



**1. Mandate and Role of the Committee** –The Board Reputation and Public Affairs Committee assists the Board of Governors in fulfilling its governance responsibilities by providing strategic oversight, insight, and foresight with respect to University reputation, identity, strategic communication, community engagement, government relations, philanthropy and advancement.

**2. Areas of Responsibility**

Without limiting the generality of the foregoing, the Committee:

Reputation

- a) regularly reviews a multi-dimensional environmental scan on reputation, relationships and building trust, and other areas that administration has identified as adding value, with particular emphasis on identifying and mitigating reputational risks.
- b) regularly assesses local, provincial, national and international trends in university partnerships and positioning.
- c) reviews and approves honorific and philanthropic naming proposals of physical entities and, if necessary, recommends revocation of names of such entities to the Board for approval.
- d) oversees and guides efforts to safeguard and enhance the university's reputation.

Identity

- e) oversees and guides efforts to protect and enhance the University's identity, brand, institutional image, marketing, profile and brand promise management.
- f) regularly assesses local, provincial, national and international trends in university identity and brand.

Strategic Communication

- g) informs high-level strategic themes and key messages to target audiences as they relate to the University's relationships and mission.

Community Engagement and Government Relations

- h) regularly reviews and assesses the identification of internal and external stakeholder communities and advises on new communities of stakeholders on which to focus, as well as efforts to reach new stakeholders.
- i) monitors and provides advice on efforts to develop positive and productive relationships with the University's internal and external stakeholder communities.
- j) reviews and monitors local, provincial, and federal Government Relations' strategies
- k) reviews and recommends approval of the University of Alberta Annual Report to Government.

Philanthropy and Advancement

- l) reviews annual fundraising reports and Naming Opportunity plans.
- m) monitors donor growth, and regularly reviews plans and outcomes of plans for donor development and growth and reports on budgetary concerns to the Board Finance and Property Committee.

Policy and Other Matters

- n) reviews and approves changes to existing University policies relating to the Committee's mandate, subject to the Limitations on Delegation as set out in paragraph 3.
- o) reviews and recommends new University policies relating to the Committee's mandate, as set out in the University's Policy Development Framework.
- p) considers enterprise risk and opportunities associated with all items before the Committee and communicates those as needed to the Board Audit and Risk Committee.

q) considers other matters at the request of the Board.

### **3. Limitation on Delegation by the Board of Governors**

The Committee functions in accordance with the Principles for Board of Governors Delegation of Authority. The general delegation of authority by the Board to the Committee shall be limited as set out in this paragraph. Notwithstanding the general delegation of authority to the Committee as set out in paragraph 2, the Board approves:

- a) policy changes with significant institutional impact.
- b) new policies relating to the Committee's mandate, as set out in the University's Policy Development Framework.
- c) revocation of honorific or philanthropic namings of physical entities
- d) the University of Alberta Annual Report to Government.
- e) recommendations, and considers information and reports, on matters that in the opinion of the Committee may pose significant risk to the University.

### **4. Composition**

The Committee functions in accordance with the Principles for Board of Governors Standing Committee Composition.

#### **Members**

##### ***Ex-officio (3)***

- a) The Board Chair, by virtue of office
- b) The Chancellor, by virtue of office
- c) The President and Vice-Chancellor, by virtue of office

##### ***Appointed (7)***

- d) Where appropriate, no more than seven Governors or Non-Governor Committee Members, as appointed by the Board or its delegate

#### **Internal Resources**

- e) Vice-President (External Relations)
- f) General Counsel and University Secretary
- g) Committee Secretary
- h) Other resources, as determined by the President or the Committee

#### **Chair/Vice-Chair**

- i) The Committee Chair and Vice-Chair shall be selected from Committee membership Section 4(d) of these Terms of Reference.
- j) The Vice-Chair undertakes and discharges all duties of the Chair in the absence of the Chair.

### **5. Committee Process and Procedures**

The Committee:

- a) functions in accordance with the Board of Governors Bylaws.
- b) develops and follows an annual work plan focused on reputational enhancement; donor development and growth; and provincial, national and international partnerships and positioning, in conjunction with the Vice President (External Relations) .
- c) annually reviews the terms of reference for the Committee and recommends to the Board Governance Committee any required changes.

**6. Reporting to the Board of Governors**

The Committee reports regularly to the Board of Governors with respect to its activities and decisions.

*Decision History:*

<i>DATE</i>	<i>DECISION-MAKER</i>	<i>DECISION</i>
<i>2019-05-31</i>	<i>Board Reputation and Public Affairs (Board University Relations) Committee</i>	<i>Recommended</i>
<i>2019-06-14</i>	<i>Board of Governors</i>	<i>Approved</i>
<i>2022-03-11</i>	<i>Board Reputation and Public Affairs Committee</i>	<i>Recommended</i>
<i>2022-04-27</i>	<i>Board Governance Committee</i>	<i>Recommended</i>
<i>2022-05-13</i>	<i>Board of Governors</i>	<i>Approved</i>