

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, working through the Board of Governors, 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 Philanthropy and Fundraising

Work with the President in the preparation of a philanthropic and fundraising plan for CUE and this for consideration of the Board.

2.2 University Reputation

The Committee initiates and promotes efforts to ensure that the University safeguards and enhances its reputation and to advance the University’s interests.

2.3 University Identity

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

2.4 University Strategic Communication

The Committee is available to consult with the Administration on efforts to ensure that the University identifies and effectively interprets strategic communication themes and key messages to targeted audiences, in order to enhance relationships, influence outcomes and advance the University’s interests, reputation and identity.

3. Membership

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

4. Roles and Responsibilities

Notwithstanding the provisions in Section 2, the Committee shall:

- a) Provide leadership, policy guidance, and strategic guidance within the Committee Mandate;
- b) Be available to consult with the Administration as they work to ensure that marketing, communications and branding programs and activities support the University's Mission and Vision; and
- c) Share with the Board, when appropriate, the results of the Committee's:
 - i) Engagement in generative thought and debate regarding the nature and the constituent components of an authentic university education and how the University Experience prepares graduates for the world in which they will function and to which they will contribute.
 - ii) Consideration of the place of the University in and the contribution it can make to Municipal, Provincial, National, and International communities
 - iii) Reflection on the Concordia Story.

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 four times each year and this in relation to the meetings of the Board. Additional meetings can be called at the call of the Committee Chair. 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.