



November 21, 2016

PRESIDENT'S REPORT TO THE
FREDERICTON AND SAINT JOHN SENATES

An Exceptional and Transformative Student Experience

Experiential Learning – Provincial Task Force

The Task Force has drafted its report and is meeting in November to complete its work. Once the report is complete it will be submitted to PETL for translation into French, and the final bilingual version sent to the Sponsors (4 University Presidents) and PETL. The Task Force anticipates submission of the final report by mid-December. The report will contain, as per the mandate, the framework for an implementation plan to develop and grow Experiential Learning through New Brunswick Universities.

Building a Better University

Infrastructure

The Government of Canada's Post-Secondary Institutions [Strategic Investment Fund](#) (SIF) is focused on enhancing and modernizing research and commercialization facilities on Canadian campuses. On Nov. 7, the provincial and federal governments, together with the University of New Brunswick announced they are investing \$1 million to build a new Multi-Research Greenhouse at UNB Saint John.

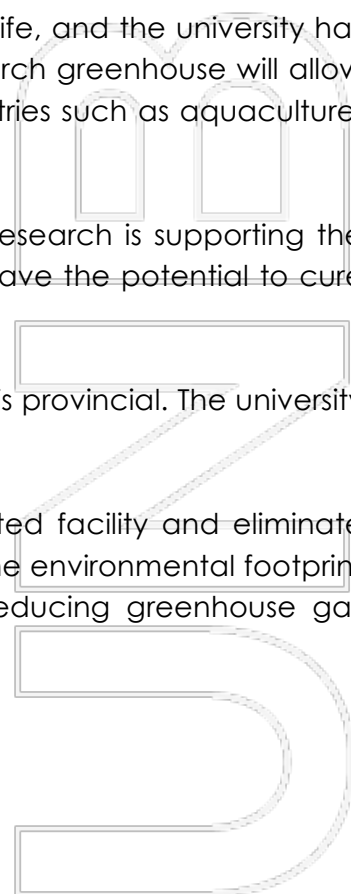
This investment is in addition to the \$24.87 million SIF contribution announced in September for the new Centre for Healthy Living project currently underway on the Fredericton campus.

UNB Saint John's existing greenhouse has reached the end of its structural life, and the university has been studying options to renovate or replace it. Building a new multi-research greenhouse will allow UNB to conduct research to the benefit of students, researchers and industries such as aquaculture, health care and pharmaceutical development.

A research leader in potential medicinal compounds in wild plants, UNB research is supporting the development of new plant-based medicines, including compounds that have the potential to cure life-threatening diseases such as cancer.

Of the \$675,000 in funding being invested, \$450,000 is federal and \$225,000 is provincial. The university is responsible for the remaining \$323,000.

The \$1 million replacement project will allow the demolition of an outdated facility and eliminate significant levels in accumulated deferred maintenance and will improve the environmental footprint of the Saint John campus by reducing our energy consumption and reducing greenhouse gas emissions.



It Begins Here Campaign

The University of New Brunswick launched the *It Begins Here* campaign on November 18 at simultaneous events in Fredericton and Saint John.

Campaign co-chairs and UNB alumni David Ganong (BBA '65, LLD '12), executive vice-chair, Ganong Bros. Limited, and Robert Quartermain (BSc '77, DSc '09), chairman & CEO, Pretivm Resources Inc., announced a fundraising goal of \$110 million for the campaign, the largest in UNB's history.

Half the goal – \$55 million will be dedicated to financial support for undergraduate and graduate students. The other half will be used to enhance UNB's faculties and academic programs. New support for internships, co-op placements and study abroad experiences will create additional opportunities for students to engage in experiential learning.

"We want to give our students a great start by improving access to quality education, supporting excellence and creating new opportunities to apply what they learn," said Dr. Ganong. "We want to invest in our faculties because a great university requires great researchers and instructors.

"We want to build on our academic strengths because we are better at what we do, in key areas, than any university in Canada. We want to lead Canada's next wave of innovation because for more than 230 years, UNB has been a force for change. And we want to prepare our students to succeed in the world, because they will be the architects of New Brunswick's future."

Dr. Quartermain announced at the launch that he is making a personal donation of \$500,000, which will be used to fund the Quartermain Earth Sciences Scholarships and support the development of UNB Fredericton's Centre for Healthy Living.

"Our experience at university sets the stage for the continual learning that is essential to a successful life. It teaches us independent thought and the discipline of how to learn, analyze, formulate opinions and communicate," Dr. Quartermain said. "UNB provides its students with a foundational experience. I want to support that, and I encourage alumni to join me in making this campaign for UNB an outstanding success."

This campaign builds upon the university's history and intensifies its impact on the world.

"The future begins here," said Eddy Campbell, UNB president and vice-chancellor. "It begins with you and me, and I firmly believe that UNB can accomplish anything with the support of our alumni, friends and community partners."

More than \$77 million has been committed to the *It Begins Here* campaign already by alumni, friends, corporations and foundations. UNB intends to raise the remaining \$33 million over the next 18 months.

To learn more about *It Begins Here* and to support this historic campaign for UNB, please visit unb.ca/itbeginshere.

Communications

A full update on communications activities can be found in Appendix B.

Building a Better Province

Alumni Engagement

In the fall of 2016, the Alumni Association, in collaboration with the offices of Marketing and Recruitment, introduced a new initiative called **UNB Talks**. The series focuses on some of UNB's centers of excellence in research, innovation and/or teaching in order to engage alumni and support recruitment. Each series showcases a specific area of interest as well as the UNB leaders who are inspiring students and contributing to the economic and social development of the province in their day to day work.

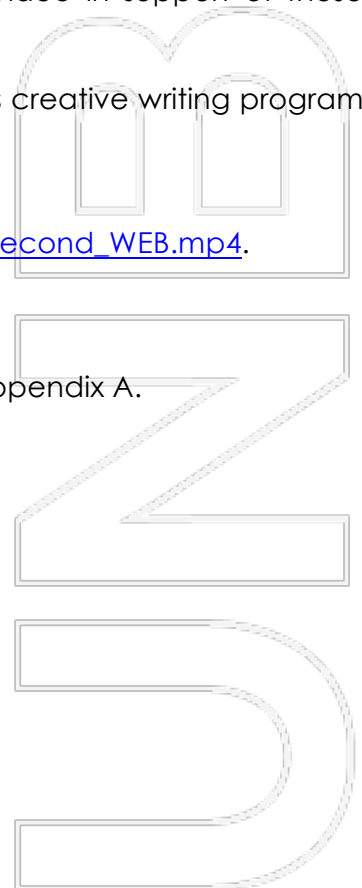
To date two **UNB Talks** events have been held. The first, in Toronto, featuring Dr. Ali Ghorbani who presented on the leading edge work that UNB is doing in the area of Cybersecurity. The second was held in Ottawa and featured Dr. Dharendra Shukla who presented on Innovation and Entrepreneurship at UNB. Both of these events included a breakfast presentation, followed by visits to local schools and then an alumni and friends gathering in the evening. The Marketing Office developed a TED-X style of presentation as well as a short introductory video in support of these events.

