

# **Gord Hunchak**

## **Key Accomplishments and Highlights**

### **Niagara College**

Successfully launched Niagara College's new branding strategy through a market analysis and consultation with students, prospective students, staff and community and industry stakeholders, raising NC's profile in the post-secondary market and in the Niagara community

Developed and implemented the College's Advocacy Plan, including strategy that led to the securing of \$40 million for the Applied Health Institute under the Knowledge Infrastructure Program

Positioned the Marketing & Communications Department as a service-focused organization, with a clear mandate for providing strategic leadership in marketing, branding, communications, and social media as well as marketing guidance and support for all NC programs and activities

As member of the Strategic Enrolment Management Committee, contributed to the development of the College's first five-year enrolment strategy

Re-focused NC's community involvement efforts to ensure the College was recognized as an active participant and leader in key community events, activities, and organizations

#### Committee/Board Involvement

Strategic Enrolment Management (SEM) Committee

College Operating Group (COG) and formerly College Operations and Planning Committee (COPC)

Administrative Staff Professional Development Committee

Association of Canadian Community Colleges (ACCC) 2010 Conference Coordinating Committee

### **Meridian Credit Union/Niagara Credit Union**

As a member of the Senior Management Merger Team, led the Branding and Product Alignment programs and co-managed the internal communication and external media/public relations programs

Introduced and led Niagara Credit Union's transition to an integrated brand-focused organization through the development and implementation of annual Brand and Communications strategies

Introduced market and consumer research to Niagara Credit Union and spearheaded the development of a product management team that launched several successful products

## **Community Involvement and Recognition**

*Niagara College Board of Governors, member (2008 to present)*

- Contributed to the development of the College's current Strategic Plan 2009-2014: A Vision Focused on Student Success
- Participated in the development of the 2009-2015 Academic Plan

*New Member Search Committee, member (2008 to 2010)*

*Priorities and Planning Committee, member (2010 to present)*

*St. Catharines Chamber of Commerce, Board member/Executive (1999-2005), President (2003-2004)*

- Launched the Chamber Business Achievement Awards
- Revamped and re-launched the Chamber Fall Classic Golf Tournaments, one of the longest running charity tournaments in Niagara

*Niagara Food Festival Board of Directors (2007 to present)*

- Provided the leadership to successfully repositioned the Niagara Food Festival from insolvency to one of Niagara's premier, financially sustainable events
- Facilitated increased participation and visibility of Niagara College in the event

Recipient of an inaugural *Niagara Top 40 Under 40 Award* (2004)

*Opportunities Niagara* – Member of Leadership Roundtable

*Niagara Land Trust* – Member of the Founding Committee