

FUNDING & ADVERTISING

FUNDING

Endowments: Very few programs have access to endowment funding, although several noted that they have recently been included in their institution's 'giving profile' (endowment outreach). Another prospective source mentioned several times includes the possibility of endowed chairs.

Grants: Very few programs utilize grant monies to fund their programming. Of those that do, however, several of the sources include:

- Federal money, including: Department of National Defense and Defense Resources Management (mentioned multiple times)
- Individual Faculty hold own 'academic' grants
- Community based research grants
- Other, unspecified sources

Other Sources of Funding: The vast majority of programs are funded through student tuition payments and other University 'contributions'. In addition to this, other sources included:

- Program 'fees' generated through special (out of the normal stream) programming – including contract & consulting work
- Several programs provide funding for students through RA and TA positions
- One program received initial program start up funding from the province
- One program received monies from a provincial legal body (limited duration)
- Special project fundraising – e.g. internships

ADVERTISING

All respondents indicated that some form of funding is targeted at both prospective students and faculty. This includes:

To Students – in no particular order:

- Word of mouth (mentioned by most respondents)
- Course calendar
- Web site
- Traditional ads through university's own promo materials

- Targeted brochures and posters
- Rely on the Program's reputation to attract students
- Advertising materials placed around campus (and on the coordinator's door)
- Bookmarks produced by the public affairs office
- Magazines, newspapers, TV – multilingual "coverage" of programming
- Maintain an up to date data base of "interested people and interested institutions" – forwarding programming information to them, when appropriate
- Program linked to the Conflict Resolution Network
- Participate in University student recruitment fairs and activities

To Faculty – in no particular order:

- None – all faculty are internally selected
- Standard University channels
- Rely on the Program's reputation to attract faculty
- Word of mouth
- Personal invitation
- Relevant list serves
- E-mail networks