At least two other **UNB Talks** are planned for after Christmas featuring UNB's creative writing program as well as work underway at UNBSJ in plant based research.

The following is a link to the video that was shown at one of the presentations. https://www.dropbox.com/s/14igxlwswu1crb/Dhirendra_60Second_WEB.mp4.

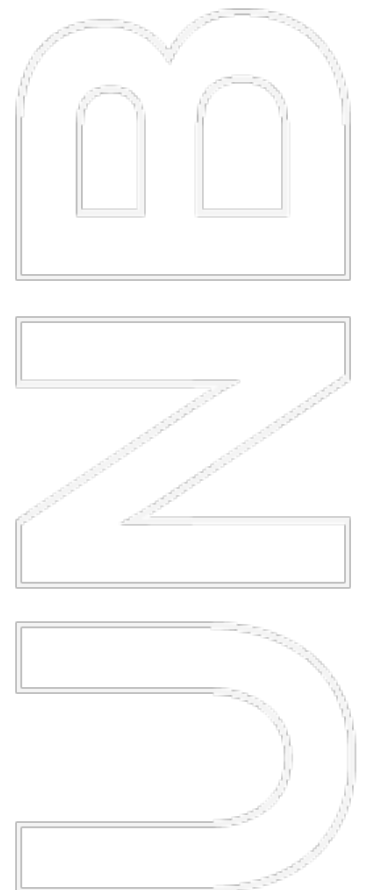
Government Relations

A full report on activities related to government relations can be found in Appendix A.



APPENDIX A

Update on Government Relations



Update on Government Relations

14 November 2016

selected recent activity, for the period 1 April 2016 to 9 November 2016

FEDERAL

NOTABLE POLICY EVENTS:

Innovation Agenda [14 June 2016]

Three ministers [Hon. Navdeep Bains - Minister of Innovation, Science and Economic Development, Hon. Kirsty Duncan - Minister of Science, Hon. Bardish Chagger - Minister of Small Business and Tourism] have launched a government-wide Innovation Agenda aimed at building an inclusive and innovative Canada, focused on six areas for action:

- promoting an entrepreneurial and creative society
- supporting global science excellence
- building world-leading clusters and partnerships
- growing companies and accelerating clean growth
- competing in a digital world
- improving ease of doing business

In addition, round-table discussions took place across the country, including an event hosted at UNBF, engaging the private sector, universities and colleges, the not-for-profit sector, social entrepreneurs and businesses owned and operated by Indigenous people.

Atlantic Growth Strategy launch [4 July 2016]

The Government of Canada and the governments of the four Atlantic provinces launched the Strategy, with targeted actions to stimulate Atlantic Canada's economy, including supporting key infrastructure projects that support long-term growth and position the region to capitalize on emerging opportunities.

see <http://www.acoa-apecca.gc.ca/ags-sca/Eng/atlantic-growth.html>

Pre-Budget Consultations [26 September 2016]

UPDATE TO THE BOARD OF GOVERNORS & SENATES

Update on Government Relations

14 November 2016

On Monday, September 26, Minister of Finance Bill Morneau and François-Philippe Champagne, Parliamentary Secretary to the Minister of Finance, launched pre-budget consultations for Budget 2017.

UNB priorities are integrated with the Universities Canada submission to the House of Commons Standing Committee on Finance is available at <https://www.univcan.ca/wp-content/uploads/2016/07/pre-budget-submission-finance-committee-2017.pdf> and contains recommendations in three priority areas:

1. Research and innovation, with a focus on sustained and transformative support for discovery research through the federal research granting councils; sustained support for the Canada Foundation for Innovation; and new investments in international research collaboration;
2. Indigenous higher education, with an emphasis on direct financial assistance for Indigenous students and initiatives that support Indigenous student access, retention and academic success at university; and
3. Talent mobilization through international student mobility and work-integrated learning, as well as enhanced labour market information.

Advisory Council on Economic Growth [20 October 2016]

The Advisory Council on Economic Growth published its first set of recommendations to the Minister of Finance, which the Government will consider in the context of pre-budget planning. The Council has been focused on:

- Capital investment and infrastructure;
- Innovation;
- Talent and labour markets; and
- Competitive markets, including trade.

The Council's objective is to generate and catalyze ideas that will more than double Canada's current projected growth trajectory. They outline a goal to raise real, pre-tax median annual household income by \$15,000 above the forecasted baseline, by 2030. This would mean a boost in total income for the median Canadian household from about \$79,000 in 2014 to roughly \$105,000 in 2030.

The report contains three recommendations:

Update on Government Relations

14 November 2016

1. Unleashing productivity through **infrastructure**: Canada needs to tackle its significant infrastructure gap with smart, strategic infrastructure investment.
2. Bringing **foreign investment** to Canada: Attracting more foreign direct investment (FDI) to Canadian businesses and help fund infrastructure and innovation.
3. Attracting the **talent** Canada needs through immigration: Offset aging demography and attract the talent needed to help our companies scale.

See summary at <http://www.budget.gc.ca/aceg-ccce/pdf/summary-resume-eng.pdf>

M-39 Private Member's Bill

Recognizing the connection to international recruitment, UNB expressed support for Motion M-39, brought forward by Fundy Royal MP Alaina Lockhart:

That the Standing Committee on Citizenship and Immigration be instructed to undertake a study on immigration to Atlantic Canada, to consider, among other things, (i) the challenges associated with an aging population and shrinking population base, (ii) possible recommendations on how to increase immigration to the region; and that the Committee report its findings to the House within one year of the adoption of this motion.

NOTABLE INVESTMENT EVENTS:

Post-Secondary Institutions Strategic Investment Fund (SIF) announcement [6 September 2016]

A \$24.88-million investment at the University of New Brunswick was announced by the Honourable Dominic LeBlanc, Minister of Fisheries, Oceans and the Canadian Coast Guard, on behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development, and by the Honourable Brian Gallant, Premier of New Brunswick.

The funding will support the Centre for Healthy Living, a green facility providing research and teaching space for the Faculty of Kinesiology, a recognized leader in research and knowledge mobilization in healthy living and health promotion strategies. This new centre will be adjacent to the Richard J. CURRIE CENTER and directly linked to the Andrew and Marjorie McCain

UPDATE TO THE BOARD OF GOVERNORS & SENATES

Update on Government Relations

14 November 2016

Human Performance Laboratory, creating a nationally significant and innovative research cluster in applied health research.

Of the \$24.88 million in funding, \$16.59 million is federal and \$8.29 million is provincial. The university is contributing a further \$11.1 million to the project.

