgement.

2. **Declaration of Conflict of Interest**

There were no conflicts of interest declared to any matter on the Agenda.

3. **Approval of the Agenda**

The Committee Chair referred members to the Agenda and confirmed that there were no items to be lifted from the consent portion.

On a motion by Trustee Arthur, seconded by Trustee McCourt and carried, it was

**RESOLVED** that the Agenda, including consent items, be approved.

4. **Business Arising from the Minutes - None**

5. **Indigenous Engagement Update**

[An Information Item *TOPIC: Indigenous Engagement Update* dated March 6, 2024 had been posted with the meeting materials.]



Dr. Robyn Bourgeois, Vice-Provost, Indigenous Engagement provided highlights of the Report that contained detailed information on several recent Indigenous engagements in support of Brock University's Institutional Strategic Plan.

**6. Committee Charter Review**

[An Information Item *TOPIC: Committee Charter Review* dated March 6, 2024 had been posted with the meeting materials together with the following appendices: 1 - University and Community Experience Committee Charter, 2 - University and Community Experience Committee Historical Information, 3 - Samples of Other Universities' Committee Charters.]

The Committee Chair referred members to the Report provided to determine if amendments are required to the Committee's Charter. To further support a full review of the Charter and enhance the work of the Committee, the Committee Chair suggested that a working group be established. The Committee Chair, Board Chair, Vice-Chair and University Secretary agreed to serve on the working group, and members were encouraged to provide feedback. It is anticipated that any changes to the Committee's Charter will be presented to the Board by the Governance/ Nominating Committee for consideration of approval during the June Board cycle of meetings.

**7. Brock's Next Institutional Strategic Plan**

[An Information Item *TOPIC: Brock's Next Institutional Strategic Plan* dated March 6, 2024 had been posted with the meeting materials together with Appendix 1 - Strategic Planning.]

The Committee reviewed the Report that provided an update on the progress made in the revitalization of Brock's Institutional Strategic Plan. As noted in the Report, it is anticipated that a draft plan will be presented to the Committee and the Board during the June Board cycle of meetings.

**8. Institutional Rankings**

[An Information Item *TOPIC: Institutional Rankings* dated March 6, 2024 had been posted with the meeting materials together links to ranking and slides.]

The Committee reviewed the Report that provided an update on the current positioning of Brock University within the various global rankings and the University's intent to develop a Rankings Working Group. By way of a presentation, the Executive Director, Institutional Planning, Analysis and Performance, expanded on the information, received comments and responded to questions raised from members regarding the advantages and disadvantages of university rankings and the initiatives underway at Brock to support a more seamless data submission process.

**9. Building Relationships and Reputation in the Community**

[An Information Item *TOPIC: Building Relationships and Reputation in the Community* dated March 6, 2024 had been posted with the meeting materials together with Appendix 1 - PowerPoint Presentation.]

By way of a presentation, the Interim Vice-President, External and colleagues presented information on the importance of Board participation and how Trustees can

be ambassadors for the University.

During discussion of ways to further engage Trustees, members provided comments and suggestions for the consideration of staff which included, but was not limited to: providing Trustees with a Brock Fact Sheet with important information/statistics; including a calendar of events when distributing the Board's Annual Meeting Schedule (include Convocation dates, an event sign-up sheet, list key opportunities where connections are needed); and, encouraging Trustees to promote Brock by using social media.

**10. Minutes of Previous Meeting**

[The Minutes of the previous meeting had been posted with the meeting materials.]

The Minutes of the previous meeting held on December 6, 2023 had been approved by consent.

**11. Metrics - Campus Security**

[Metrics related to Campus Security Services had been posted with the meeting materials.]

The Metrics had been received by consent.

**12. Other Business - None**

**13. Adjournment**

The meeting adjourned at 5:13 p.m.

