

## **Strategy and Stakeholder Relations Committee Terms of Reference**

### **Mandate**

The Strategy and Stakeholder Relations Committee (“the Committee”) strives to strengthen and enhance the Board of Governors’ roles and responsibilities and is advisory to the Board. The Committee provides oversight, monitoring, objective advice and guidance, and recommendations to the Board regarding the development of the University’s foundational and transformational planning documents. In addition, the Committee provides oversight with respect to the University’s brand and reputation, fundraising goals, and strategies; broadening its understanding of potential partnerships that align with the University’s strategic plan, and deepening its connections to government, community and alumni and within the University community.

### **Composition**

Upon the recommendation of the Board Chair, the Committee shall be comprised of:

1. Committee Chair (voting)
2. Board Chair (ex-officio, voting)
3. Board Vice Chair (ex-officio voting)
4. President (ex-officio, non-voting)
5. Chancellor (ex-officio, voting)
6. No less than eight (8) voting members of the board, a majority of whom shall be public or alumni members

The Committee Chair will be appointed as per the Board Bylaws.

### **Resources**

The Office of University Governance shall also act as a resource to the Committee, specifically relating to governance, logistics and record keeping for the Committee. Additional resources to the committee are the President and Vice-Presidents, and General Counsel as required.

If the Board or Committee determines that an External Advisor or an External Committee Member with a particular expertise is needed to participate on a Committee, the Board may choose to appoint such persons.

### **Duties and Responsibilities**

The Committee shall fulfill the following duties and responsibilities in keeping with the Committee Mandate:

#### **A. Strategic Framework**

1. Provide strategic oversight, insight, and foresight with respect to the University’s strategic framework.
2. Review and monitor strategic dashboard as they relate to the University’s strategic framework.
3. Review and recommend approval of the MacEwan University Annual Report to Government.

#### **B. University Relations and Reputation**

1. Review annual fundraising reports and Naming Opportunity plans.

2. Monitor donor growth and regularly review plans and outcomes of plans for donor development and growth and report on budgetary concerns to the Finance, Property and Investment Board Committee.
3. Monitor and provide advice on efforts to develop positive and productive relationships with the University's stakeholder communities.
4. Monitor risks related to specific issues of concern to key stakeholders and issues that could impact the University's reputation. Make related recommendations to the Board.
5. Monitor and provide advice on government relations strategies for federal, provincial, and municipal governments.
6. Monitor and provide advice on efforts to protect and enhance the University's identity, brand, institutional image, and brand promise management.
7. Review and approve honorific and philanthropic naming proposals of physical entities and, if necessary, recommend revocation of names of such entities to the Board for approval.

### **C. Policy and Other Matters**

1. Review and approve changes to existing University policies relating to the Committee's mandate as set out in the University's Policy Document Framework and identified in Appendix A.
2. Review and recommend new University policies relating to the Committee's mandate.
3. Consider risks associated with items before the Committee and make recommendations to the Board.
4. Consider other matters at the request of the Board.

### **Workplan Development**

The Committee will develop an annual workplan for recommendation to the Board of Governors for approval.

### **Accountability**

The Committee shall report its discussion to the Board by maintaining minutes of its meetings and providing an oral report at each Board meeting.

### **Terms of Reference Review**

The Committee will review its Terms of Reference annually and recommend to the Board of Governors any required changes

Approved: October 12, 2023

Next Review: October 2024

**Policies delegated to the Strategy and Stakeholder Relations Committee for approval**

- Visual Identity
- Sponsorships, Donations and Gifts Made by MacEwan
- Alumni Awards Policy
- Fundraising

**History**

06.15.2023	MOTION # Policy delegation approved by the board.
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