See <http://www.ic.gc.ca/eic/site/051.nsf/eng/home>

Fall Economic Statement [1 November 2016]

Tabled in the House of Commons on 1 November 2016, the Fall Economic Statement [FES] focused on a deficit-driven plan for economic recovery, including improvements to infrastructure. Recognizing an economy that is underperforming relative to expectations, the FES anticipated elements of Budget 2017 that would include \$2 billion for rural and northern communities, \$25 billion for public transit, and \$22 billion for green infrastructure investment.

The fiscal outlook remains challenging. The five-year deficit forecast to 2020-21 is now \$114.9 billion, up from \$113.2 billion in the last budget. While there may not be need for alarm [federal debt-to-GDP ratio will remain the lowest in the G7], capacity for public investment will be limited and there is no forecasted return to a balanced budget.

Document at <https://www.documentcloud.org/documents/3212362-Fall-Economic-Statement-2016.html>

NOTABLE UNB FEDERAL ADVOCACY ACTIVITY:

Ottawa Advocacy visits

UNB's President and VP Research have been engaged in advocacy activity [May and October 2016] in Ottawa with MPs, senior civil servants, NGO leaders, and the NRC. Additional meetings have taken place in-region. These meetings are designed to communicate UNB's priorities and case for support, to share UNB's strategic research plans, and to mobilize advocates.

[meetings between federal constituency and UNB staff have also continued throughout this reporting period]

UPDATE TO THE BOARD OF GOVERNORS & SENATES

Update on Government Relations

14 November 2016

DM Champion appointment [31 August 2016]

Appointed by the Clerk of the Privy Council, Deputy Minister Champions, are asked to provide their support and guidance to various communities or programs from a strategic level and to build awareness of and advance issues.

UNB's DM Champion is Chris Forbes, who is currently the Associate Deputy Minister of Agriculture and Agri-Food, and previously the Assistant Deputy Minister, Strategic Policy Branch and Regional Directors General Offices at Environment Canada.

Prior to joining the federal government, Chris worked for the Government of the Northwest Territories and the Toronto Dominion Bank. He holds a Masters in Economics from McGill University.

Mr Forbes and UNB's President have already engaged in several discussions.

Full list at <http://www.pco-bcp.gc.ca/docs/secretariats/spsp-psps/champion/pdf/univ-eng.pdf>

Constituency Activity

Parliament is scheduled to break on 16 December 2016 and resume 30 January 2017. A Varsity Reds hockey event is being planned for federal and provincial government partners during this period.

FIRST NATIONS

To assist the institution in responding to the Truth and Reconciliation Commission *Calls to Action*, UNB has established a Working Group under the direction of Ann Sherman, Dean of Education.

On 6 April 2016, UNB's Mi'kmaq-Wolastoqey Centre (MWC) hosted the 2nd annual UNB Powwow: "Dancing Towards Reconciliation" at The Richard J. CURRIE CENTER. By hosting this gathering, UNB helps to provide a unique opportunity for student and the public to engage Mi'kmaq and Wolastoqey cultures and traditions.

UPDATE TO THE BOARD OF GOVERNORS & SENATES

Update on Government Relations

14 November 2016

On 4 August 2016 UNB's President met with Wolastoqey chiefs and designates to discuss the Calls to Action and UNB's role in reconciliation. UNB is also seeking opportunities to meet with Mi'kmaq chiefs and designates.

On 26-28 October 2016 UNB's Mi'kmaq-Wolastoqey Centre (MWC) hosted the Peace and Friendship Treaty Days symposium, exploring the role of universities in building Peace and Friendship. The event included a public lecture from Dr. Marie Wilson, Commissioner of the Truth and Reconciliation Commission of Canada.

An Op-Ed on this topic by UNB's President appeared in the *Daily Gleaner* on 'Leveraging the power of education in reaching Reconciliation' on 10 October 2016. See <https://www.telegraphjournal.com/daily-gleaner/story/48821220/op-ed-leveraging-power>

PROVINCIAL

Appointments

On October 7, 2014, the Hon. Donald Arseneault was appointed Minister of Post-Secondary Education, Training and Labour, He is also Minister responsible for Intergovernmental Affairs, and Minister responsible for the Regional Development Corporation. He has also kept his appointment as Minister responsible for Official Languages, and is a member of the Priorities Board and the Jobs Board. He is not new to this portfolio, having been appointed Minister of Post-Secondary Education on 12 November 2008.

On 25 April 2016, Jean-Marc Dupuis became the Deputy Minister of Post-Secondary Education, Training and Labour.

Also at this time, Judy Wagner became clerk of the Executive Council and head of the public service, leading a new management approach consisting of five priority units:

- the Jobs Priority Unit will be led by Jacques Pinet, CEO of the Jobs Board Secretariat;
- the Education Priority Unit will be led by Jean-Marc Dupuis, deputy minister of Post-Secondary Education, Training and Labour;
- the Families Priority Unit will be led by Craig Dalton, deputy minister of Social Development;

Update on Government Relations

14 November 2016

- the Federal-Provincial Relations Priority Unit will be led by Bill Levesque, deputy minister of Intergovernmental Affairs and president of the Regional Development Corporation; and
- the Fiscal Responsibility and Strategic Program Review Priority Unit will be led by Gordon Gilman, deputy minister and secretary to the Treasury Board.

The four presidents of NB's publicly funded universities have raised the need for a multiyear funding framework [MOU] as an issue with the new Minister and Deputy. A meeting has been arranged to explore this topic in more detail.

Tuition Access Bursary [TAB]

On 14 April 2016, the Province of New Brunswick launched the Tuition Access Bursary [TAB], established to provide upfront financial assistance to students from families with an annual income of \$60,000 or less and who attend a publicly funded university or college in New Brunswick.

The federal government provides grants for students with low and middle income who want to obtain a post-secondary education. Through the bursary, the provincial government will pay the difference between the federal grant provided to an eligible student and the amount owing for that student's tuition. The program will start at the beginning of the 2016-17 academic year.

Under the Education and New Economy Fund, nearly \$25 million will be invested in the bursary during the first year. The \$25 million is comprised of \$14.5 million for strategic initiatives like the Tuition Access Bursary, alongside additional monies raised by discontinuing the education and tuition amounts on the income tax return.

It is anticipated that 7,100 students will be eligible to immediately benefit from the bursary which represents about 23 per cent of New Brunswick students in the province's public post-secondary institutions. Among students who apply for student financial assistance, more than 50 per cent will qualify for the bursary.

PRC Mission

UNB's President was in the People's Republic of China 12-14 October 2016 with the Premier of New Brunswick for a program that included meetings with recruitment partners and the official opening of a UNB recruitment office. The office is located within The Canadian International School of Beijing, in the Chaoyang District of Beijing.

