



TO: Business Board  
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DATE: March 27, 2013 for April 8, 2013

AGENDA ITEM:

**ITEM IDENTIFICATION: Vice-President, University Relations:  
Annual Report, 2011-2012**

**JURISDICTIONAL INFORMATION:**

The Business Board Terms of Reference, sections 5.6 and 5.7 charge the Board to review annual reports from the President or designate(s) on the "University's public and community relations activities and government relations activities" and on "the University's institutional communications activities."

**PREVIOUS ACTION TAKEN:**

The 2010-2011 Annual Report for University Relations was presented on October 24, 2011.

**HIGHLIGHTS:**

The 2011- 2012 University Relations Report to Business Board includes an Annual Report and the Community Impact Report.

University Relations integrates three areas – Strategic Communications, International Relations, and Government, Institutional and Community Relations. This annual report provides an overview of the 2011-2012 activities. The Community Impact Report contains a snapshot of the impact of the University both locally and internationally.

**FINANCIAL AND/OR PLANNING IMPLICATIONS:**

None

**RECOMMENDATION:**

Report for Information.