

Document Name:	Advancement and University Relations Committee Terms of Reference
Executive Officers:	Chief Advancement Officer & Chief Communications Officer
Approval Authority:	Board of Governors
Date Document Approved:	March 2022
Mandatory Review Date:	March 2026

MANDATE:

The mandate of the Advancement and University Relations Committee is to provide strategic oversight and assistance on behalf of the Board of Governors (the Board) or its Committees respecting the overarching objectives of the committee as set out below.

KEY OVERARCHING OBJECTIVES:

The overarching objectives of the Advancement and University Relations Committee is to facilitate:

1. Relationship development

- a. Provide strategic oversight and assistance with respect to the University's community engagement including but not limited to Indigenous communities to support its academic and operational objectives and ensure that its reputation is maintained and enhanced;
- b. Oversee and provide assistance in matters of communication and engagement with the community; and
- c. Oversee the process for selection of the recipient of the annual Board of Governors Award for Outstanding Community Achievement.

2. Reputation Protection and enhancement

- a. Offer oversight and assistance in matters pertaining to alumni affairs;
- b. Provide oversight and assistance with communication strategies, including issues management;
- c. Provide oversight and assistance to enhance the University through media communications, marketing including branding strategies;
- d. Provide oversight regarding the development of institutional branding, visual identity and associated marketing and implementation strategy; and
- e. Oversee the process for selection of the recipient of the annual Founders Award.

3. Revenue generation

- a. Provide oversight and assistance regarding fundraising and Advancement activities including annual giving, planned giving and major gifts to ensure opportunities to fund are optimized through donations and grants;
- b. Encourage, facilitate, and assist, on a confidential basis, individuals to consider philanthropic gifts to the University; and
- c. Review progress toward achievement of annual and multi-year fundraising targets.

SCOPE:

1. Make recommendations to the Board or its Committees on:
 - a. All issues defined under its objectives above; and
 - b. Any other related matters referred to it by the Board.
2. Receive regular reports related to Student Support Services, Communications, and Advancement portfolios.

MEMBERSHIP:

The Committee shall be composed of appropriate representation from all constituencies. The Committee may also appoint up to four non-voting members (who are not otherwise members of the Board of Governors) for specific purposes on the recommendation of the Executive Committee acting in turn on the advice of the Committee chair.

QUORUM

Quorum for meetings shall consist of one-half the number of voting members of the committee plus one, present in person, by teleconference or by videoconference, at least one of whom must be the chair or vice-chair of the Committee.

Revisions and Approvals:

- 97th Meeting, Sept. 28/15 - deferred formal review until completion of By-law review in Spring 2016
- 599th Meeting of the Board, December 1, 2016 – approval of revised terms of reference
- 616th Board of Governors Meeting, June 27, 2019, approved revised terms of reference and rename of the Community Relations and Advancement Committee to the Advancement and University Relations Committee.
- 629th Board of Governors Meeting, March 10, 2022, approved revised terms of reference.