Update on Government Relations

14 November 2016

Speech from the Throne

The New Brunswick Legislature reconvened on 2 November 2016, with a Speech from the Throne which prioritizes economic growth, education and health care, with a special focus on education. Items highlighted in the throne speech included:

Invest in education by:

- increasing opportunities for students to learn coding and the trades;
- increasing the amount provided to New Brunswickers to help pay for daycare;
- providing free tuition to every New Brunswick undergraduate student attending a publicly funded institution in the province whose family earns up to \$60,000 per year;
- improving language-skill outcomes by introducing French immersion in Grade 1 starting in September 2017;
- enhancing opportunities for adult learners to study a second language;
- developing a strategy for increased training for early childhood educators, including a free online curriculum; and
- implementing the first year of the 10-year education plan: literacy, numeracy, early childhood and career and life readiness.

Finances and Austerity

Notable in the the throne speech:

"Instead of tinkering around the edges, significant choices need to be made in the upcoming budget," and "Your government needs to bring deficit budgeting to an end. All the decisions that will get our province there will be presented to New Brunswickers in this session."

NB's Liberal government is projecting a \$453-million deficit in 2016-17, and a provincial accumulated debt that will reach \$12.4 billion. The speech notes that the province spends more each year servicing interest payments on its debt than it does on investment in post-secondary education.

No communication has been received to date regarding appearance of universities at Public Accounts.

UPDATE TO THE BOARD OF GOVERNORS & SENATES

Update on Government Relations

14 November 2016

MUNICIPAL

Election Results

New Brunswick's municipal elections in May 2016 resulted in significant changes in UNB campus host communities. In Fredericton, Mike O'Brien was elected as Mayor, with Councillor Kate Rogers in UNBF's Ward 11. In Saint John, Don Darling was elected as Mayor, with John MacKenzie and Sean Casey in UNBSJ's Ward 2.

Planning in Fredericton

On 10 June 2016, City of Fredericton staff and UNB staff met at the Richard J. CURRIE CENTER to discuss alignment of strategic activity. The City of Fredericton has embarked on a municipal planning process, which will shape community priorities and initiatives, many of which have a significant impact on institutional development, operations, and strategic planning at the University of New Brunswick. Likewise, the University of New Brunswick is undertaking several institutional planning exercises, with outcomes that will have a significant effect on the surrounding City of Fredericton.

This roundtable discussion was designed to create mutual benefit by informing senior management at the City of Fredericton and the Fredericton campus of the University of New Brunswick of the most immediate organizational planning processes, and identifying mutual interest on specific issues, and outcomes associated with the planning processes.

On 27 October 2016, a delegation of PET members presented to the City of Fredericton's Strategic and External Relations Committee. The presentation focused on UNB's role and impact in Fredericton, with particular reference to the Vision 2020 community economic development strategy. Both sides recognize the need to harmonize priorities in order to maximize federal and provincial capital investment opportunities.

NON-GOVERNMENT ORGANIZATIONS [NGOs]

NBSA

The New Brunswick Student Alliance has a new executive director, Robb Burroughs, who took over this role from Lindsey Handren on 25 April 2016.

UPDATE TO THE BOARD OF GOVERNORS & SENATES

Update on Government Relations

14 November 2016

Several meetings with the New Brunswick Student Alliance [NBSA] have taken place, as NBSA priorities take shape for 2016/17. These are identified as:

- Increase per-FTE funding to the national average within five years
- Implementation of a sliding scale for the Tuition Access Bursary before 2017-18 school year
- Establish First Nations & Indigenous student financial aid framework
- Increase mental health share of provincial health budget to 9 percent by 2020
- Remove regulatory barriers to gender neutral bathrooms on campus
- Extend provincial healthcare to international students in New Brunswick
- Establish experiential education framework to provide compensated experiential learning opportunities to every student in New Brunswick
- Lower debt cap to \$26,000 and extend requirements to minimum time-to-degree plus 1 year

Universities Canada

On 3 May 2016, UNB President Eddy Campbell addresses the assembled staff of Universities Canada in Ottawa. This was an important opportunity to alter perceptions and attitudes with the sector's most influential lobby group, and press for New Brunswick priorities, and to shape advocacy in the coming year.

UNB remains active in supporting UnivCan national advocacy efforts, with President Eddy Campbell delivering a national op-ed placed in October 2016.

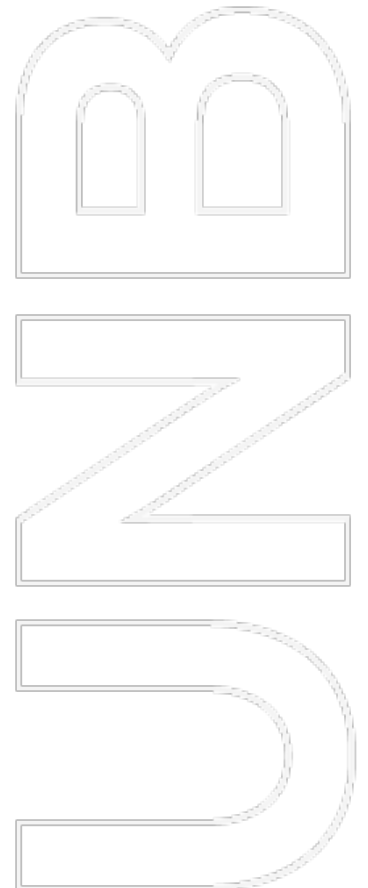
Port SJ

UNB's President and Vice-President Research have continued to foster a collaboration partnership with PortSJ, in conjunction with Port board members and CEO Jim Quinn. This would build on successful research collaboration,

In addition to a presentation to the Port board of directors, meetings between Port staff and researchers were conducted in both Saint John and Fredericton in July 2016.

APPENDIX B

Update on Communications



UNB Communications Office Update

November 2016

Included in this update are the monthly media reports for September and October 2016. In addition to media relations, the Communications Office has provided strategic communications support on a number of major initiatives, issues, events and files, including:

- UNB's Campus Sexual Assault Support Advocates
- UNB's Women's hockey file
- UNB's Annual Report
- Alumni News (print and digital editions)
- Infrastructure (Strategic Investment Fund)
 - Centre for Healthy Living (FR)
 - News conference
 - Pool closure inquiries
 - Communications planning
 - Tree blessing ceremony
 - Town Hall
 - Presentation to City of Fredericton
 - Multi-Research Greenhouse (SJ)
 - News conference
- Homecoming
- RBC gift announcement
- Encaenia and Convocation
- Eaton Lecture
- AAU enrollment numbers
- UNB recruitment office official opening in Beijing
- Various series, lectures and related events

Prepared by:
Sonya Gilks, Director of Communications
UNB Communications Office
For Nov. 2016, Senate meetings



UNB Monthly Media Coverage Report for September 2016

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Date: Thursday, September 1, 2016 -
Friday, September 30, 2016