## Report to the Board of Trustees

### INFORMATION ITEM

TOPIC: Enrolment and Admissions Update

June 27, 2024

Tim Kenyon, Provost and Vice-President, Academic  
Suzanne Curtin, Vice-Provost and Dean, Graduate Studies  
Geraldine Jones, University Registrar and Associate Vice-President, Enrolment Services

#### EXECUTIVE SUMMARY

##### 1. Purpose of the Report

- This report provides an update on graduate and undergraduate degree-seeking admissions for the 2024-25 academic year.

##### 2. Key Background

- Timelines
  - In June, Brock is at the mid-point of the student enrolment cycle. The application deadline for the majority of undergraduate applicants was in mid-January. While application deadlines for some graduate programs remain ongoing, the majority were closed by mid-April. Since then, Brock has been reviewing applications and making offers. Ontario high school students had a June 3 deadline to accept their offers, while most other populations have rolling deadlines.
  - The next step is for students who have accepted an offer to register for classes. The timetable is now open for students to review course offerings. Registration opens the week of June 24.
- Broader enrolment considerations
  - Flow-through effects of decreased enrolment during the pandemic will require several years to resolve.
  - Recent changes by the federal and provincial governments to student visa policies have had significant impact on the sector's international enrolments and international recruitment strategies. This is compounded by geo-political tensions and student VISA delays.
- Undergraduate enrolment targets
  - Brock's 2024 undergraduate applications saw modest overall growth of approximately 1%, representing the third year in a row in which we attracted the highest number of applications in Brock's history. However, the mix of international/domestic applicants as well as conversion patterns (students with offers accepting and enrolling) have seen important changes due to the disruptions of international student enrolment pipelines.

- Domestic applications saw an increase of approximately 5%, while international applications saw a decrease of approximately 22%.
  - This cycle, 26 programs account for approx. 70.5% of the applications, with 89 programs accounting for the remaining 29.5%. The distribution remains consistent, exhibiting a stable trend over multiple years.
  - As of June 12, 2024:
    - 19234 undergraduate students have been admitted, representing approx. 87% of the pool.
    - 4050 undergraduate students have accepted an offer, representing an approx. 24% confirmation rate.
    - Conversion rates are tracking similar to previous year. The summer months are crucial for continued applicant conversion and mitigation of ‘summer melt’ - encouraging students who have accepted their offer to Brock not to opt to go elsewhere. We also continue to monitor the international situation closely, as current realities are being compounded by a reported VISA application backlog.
  - There is always some attrition over the summer, so Admissions continues to assess and admit applicants into programs that have capacity.
  - Of the students who have accepted an offer from Brock, 3747 are domestic students and 303 are international students. This represents an approximately 20% increase in domestic students from the same time last year and an approx. 5% increase in international students compared to the same time last year.
  - We have seen a significant drop in market demand from India. This decline, coupled with projected VISA approval rates, has resulted in China once again becoming our leading source country for international students, even as that market continues to shrink, with Ghana, Nigeria, India and the UAE making up the top 5.
- Graduate enrolment targets
    - Combined targets for full-time Spring/Summer and Fall/Winter intake are set at 956. As of June 10, we are currently at 95% of our targets based on confirmation of acceptances.
    - Spring/Summer Intake
      - Applications are up 5% for Spring/Summer 2024 and acceptances are up 46%.
      - The majority of Spring/Summer intakes are for the GSB ISP programs, which were down 10% in applications but up 25% in confirmations.
    - Fall/Winter Intake
      - As of June 10, 20% more graduate students have accepted an offer from Brock compared to the same time last year.
      - Of 649 students who have accepted an offer from Brock, 487 are domestic students and 162 are international students. This represents a 13% increase in international students who have accepted offers compared to last year.
      - China and India are the two most common countries of origin for international graduate students at Brock by a significant margin.
      - The MPH program increased targets again for 24-25 to 135. They have 121 confirmed offers.
  - While we are close to our enrolment targets for 24-25, uncertainty over changes to IRCC requirements and funding to MRP programs prompted two master’s programs (Geography and Sustainability) in the Faculty of Social Sciences to request a pause to admissions for 24-25. Sustainability also chose to pause admission to their PhD as a result of multiple core faculty taking leaves (e.g., sabbatical) over the 24-25



academic year. The English MA in the Faculty of Humanities also chose to pause admissions so they could reinvision their thesis program.

