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ADVANCEMENT COMMITTEE TERMS OF REFERENCE

Approved by the Board of Governors – April 24, 2007

(with commencement following the 2007 Annual Meeting)

Revision approved by the Board of Governors – November 28, 2007

STATUS

The Advancement Committee is a Standing Committee of the Board of Governors, pursuant to Section 3, Article 2 of the Saint Mary's University By-laws. The Committee is advisory to the Board unless, and to the extent that, the Board grants it decision-making authority for specific matters.

REPORTING

The Committee reports directly to the Board. The Advancement Committee shall provide a report of its activities at the Annual Meeting of the Board of Governors. In the role of Executive Committee member, the Advancement Committee Chair also provides regular reports to the Executive Committee of the Board.

COMPOSITION

The Advancement Committee shall consist of a minimum of seven members, as follows:

- President
- Chair
- Vice-Chair
- Senior Administrator responsible for Development
- President, Alumni Association
- And a minimum of 2 external Board members

PURPOSE

The Advancement Committee is responsible for all strategic and policy matters related to fundraising, and the development, maintenance and advancement of sound relationships within the University community, governments, the media, and general public relations.

RESPONSIBILITIES:

The Committee shall:

- Be the vehicle through which [the Department of] Development reports to the Board

- Advise, assist, and support the University on the development and execution of policies regarding fundraising
- Provide leadership, participate in, and support Capital Campaigns and the ongoing Annual Fund
- Encourage a relationship between the University and its alumni, including liaison with Saint Mary's Alumni Association
- Review and recommend detailed three-year fundraising goals and fundraising plans as an integral part of the approval process for the University's budgets
- Provide feedback annually (Annual Meeting) from a community and public relations perspective on the fundraising efforts of the University.
- Make recommendations to the Board and/or its Committees on the execution and maintenance of a strategy to advance the University's image and reputation in Canada and internationally, and assist the University's efforts with the advancement of same
- assist the University to maintain good relations with the government and corporate communities, and advise the Board on what initiatives should be taken to enhance relations;
- advise and assist the University, as requested, on its efforts to lobby governments and corporations.

QUORUM AND MEETINGS

The Chair is included in the count. A majority of members is considered a quorum. The Chair calls meetings not less than four times between September and May. The Committee may fix its own operational procedures. The Advancement Committee shall keep minutes of its meetings, in which shall be recorded all actions taken by it.