TOP STORIES FOR THE MONTH

From dams to droughts, institute marks 15 years of water research

New Brunswick Telegraph-Journal

Published: Sat Sep 24 2016 · **Byline:** Chris Morris, **Page:** A3

Tone: Positive **Reach:** 32253 **Ad Value:** \$1,811

FREDERICTON * From aging dams to damaging droughts, the Canadian Rivers Institute at the University of New Brunswick has spent the past 15 years researching a resource many Canadians still take for granted - ... (621 words)

New Brunswick has opportunity to be leader in cybersecurity

New Brunswick Telegraph-Journal

Published: Fri Sep 30 2016 · **Byline:** Chris Morris, **Page:** D1

Tone: Positive **Reach:** 30440 **Ad Value:** \$1,772 · **No tags**

FREDERICTON * Cyber wars will take centre stage at the University of New Brunswick this weekend at a special session examining security threats and the province's place as an international player in the ... (643 words)

Former Olympian surprised no contingency plan for UNB pool

CBC.CA News

Published: Thu Sep 8 2016, 5:25pm ET · **Byline:** CBC News

Tone: Negative **Reach:** 3327000

Former Olympian Marianne Limpert is surprised by the news that there is no replacement planned for the Lady Beaverbrook pool once it closes. "To hear that the Lady Beaverbrook pool is going to be closed and there doesn't appear to be any ... (483 words)

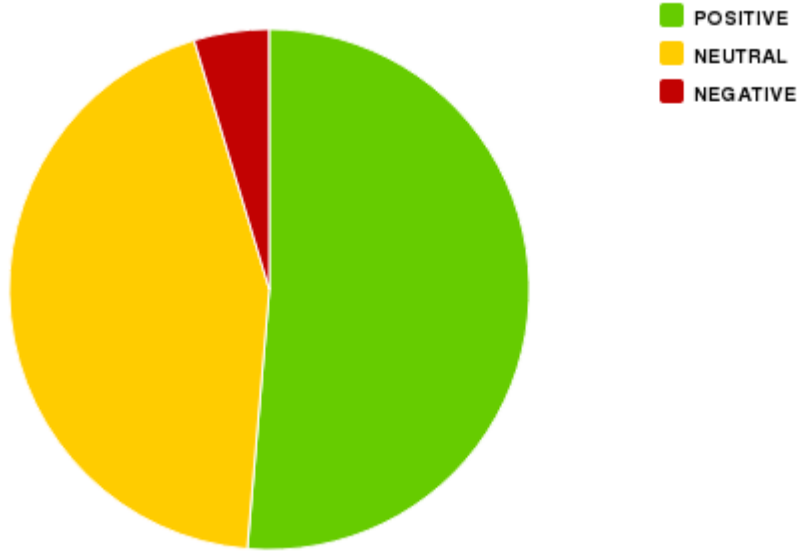
University of New Brunswick adjourns appeal in women's hockey case; UNB adjourns appeal in women's hockey case

Canadian Press

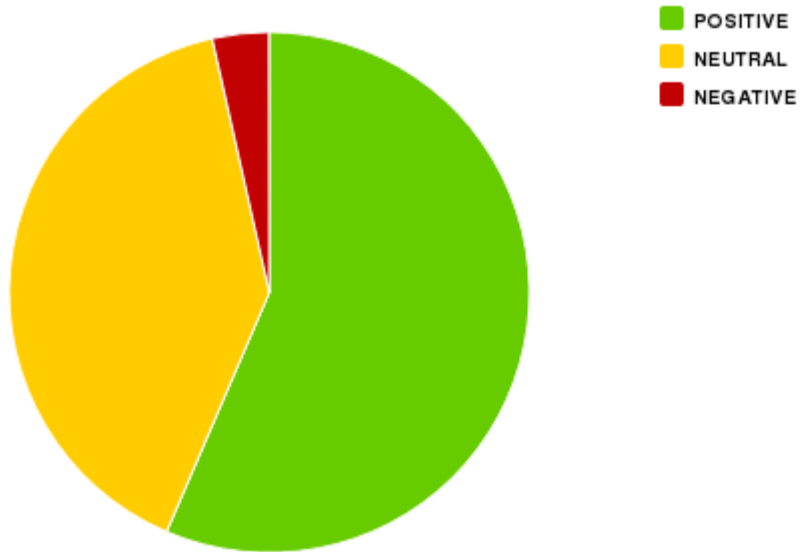
Published: Fri Sep 30 2016 · **Tone:** Neutral

FREDERICTON - The University of New Brunswick is setting aside its application for a judicial review of a ruling that ordered the school to reinstate its women's varsity hockey team. That ruling by the ... (133 words)

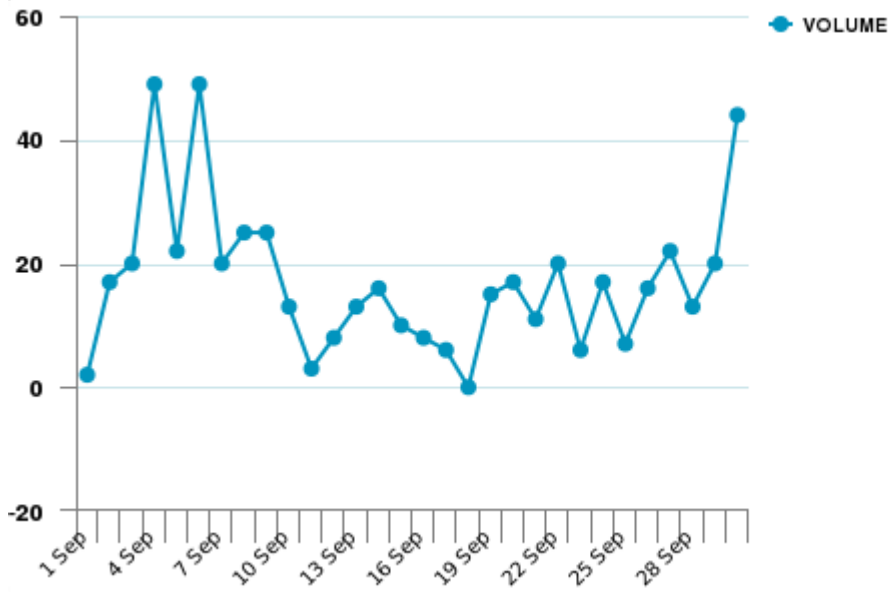
Tone pie for brand mentions (News)



