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## Directory of Records – General

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Office - Student Recruitment and Marketing, VPAD

**Description of the Mandate and Function:**

Advancement aims to build awareness and reputation provincially, nationally and internationally, to develop strong relationships with students, staff members, stakeholders and communities and to secure resources to support the university in its commitment to its students and to excellence in teaching, research and scholarship.

**General Classes or Types of Information:**

Student Information - Name, ID, gender, address, email address, phone number, program name, photographs, and questionnaires.

**PIB Titles:**

- Marketing - Photo consent and release forms
- Marketing – Email opt out list

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**Copies of Records Located:**

None

**Policy & Procedure Manuals, Guidelines, Handbooks, Etc.:**

None

**Remarks:**