



BOARD OF GOVERNORS ADVANCEMENT COMMITTEE TERMS OF REFERENCE

1. PURPOSE

The Advancement Committee (“Committee”) is appointed by, and has responsibility to, the Board of Governors (“Board”) to assist the Board in fulfilling its advancement responsibilities and where necessary to approve, monitor, evaluate and provide advice on matters affecting brand and reputation management, marketing and communications, stewardship of donors gifts, and fundraising activities, government relations, media and public relations, community and business/industry relations, research partnerships and alumni relations. The Committee operates in accordance with the *Alberta Post-Secondary Learning Act* and the Board governing documents.

2. MEMBERSHIP

2.1 The following shall be members (voting) of the Committee:

- Chair of the Committee
- Chair of the Board (*ex-officio*)
- President and Vice Chancellor (*ex-officio*)
- Chancellor (*ex-officio*)
- President of the Alumni Association (*ex-officio*)
- Up to eight (8) others who need not be members of the Board.

Following the *Board of Governors Bylaws*, membership on committees is determined annually by recommendation from the Board Executive Committee.

2.2 The following (non-voting) shall attend meetings of the Committee:

- Vice-President (Development & Alumni Relations)
- Vice-President (Research)
- Director, Public Affairs and Government Relations
- Other individuals may be invited by the Committee Chair to attend all or any part of a Committee meeting.

2.3 Committee members are required to abide by the *Code of Conduct – Board Members* which indicates proper conduct by members and also requires annual signing of confidentiality and conflict of interest statements.

3. MEETINGS

3.1 The Committee shall meet at least two (2) times per year, with additional meetings at the call of the Chair.

3.2 Quorum is 50% of the voting members.

4. RESPONSIBILITIES

The duties of the Committee include:

- 4.1 advise and assist the Board with development of policy regarding the University's development activities;
- 4.2 provide advice and support for Advancement initiatives that benefit the University;
- 4.3 identify opportunities for the University related to fund raising, special project development, communications, and alumni relations;
- 4.4 provide linkages to community locally, nationally and internationally for the purpose of fostering partnerships (research and community) and positive connections to the University;
- 4.5 provide guidance and support to ensure the University safeguards and enhances its reputation, identity, brand and profile;
- 4.6 provide guidance and support on strategic communication and marketing themes and key messages to enhance relationships and influence outcomes;
- 4.7 as required by policy, approve new namings;
- 4.8 guide efforts to ensure the University's relationships with key stakeholder communities are positive;
- 4.9 mobilize and where appropriate, recruit Board Members and friends of the University to utilize their time, treasury and talent to support:
 - fundraising;
 - marketing, branding, and communications initiatives;
 - alumni, faculty, staff, and student relations and support;
 - research partnerships;
 - government relations; and
 - community relations.
- 4.10 where appropriate, provide introductions between Committee members' networks and the Vice-President (Development & Alumni Relations), the Vice-President (Research), and/or the President and Vice-Chancellor to further develop prospects in support of current fundraising campaigns, or in support of other initiatives in 4.9.

5. SELF-ASSESSMENT

The Committee shall review the annual self-assessment of the performance of the Committee against their terms of reference and report their findings to the Governance Committee.

6. TERMS OF REFERENCE REVIEW

The Committee shall conduct an annual review of the Committee terms of reference and report their findings to the Governance Committee.

7. REPORT TO THE BOARD OF GOVERNORS

The Chair of the Committee shall provide oral or written reports of its proceedings to the Board. Minutes, supporting schedules and information of the Committee will be made available to any Board member upon request.

8. OTHER MATTERS

8.1 The Committee can engage other advisers, with the Board approval and in accordance with the *University's Contracts - Approval and Signing Authority Policy*, if it is deemed necessary to carry out the Committee's responsibilities. The signing authority for any such engagement is the Chair of the Board.

8.2 The Committee may consider any other matters, which in the opinion of the Committee or at the request of the Board, would assist the Board in meeting their responsibilities.

Document History:

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