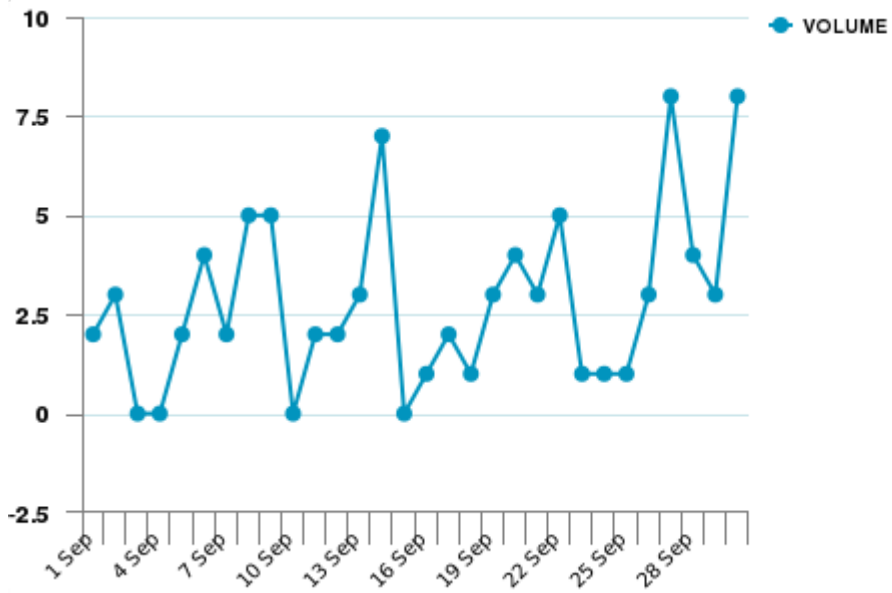
Tone pie for brand mentions (Social)



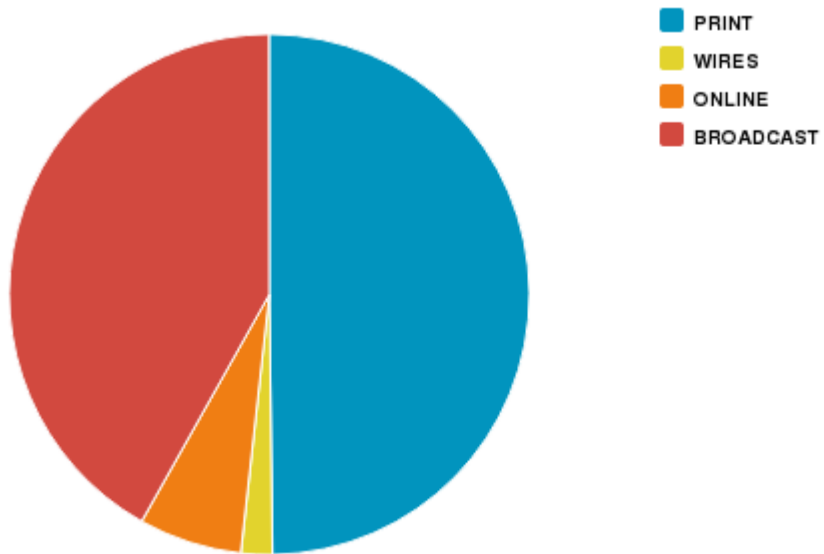
Volume of content over time (trend) (News)



Volume of content over time (trend) (Social)



Media Mix (News)



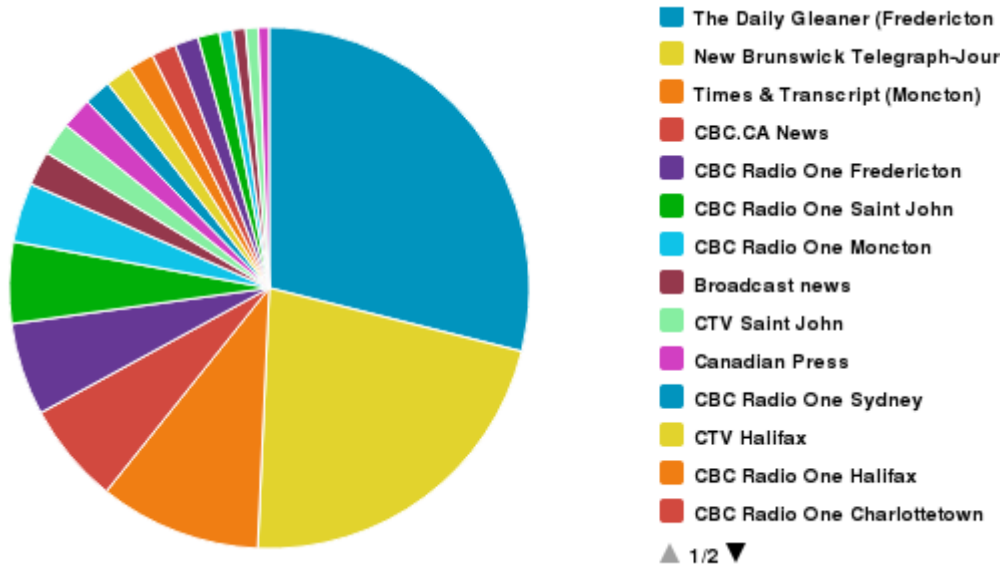
Exposure/circulation/reach (total) (News)



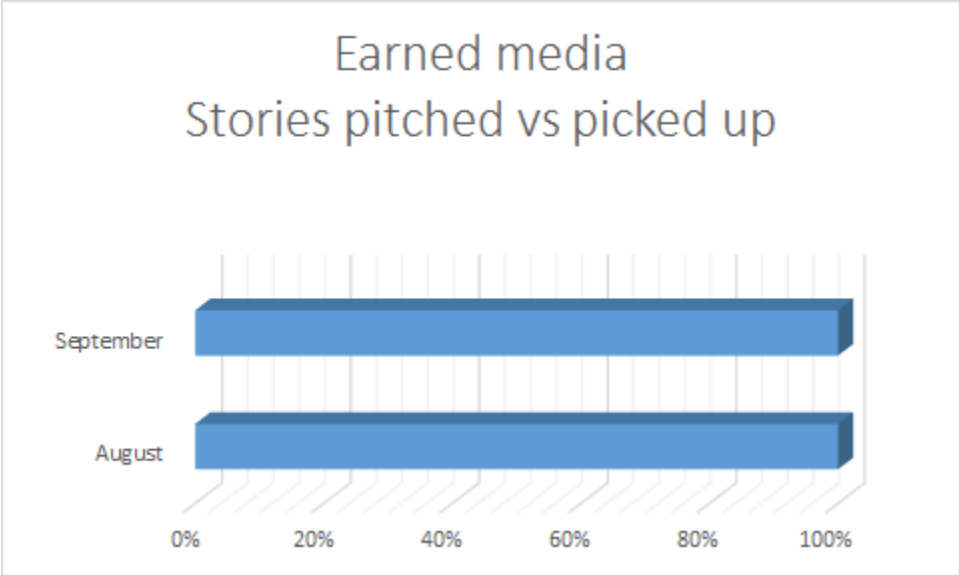
Exposure/circulation/reach (total) (Social)



Top influencers (News)



Month	Stories pitched	Stories picked up	Success rate (%)
August	12	11	92
September	17	15	88



