

► Social Purpose Finance and Administration 101

The McConnell Foundation and the Canadian Association of University Business Officers (CAUBO) are championing a national initiative to support higher education institutions in exploring emerging trends in social purpose administration and finance.

“How can higher education finance and administration leaders further contribute to their institution’s social ambition?”

This project is based off of a **white paper** commissioned by McConnell and Simon Fraser University, which examines how post-secondary can unlock all of their assets to further benefit surrounding communities. With this initiative, the partners aim to:

- (1) Identify industry best practices; and
- (2) Support administrators in embedding greater social value in finance and administrative domains.

► DEFINITION OF “SOCIAL PURPOSE FINANCE AND ADMINISTRATION”

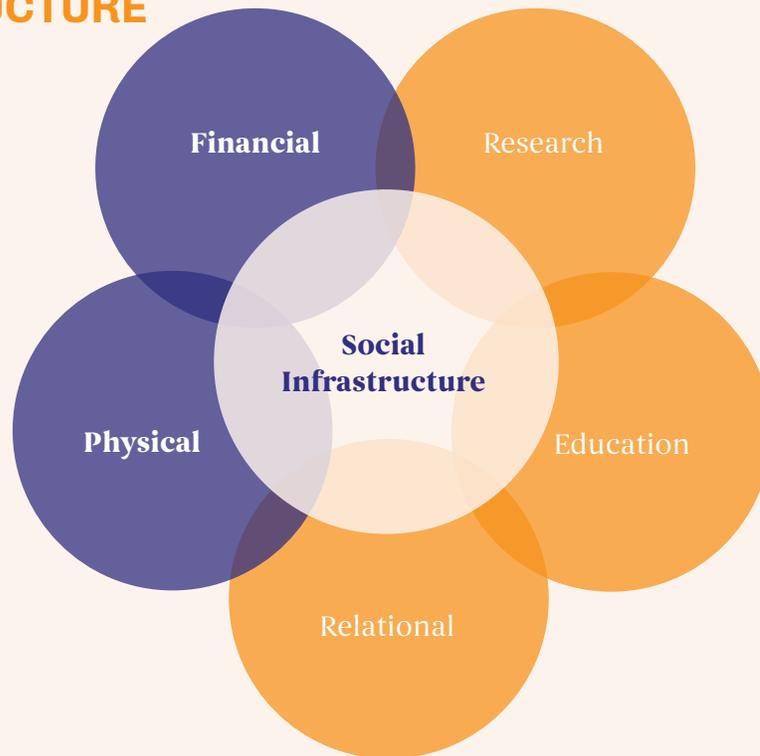
- Integrating social and environmental objectives into administration and finance functions, roles, decisions, and behaviours to benefit the institution, students and communities
- Harnessing administration and finance tools, assets, resources and relationships to innovate, accelerate and scale social impact
- Aligning job purpose with social purpose, where all administrative jobs have more purpose and contribute to social impact

► CONTINUUM OF PRACTICES AND POSSIBILITIES

All institutions are active and engaged in community endeavours. Depending on their priorities, they will be active at different points of the following continuum of social purpose administration and finance practices. The further along the continuum you go, the greater the impact, and staff, student, academic and community engagement.



► **ADVANCED EDUCATION INSTRUMENTS FOR SOCIAL INFRASTRUCTURE**



This is a list of instruments and assets that universities, colleges, and polytechnic institutions can mobilize to build the social infrastructure of Canadian communities. The financial and physical instruments are described and illustrated in the **Social Purpose Administration Primer**.

Financial

- Procurement
- Investment
- Administration hiring
- Compensation
- Real estate
- Funding sources
- Communications budget
- Commercialization role
- Risk management skills and expertise
- Budgeting and capital planning
- Student Financial Aid

Physical

- Facilities
- Cultural services
- Temporarily vacant student housing
- Technology
- Land
- Ancillary Services

Relational

- Alumni relationships
- Future students
- Administrative staff
- Government, business, industry and community relationships
- Post-secondary sector relationships
- Professional association connections
- Global reach, insights, and networks
- Convening power
- Role model
- Public policy and dialogue

Research

- Research mandate
- Data, evidence and scientific information

Education

- Teaching mandate
- Faculty expertise
- Student expertise
- Social services

For more information about this initiative please contact:
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