



BOARD OF GOVERNORS

ADVANCEMENT AND EXTERNAL RELATIONS COMMITTEE

Terms of Reference

NAME: This Committee shall be called the Advancement and External Relations Committee

STATUS: The Advancement and External Relations Committee is a standing committee of the Board of Governors

MANDATE: The Committee advances the University's mission and vision and supports institutional priorities and objectives by promoting sound relationships between the University and its communities, including alumnae, donors, government and broader community partners.

MEMBERSHIP: Membership of the Committee shall consist of:

Ex officio (voting) Members

- Chair of the Board of Governors

Appointed Members

- Chair of the Committee (who must be a member of the Board of Governors);
- Vice-Chair of the Committee (who must be a member of the Board of Governors)
- Up to four (4) other members of the Board of Governors;
- An alumnae representative as designated by the Alumnae Association;
- A student representative as designated by the Students' Union;
- A faculty representative as designated by the Faculty Association;
- A minimum of two (2) members from the external community.

Ex officio (non-voting) Members

- President of the University.
- Vice-President, Administration

Resources

- Associate Vice-President, University Relations
- Executive Director, University Relations - Advancement
- University Relations staff and other resource people as required from time to time.
- Non-voting Advisors – Individuals who are not Board members but who, from time to time, are invited by the Committee Chair to attend meetings to provide advice to the Committee.

MEETINGS: The Committee shall meet no less than four times a year and/or at the call of the Chair.

QUORUM: A majority of the total voting membership shall constitute a quorum.

TERMS: Each external representative shall serve a three-year term and may be appointed for a second consecutive term.

For the alumnae, student and faculty representatives, Advancement will ask each governing body if they would like their representative to continue on this Committee, at the end of each academic year (ie. MSV Alumnae Association for alumnae representative; Students' Union for student representative; and Faculty Association for faculty representative).

FUNCTIONS:

a) University Advancement Governance Oversight

- 1) Monitor and report to the Board, at least annually, on the progress toward advancement goals and performance measurement as well as advancement trends, emerging issues, opportunities and risks.
- 2) Provide advice and support on policy, procedures and plans to the President, Associate Vice-President, University Relations and Executive Director, Advancement.
- 3) Advise, assist and support all policies that address fundraising and donor relations and forward to Board of Governors for approval.

b) University Philanthropy and Development

- 1) Provide leadership, participate in, and support Capital Campaigns, the ongoing Annual Giving Program and other identified priority fundraising projects.
- 2) Identify opportunities for the University related to funding, special project development, communications and alumnae affairs.
- 3) Communicate the vital role of private and public support to the University, external community and government.
- 4) Support and participate in the fundraising programs of the University to the best of your ability.

c) University Strategic Relationships and Reputation

- 1) Ensure the promotion, enhancement and maintenance of key strategic relationships which positively influence opinions, actions and decisions which advance the interests of the University.
- 2) Encourage the relationship between the University and its alumnae, including strong connections with the Mount Saint Vincent Alumnae Association.
- 3) Assist the University to maintain good relations with key stakeholders including the government, corporations, foundations and individuals and advise the Board on what initiatives might be taken to enhance relationships.

- 4) Support the University by communicating strategic themes and key messages to targeted external audiences.
- 5) Advise and assist the University, as requested, with reputation and related external relations efforts.

REPORTING: The Committee shall report to the Board of Governors.

Reviewed by the Advancement & External Relations Committee with no changes: October 1, 2015
Approved by the Board of Governors: November 19, 2015
Approved by the Advancement & External Relations Committee: September 25, 2018
Approved by the Board of Governors: September 27, 2018
Approved by the Advancement & External Relations Committee: September 10, 2020
Approved by the Board of Governors: September 24, 2020