Media requests to Communications Office: 89
 (Number of media inquiries received and managed by communications staff)

August 45
 September 89



UNB's Monthly Media Coverage Report for October 2016

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Top Stories

Date: Saturday, October 1, 2016 -
Monday, October 31, 2016

RBC donates \$1M to UNB program

New Brunswick Telegraph-Journal

Published: Fri Oct 14 2016 · **Byline:** ELIZABETH FRASER, **Page:** D1

Tone: Positive **Reach:** 30440 **Ad Value:** \$1,568

When it comes to growing a business, students at the University of New Brunswick will now have more opportunities to develop their entrepreneurial skills after receiving a large donation from Canada's ... (585 words)

New Brunswick university opens recruiting office in Beijing, China; UNB opens recruiting office in China

Canadian Press

Published: Wed Oct 12 2016 · **Tone:** Positive

FREDERICTON - The University of New Brunswick has opened a recruitment office in Beijing, China. Premier Brian Gallant is in China as part of a trade mission, and was on hand for the official opening. He ... (99 words)

UNB agrees to settlement in women's hockey case

Times & Transcript (Moncton)

Published: Sat Oct 1 2016 · Arrived: October 1st, 2016

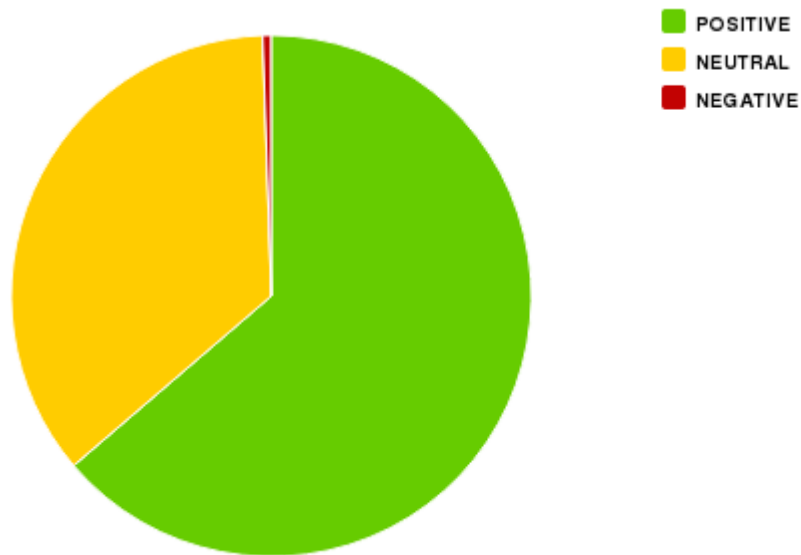
Byline: Bill Hunt, Page: D4

Tone: Negative Reach: 35575 Ad Value: \$1,236 · No tags

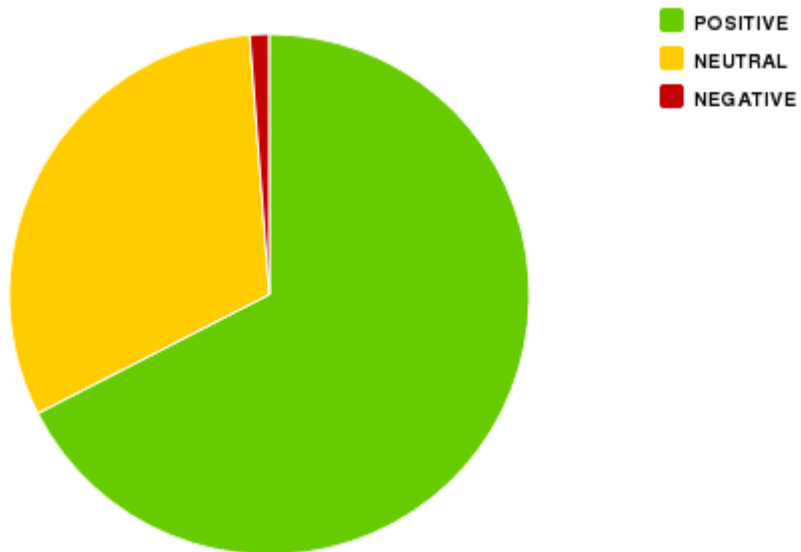
Authority:

The University of New Brunswick is pausing its application for a judicial review of a ruling that ordered the school to reinstate its women's varsity hockey team. That ruling by the Labour and Employment ... (435 words)

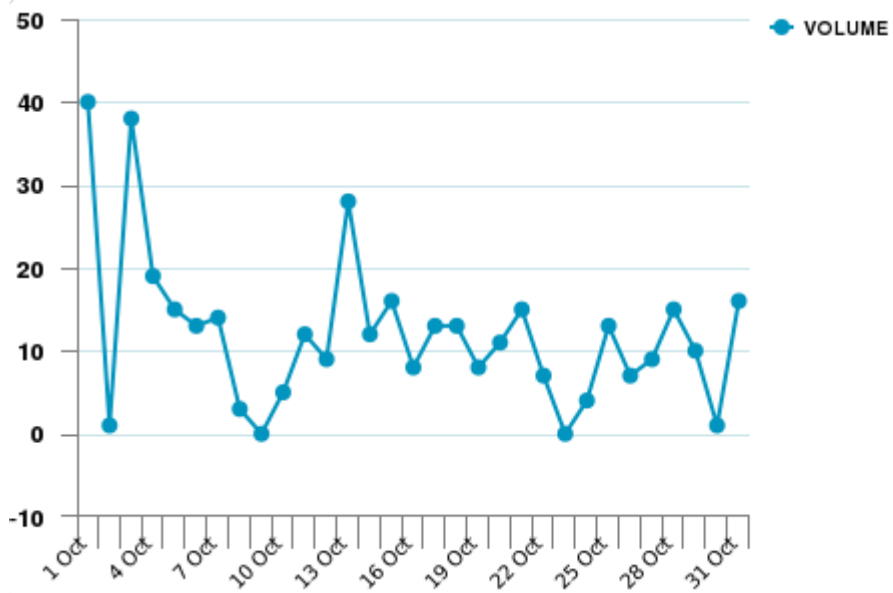
Tone pie for brand mentions (News)



