

UNIVERSITY RELATIONS COMMITTEE

Terms of Reference

1. Authority

- a) The Board University Relations Committee (the “Committee”) is created and responsible to the Board of Governors (the “Board”) of Concordia University of Edmonton (the “University”).
- b) The Office of the University Secretariat shall provide administrative support to the Committee.
- c) The Committee shall function in accordance with the Bylaws of the Board of Governors, Section 13 “Board Committees”.

2. Mandate

The Committee promotes the advancement of the University’s Mission and Vision, aligns with the University’s Values, and supports institution-wide plans, priorities and objectives by fulfilling its Committee Mandate in four areas of interest:

2.1 University Reputation

The Committee guides efforts to ensure that the University safeguards and enhances its reputation to advance its interests.

2.2 University Identity

The Committee guides efforts to ensure that the University enhances its identity and profile at the international, national, provincial, municipal and institutional levels to advance its interests.

2.3 University Strategic Communication

The Committee guides efforts to ensure that the University identifies and effectively interprets strategic communication themes and key messages to targeted audiences, to enhance relationships, influence outcomes and advance the University’s interests.

2.4 University Philanthropy and Advancement

The Committee guides efforts to ensure that the University’s philanthropic and advancement policies and plans, promote, attract and generate revenue to advance the University’s interests.

3. Membership

- a) The Committee shall consist of the Chair or Vice-Chair of the Board, the President & Vice-Chancellor, at least three Board members and other individuals appointed by the Board. The Chair of the Committee will be appointed by the Chair of the Board.

4. Roles and Responsibilities

Notwithstanding the provisions in Section 2, the Committee shall:

- a) Guide the University in its leadership of a philanthropic culture at the University;
- b) Provide policy guidance, strategic guidance and oversight within the Committee Mandate;
- c) Ensure adequate budgetary resources are allocated to support institutional fundraising and to set standards for and monitor the total cost of raising funds, providing accountability to donors and the university community in the efficiency and effectiveness of fund raising efforts;
- d) Maintain oversight, at the appropriate governance level, on institutional and strategic issues within the Committee Mandate; and
- e) Ensure that marketing, communications and branding programs and activities support the University's strategic objectives.

5. Reliance on Management and Experts

In contributing to the Committee's discharging of its duties under these Terms of Reference, each member of the Committee shall be entitled to rely in good faith upon:

- a) Any report of a lawyer, accountant engineer, appraiser or other person whose profession lends credibility to a report made by such a person.

"Good faith reliance" means that the Committee member has considered the relevant issues, questioned the information provided and assumptions used, and assessed whether the analysis provided by management or the expert is reasonable. Generally good faith reliance does not require that the member question the honesty, competency and integrity of management or the expert unless there is a reason to doubt the honesty, competency and integrity.

6. Limitations of Committee's Duties

In contributing to the Committee's discharging of its duties under these Terms of Reference, each member of the Committee shall be obligated only to exercise the care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances. Nothing in these Terms of Reference is intended, or may be construed, to impose on any member of the Committee a standard of care or diligence that is in any way more onerous or extensive than the standard to which all Board members are subject.

7. Meetings

The Committee shall normally meet every month. The Committee Chair shall prepare and/or approve an agenda in advance of each meeting.

8. Annual Work Plan

The Committee will develop and approve an annual work plan to be provided to the Board for information.