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, philanthropy and advancement.

2. **Areas of Responsibility**

Without limiting the generality of the foregoing, the Committee:

**University 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 provincial, national and international trends in university partnerships and positioning.

c) oversees and guides efforts to safeguard and enhance the university’s reputation.

**University Identity**

d) oversees and guides efforts to protect and enhance the University’s identity, brand, institutional image, marketing, profile and brand promise management.

e) regularly assesses provincial, national and international trends in university identity and brand.

**University Strategic Communication**

f) reviews and monitors strategic communication themes and key messages to target audiences as they relate to the University’s relationships and mission.

**University Community Engagement**

g) regularly reviews and assesses the identification of stakeholder communities and advises on new communities of stakeholders on which to focus, as well as efforts to reach new stakeholders.

h) monitors and provides advice on efforts to develop positive and productive relationships with the University’s stakeholder communities.

i) reviews and recommends approval of the University of Alberta Annual Report to Government.

**University Philanthropy and Advancement**

j) reviews annual fundraising reports and Naming Opportunity plans.

k) 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**

l) 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.

m) reviews and recommends new University policies relating to the Committee’s mandate, as set out in the University’s Policy Development Framework.

n) 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.

o) considers risks associated with items before the Committee and makes recommendations to the Board Audit and Risk Committee and the Board.

p) 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.

   **Voting 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) No more than seven voting members of the Board of Governors or external members of the public, as appointed by the Board or its delegate

   **Non-voting Members**
   *Non-Voting Officials appointed by the President*
   - e) Vice-President (University Relations)
   - f) Vice-President (Advancement)
   - g) Vice-President (Facilities and Operations)
   - h) University Secretary
   - i) Committee Secretary
   - j) Other officers, as determined by the President

   **Chair/Vice-Chair**
   - k) The Committee Chair and Vice-Chair shall be selected from Committee membership Section 4(d) of these Terms of Reference.
   - l) 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’s General Committee Terms of Reference.
   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 Presidents (University Relations) and (Advancement)
   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:

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<td>Board Reputation and Public Affairs (Board University Relations) Committee</td>
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