- Three additional programs (MSc Earth Science, MA Philosophy, MA Studies in Comparative Literature and Art) had admissions paused due to a number of factors such as low enrolments, long time to completion rates, and high withdrawal rates.

### 3. Active Conversion and Registration Initiatives

- The focus of staff in the Office of the Registrar and Enrolment Services (ORES) and the Faculty of Graduate Studies and Postdoctoral Affairs is on continued conversion from admission to registration, as well as actively recruiting for 2024 (Winter, Spring, and Fall intakes).
- At the undergraduate level, efforts include:
  - International, regional, and on-campus applicant conversion receptions
  - Comprehensive communications plan involving email, phone, and SMS (text) outreach. Themes focus on conversion ‘accept your offer’, ‘apply for your visa’, ‘register for courses’, as well as key Brock differentiators including, but not limited to:
    - Work-integrated learning
    - Graduate success and career outcomes
    - Living in Niagara, especially relating to safety, cost of living and guaranteed on-campus residences
    - Student supports, including our national #1 ranking for mental health services
  - Responding to high volumes of inbound inquires via email, phone, two-way SMS, and through ‘Unibuddy’ chat platform that connects prospective students with current students and appropriate staff
  - Campus tour program offering student guided tours multiple times daily, 5-6 days a week. Guided and self-guided virtual tours also offered every week.
  - Expanded digital and social media campaigns, in collaboration with Marketing and Communications, driving key calls to actions and differentiators)
  - The summer orientation program, Smart Start, is set to offer programming in-person and virtually throughout the summer. This offers support with course registration and introduces new students to life at Brock. Smart Start works collaboratively with international programming, and new student orientation programs run external to the ORES.
- 2024+
  - Active recruitment for new applicants for fall 2024 and winter 2025 continues primarily in international and college/university transfer markets.
  - Planning and preparations for the 2025/26 cycle have begun in earnest, including the development of the Brock viewbook, global and Canadian travel planning (over 1000+ events annually), open houses, tours, communications, reach ahead programming for secondary school students, revamped international awards strategy, renewed international agent portfolio, and much more.
  - Close collaboration with Marketing and Communications continues in support of these activities.
  - We continue to explore ways to strengthen applicant populations beyond the Ontario high school pool.
- At the graduate level, efforts include:

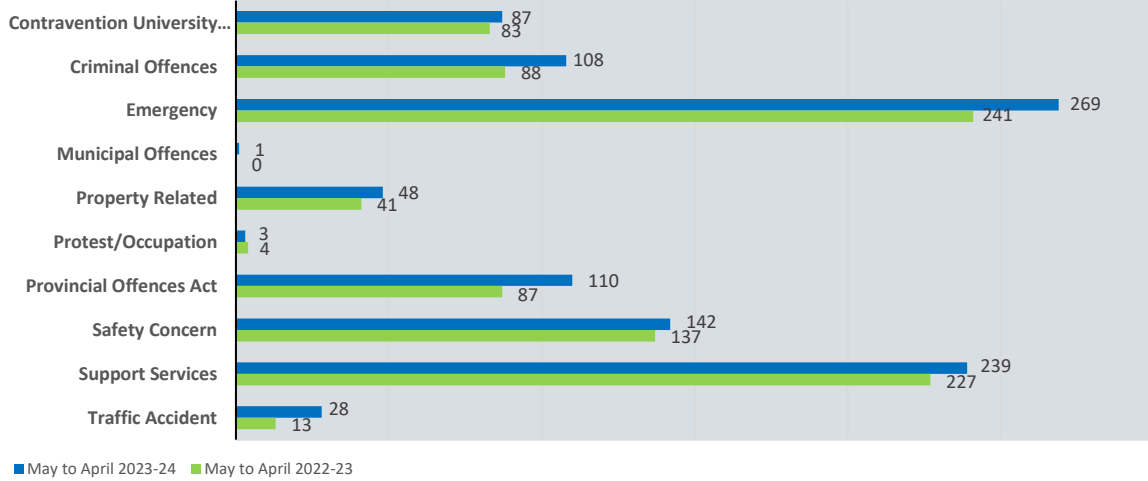
- Comprehensive onboarding program where newly admitted students are paired with a graduate peer mentor to help them understand all Brock has to offer for graduate students. This program includes weekly webinars and emails as well as on-campus social events. This year, our sessions are attracting the highest number of participants since the beginning of the program with more than a 50% average increase in session participation.
- Expanded outreach to applicants with outstanding replies, showcasing the added benefits that accompany a Brock graduate degree (i.e., available student supports, Professional Development program) and offering to connect them with our recruiter or a current student.
- Promotion of the Horizon Graduate Scholarship, aimed at attracting stellar incoming graduate students from various under-represented groups (e.g., BIPOC) to support recruitment of a diverse and inclusive university community. This year we received the highest number of applications ever, with a 25% increase over last year.
- Monthly on-campus graduate student tours to help students familiarize themselves and get excited about coming to Brock.
- Leveraging technology to provide individualized support to any incoming students with inquiries via virtual meetings, booked at the convenience of the student.
- In-the-moment advising by members of the graduate team daily from 8:30 am - 4:30 to receive immediate answers to their inquiries.
- Hosting webinars in partnership with Off-Campus Living to help students with housing questions.

Summary:

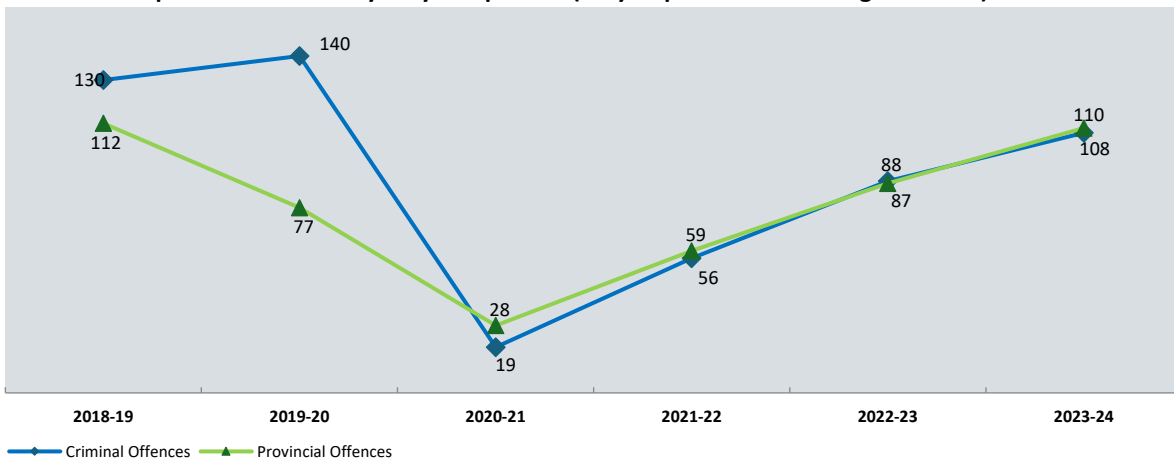
- Current data points to stable trends in new student enrolments. Registration for Fall/Winter begins on June 20, at which time we will have a firmer view of students' commitment to Brock.
- Risks to enrolment numbers persist due to increased competition for both domestic and international students, as well as continued global uncertainty. International student VISA application rates remain an area of vulnerability over which we have little control.

4. Background Materials - n/a

**Incident report comparison (May to April 2022-23 vs. 2023-24)**



**Criminal and provincial offences yearly comparison (May - April 2018-19 through 2023-24)**



**Calls for Service (2022-23 vs. 2023-24)**

