



BOARD OF GOVERNORS ADVANCEMENT COMMITTEE

Terms of Reference

1) Mandate and Role of the Committee

- a) The Advancement Committee (the “Committee”) supports the Board of Governors (the “Board”) of the University of Manitoba (the “University”) in ensuring strategies to build public, community, alumni, and stakeholder support for the University are in place.
- b) The Committee provides insight, oversight, and foresight, as components of due diligence, for programs and plans related to the advancement of the University, including philanthropic programs; stakeholder, alumni, and community engagement; reputational health; and brand.
- c) The Committee approaches its areas of responsibility with a strategic and policy focus, keeping in mind the University’s Mission, Vision, Values, strategic direction, and commitments to equity, diversity, inclusion, Indigenous engagement, and reconciliation.

2) Authority

- a) The Committee is created by and is accountable to the Board of the University of Manitoba, under the powers provided to the Board by *The University of Manitoba Act*.

3) Areas of Responsibility

a) *Philanthropy and alumni relations*

- i) Provide strategic oversight to the University’s philanthropic programs, provide advice to the President and Vice-President (External), and report on successes or concerns to the Board as appropriate.
- ii) Monitor progress of philanthropic goals, reporting to the Board on the impact of such programs.
- iii) Review and recommend approval to the Board policies related to philanthropy.
- iv) Review and recommend approval to the Board policies related to gift acceptance, including those recommended by Senate.
- v) Monitor alumni relations and provide oversight of plans to enhance alumni engagement and giving.

b) *Reputation*

- i) Monitor the health of the University brand and identity, including efforts to enhance the institutional reputation, image and profile.
- ii) Provide strategic oversight of the University’s external relations plan and monitor results.

c) *Stakeholder relations and community engagement*

- i) Provide strategic oversight of stakeholder and community relations.
- ii) Monitor achievement of priorities and performance metrics on strategic relationships with stakeholders.
- iii) Regularly review plans to engage with new communities and to reach new stakeholders.
- iv) Oversee the University's government relations strategy and provide advice as requested by University staff or the Board.

d) **Monitor trends and risk management**

- i) Monitor current and emerging risks related to advancement, including philanthropy, stakeholder and community engagement, and reputation management, actions to mitigate risks, and report any significant residual risks to the Board.
- ii) Monitor trends and best practices in Canadian university philanthropy, stakeholder and community engagement, and reputation management, and report to the Board on significant trends, potential improvements, or challenges.

4) Limits on Authority

- a) The Committee functions in accordance with the *University of Manitoba Act* and the Board of Governors' bylaws.
- b) All Committee members must abide by *The Code of Conduct for Members of the Board*.
- c) The delegation of authority by the Board shall be limited as set out in these Terms of Reference, or in further delegation by the Board of specific matters.

5) Composition of Committee

a) **Ex officio voting members**

- i) The Chancellor
- ii) The President
- iii) The Chair of the Board (or designate)
- iv) The Chair of the Advancement Campaign (when in place)

b) **Voting members appointed by the Board**

- i) Up to three members of the Board including:
 - (1) One member elected by the alumni of the University of Manitoba
- ii) Up to two external community members with backgrounds in advancement, external relations and/or communications

c) **Non-voting internal resource persons**

- i) Vice-President (External)
- ii) The University Secretary as Secretary

Non-voting resource persons shall not be counted toward quorum.

6) Chair and Vice-Chair

- a) The Chair of the Committee shall be appointed by the Board from among the voting members of the Committee on recommendation of the Governance and Board Development Committee.
- b) The Vice-Chair of the Committee shall be appointed by the Board from among the voting members of the Committee on recommendation of the

Governance and Board Development Committee.

7) Term of Office

- a) The term of office is for one year from June 1 to May 31. Members of the Committee shall continue until their successors are named, provided they continue to be members of the Board.

8) Frequency of Meetings and Annual Work Plan

- a) The Committee Chair shall, with the support of the Executive Committee, develop an annual work plan.
- b) The Committee Chair shall determine the frequency of meetings required to achieve the annual work plan.
- c) The Committee shall have an annual work plan, maintained by the Secretary, for the purpose of ensuring the meeting agenda addresses all the responsibilities as outlined in these Terms of Reference.

9) Reporting to the Board

- a) The Minutes of the Committee will be available for review by all Board members on the Board portal.
- b) The Committee shall report regularly to the Board as it deems necessary with respect to its activities and decisions.

10) Committee Process and Procedures

- a) The Committee will function in accordance with the Board of Governors Bylaws, and in accordance with its Terms of Reference.
- b) The Committee will perform any such other function as assigned by law, *The University of Manitoba Act* or the Board.
- c) The Committee will conduct an annual self-evaluation as developed by the Governance and Board Development Committee and report the results to that Committee for its review.
- d) The Committee shall review its Terms of Reference every three years and recommend any necessary changes to the Governance and Board Development Committee for its review.
- e) Quorum for meetings of the Committee is set at 50 percent plus one of voting members.