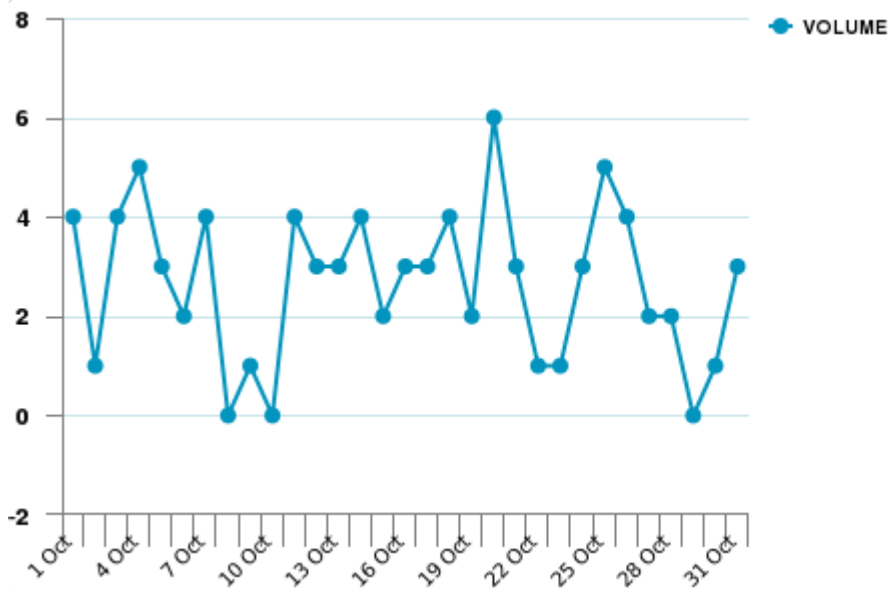
Tone pie for brand mentions (Social)



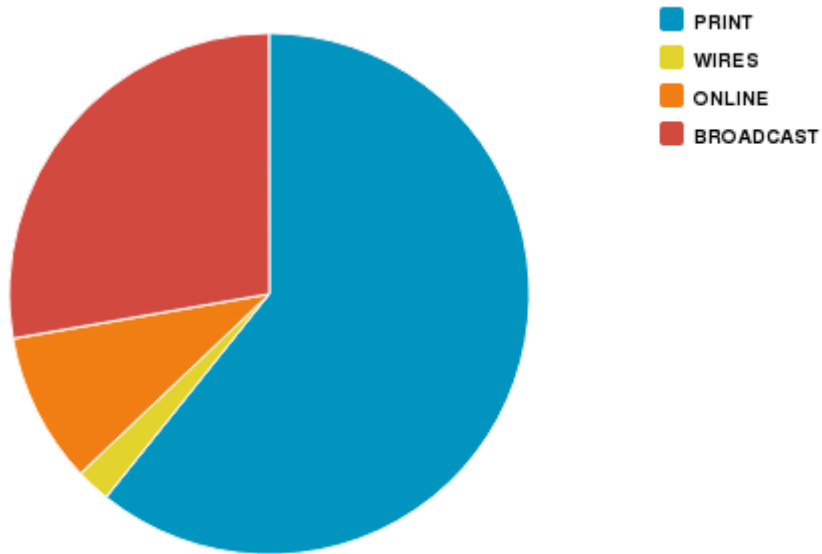
Volume of content over time (trend) (News)



Volume of content over time (trend) (Social)



Media Mix (News)



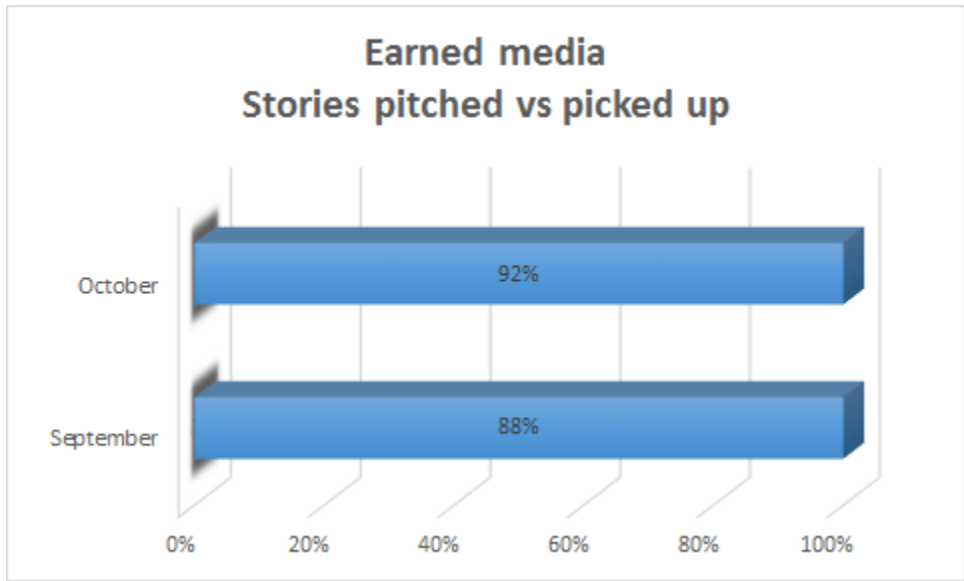
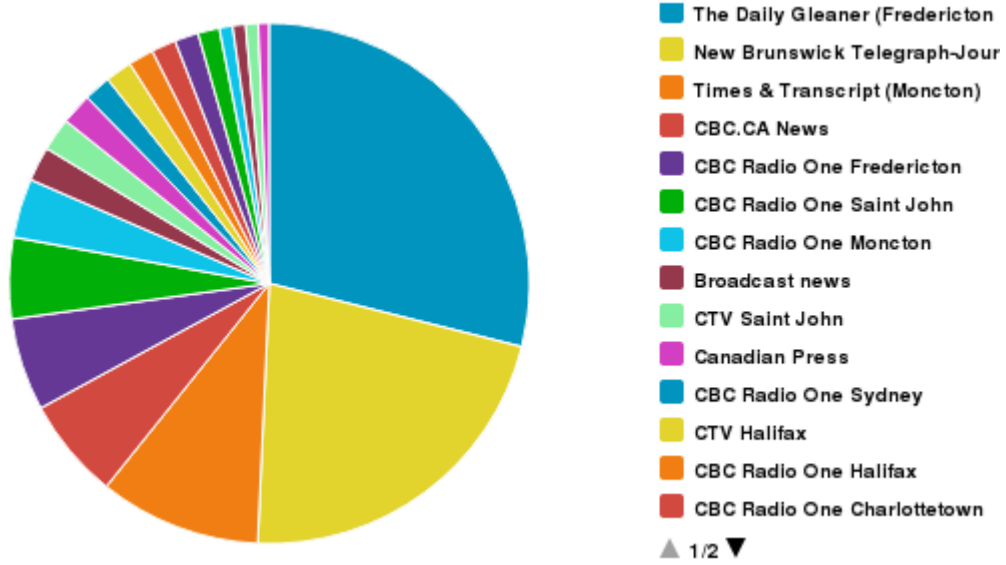
Exposure/circulation/reach (total) (News)



Exposure/circulation/reach (total) (Social)



Top influencers (News)



Month	Stories pitched	Stories picked up	Success rate (%)
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September	17	15	88
October	13	12	92

Media requests to Communications Office:

(Number of media inquiries received and managed by communications staff)

September 89

October 51