UNIVERSITY OF MANITOBA

# UNIVERSITY OF MANITOBA
# PROCEDURE

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| **Procedure:** | **The Vice President (External)** |
| **Parent Bylaw:** | The Provost and the Vice-Presidents of the University of Manitoba |
| **Effective Date:** | June 22, 2021 |
| **Revised Date:** | |
| **Review Date:** | June 22, 2031 |
| **Approving Body:** | President |
| **Authority:** | University of Manitoba Act section #16 1(b) |
| **Responsible Executive Officer:** | President and Vice-Chancellor |
| **Delegate:** | President and Vice-Chancellor |
| **Contact:** | President and Vice-Chancellor |
| **Application:** | Board of Governors members, Senate members, Faculty/School Council, Faculty, Staff, Students |

## Part I
## Reason for Procedure

1.1 To set out Procedures secondary to the Bylaw entitled “The Provost and the Vice-Presidents ” (the Bylaw) in further defining the roles and responsibilities of the Vice-President (External) of the University of Manitoba.

## Part II
## Procedural Content

### Definitions

2.1 For the purpose of this Procedure, “**Research**” means research, scholarly works and other creative activities.

### Duties and Responsibilities

2.2 Specifically and/or in addition to the duties set out in the Bylaw, the Vice-President (External) shall:

(a) provide overall leadership for the strategic development, implementation and oversight of the University's short and long term external relations activities and coordinate efforts that maximize good will and financial benefits to the institution;

(b) ensure the effective and efficient administration of units which directly support the external relations activities of the University;

(c) act as the first point of contact for public issues management and serve as official spokesperson for the University, when this role is not undertaken by the President, and/or coordinate the selection and preparation of the most appropriate spokesperson based on the issue and circumstance;

(d) provide overall leadership for the University's brand and visual identity including overseeing its development, developing standards for use, and ensuring standards are upheld;

(e) in collaboration with the other Vice-Presidents, build partnerships and foster relationships between the University and governments, donors, business and industry, foundations, media, alumni, students, faculty, staff and friends of the University;

(f) in collaboration with the Vice-President (Research and International), liaise effectively on behalf of the University with federal, provincial and municipal government officials and agencies and institutions such as national granting councils, research foundations, teaching hospitals, and external research centres;

(g) in collaboration with the Provost and Vice-President (Academic) and the other Vice-Presidents, celebrate excellence in teaching, research, and service throughout the University;

(h) work with the President to plan, implement and oversee short and long term marketing and communications, alumni relations, government and community relations, and philanthropic strategies and with the Provost and Vice-President (Academic) to ensure the University's strategic priorities and academic mission are supported through philanthropy;

(i) support deans and directors to create and foster opportunities for philanthropy in support of their respective faculty's academic priorities and the strategic priorities of the University:

(j) build a culture of advancement throughout the University through the strategic engagement of faculty, staff, students and retirees;

(k) lead the development of the University's philanthropic case for support, aligned with the University's strategic plan, academic mission, research priorities and capital plan;

(l) identify and engage prospective donors, and develop strategic partnerships with external institutions, corporations, foundations, community organizations and other relevant bodies to secure financial support for the University's priorities; and

(m) fulfil the University's commitment to engaging alumni by working with the Alumni Association as a strategic partner, maintaining a database of updated alumni contact information, and recognizing and celebrating alumni achievements.

## Part III
## Accountability

3.1 The Office of Legal Counsel is responsible for advising the University Secretary that a formal review of this Procedure is required.

3.2 The President is responsible for the implementation, administration and review of this Procedure.

3.3 Board of Governors members, Senate members, Faculty/School Councils, faculty, staff, and studentsare responsible for complying with this Procedure.

## Part IV
## Review

4.1 Governing Document reviews shall be conducted every ten (10) years. The next scheduled review date for this Procedure is June 22, 2031.

4.2 In the interim, this Procedure may be revised or repealed if:

(a) the Board of Governors or Approving Body deems it necessary or desirable to do so;

(b) the Procedure is no longer legislatively or statutorily compliant;

(c) the Procedure is now in conflict with another Governing Document; and/or

(d) the Parent Policy is revised or repealed.

## Part V
## Effect on Previous Statements

5.1 This Procedure supersedes all of the following:

(a) The Vice-President (External) Bylaw;

(b) all previous Board of Governors/Senate Governing Documents on the subject matter contained herein; and

(c) all previous Administration Governing Documents on the subject matter contained herein.

## Part VI
## Cross References

6.1 This Procedure should be cross referenced to the following relevant Governing Documents, legislation and/or forms:

(a) Bylaw: The Provost and the Vice-Presidents of the University of Manitoba