

BOARD OF GOVERNORS OF ATHABASCA UNIVERSITY
INSTITUTIONAL ADVANCEMENT COMMITTEE
TERMS OF REFERENCE

Approved January 6, 2012

Confirmed January 11, 2013

1. The Institutional Advancement Committee is responsible to the Board of Governors of Athabasca University (the “Board”) for governance and policies related to institutional advancement including fundraising; marketing, branding, and communications initiatives; alumni, faculty, staff, and student relations and support; government relations; and community relations.

The Committee guides efforts to ensure that the University identifies and effectively interprets strategic communication themes and key messages to targeted audiences, to enhance relationships, influence outcomes and advance the University’s interests.

The Committee guides efforts to ensure that the University’s philanthropic and development policies and plans, promote, attract and generate revenue to advance the University’s interests.

2. Without restricting the generality of its role and within its delegated authorities, the Institutional Advancement Committee will:
 - 2.1. Review and recommend to the Board on matters of strategic direction, strategic plans, and major initiatives related to Institutional Advancement;
 - 2.2. Review and recommend to the Board approval of policies related to Institutional Advancement;
 - 2.3. Mobilize and where appropriate, recruit Board Members and friends of the University to utilize their time, treasury and talent to support
 - Fundraising;
 - Marketing, branding, and communications initiatives;
 - Alumni, faculty, staff, and student relations and support;
 - government relations; and
 - community relations
 - 2.4. Review the institutional context of the annual report and provide comments;
 - 2.5. Annually review the terms of reference for the committee and recommend any changes to the Board.
3. Where the Chair of the Institutional Advancement Committee deems it necessary, a special meeting of the Committee will be called to deal with urgent matters and make specific recommendation(s) which may be dealt with at a special or regular meeting of the Executive Committee.