



# Media Release

FOR IMMEDIATE RELEASE

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## The First Nations University of Canada adds inaugural Vice President, University Relations Role to the Senior Leadership Team

**Regina, Saskatchewan** – The First Nations University of Canada has recently added a new Vice President, University Relations role to the Senior Leadership Team. Gord Hunchak joined First Nations University of a Canada on March 28, 2022, in the inaugural role of Vice President University Relations. This role will evolve and implement FNUniv’s integrated communications and resource development efforts, with a clear focus on developing our comprehensive growth strategies for student enrolment, donors and funding, and brand and reputation, all in support of the overall strategic plan, working closely with the Senior Leadership Team, managers, and employee and student groups.

Gord is an innovative and collaborative leader with vast and diverse experience spanning over three decades. Born and raised in Saskatchewan, Gord's career in the post-secondary leadership began in Ontario in 2007 at Niagara College, where he took on several roles, culminating in the AVP, Planning and Communications position. Gord joined Brock University in 2015 as Associate Vice President, External Relations. Prior to joining us at FNUniv, Gord's most recent role was as Associate Vice President Strategic Communications / Chief Communications Officer at the University of Saskatchewan. In all previous post-secondary leadership roles, Gord has successfully re-branded and re-positioned the respective institutions for enhanced profile and growth and developed important stakeholder and community engagement strategies.

Our new University Relations unit is launching an exciting new chapter here at First Nations University of Canada. This VP role will be pivotal in refining and articulating FNUniv's identity and unique characteristics to key constituents and diverse stakeholders, will enhance our messaging within communities, as well as strengthening our external profile and stewarding the university's reputation in the public sphere. The communications and marketing efforts will grow and advance our place on the national and international stage, attracting more students, donors, and partnership opportunities.

### **About First Nations University of Canada**

The First Nations University of Canada (FNUniv) was founded in 1976 and is a First Nations-owned post-secondary institution that bridges our ceremonies, knowledge keepers, languages, and traditions to deliver high-quality post-secondary education. This transformative impact will lead to

the pride and success of all students, First Nations communities and Canada. For more information about FNUniv, please visit <http://fnuniv.ca>.

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