

ADVANCEMENT COMMITTEE TERMS OF REFERENCE

1 Purpose

- 1.1 The purpose of the Advancement Committee is to advise the Board on stakeholder relations, which includes fund development and community, external, stakeholder and government relations. The committee provides strategic counsel and input to administration and recommends major programming or activity to the board.

2 Duties

- 2.1 To provide advice and support for Advancement initiatives that benefit AUArts;
- 2.2 To provide linkages to the community locally, nationally, and internationally for the purpose of fostering positive connections to AUArts;
- 2.3 To mobilize and, where appropriate, recruit Board Members and friends of AUArts to utilize their time, treasury and talent to support
- 2.3.1 Fund Development
 - 2.3.2 Marketing, branding and communications
 - 2.3.3 Alumni, faculty, staff, and student relations and support
 - 2.3.4 Community outreach including external and government relations;
- 2.4 To provide input on priorities related to communications and marketing and relations with alumni, faculty, staff and students;
- 2.5 To provide input, participate in and support as needed, ongoing fund development activities such as prospect identification, solicitation, and cultivation, major gift campaigns and other special initiatives;
- 2.6 To advise the Board on plans to engage external stakeholders
- 2.7 To inform the Board on emerging or existing issues pertaining to the Committee.

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3 Membership and Quorum

- 3.1 The membership of the Committee comprises a minimum of three external Board members. The Board Chair and President and CEO are non-voting *ex-officio* members of the Committee and are not counted for the purposes of establishing quorum.
- 3.2 The number of community members appointed to this Committee will be based on the needs of the Committee and AUArts and may vary from year to year.
- 3.3 The Committee Chair is appointed by the Board and recommends other Committee members for Board approval.
- 3.4 A simple majority of Committee members constitutes quorum for the Committee.
- 3.5 Each member of the Committee has one vote.

4 Authority and Accountability

- 4.1 The Committee acts in an advisory capacity to the Board and makes recommendations for ratification by the Board as a whole.

5 Expected Conduct

- 5.1 It is important that each member of the committee share his or her thoughts, concerns and opinions and that those thoughts be held in confidence by the entire committee. It is also important that each member of the committee hold the information provided in the strictest of confidence. The only exception to this is if the Board Chair expressly gives permission to disseminate information.

6 Meetings

- 6.1 The Committee will meet a minimum of four times a year and more often as required to fulfill its mandate. A member of the Committee may request a special meeting at any time.

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7 Resources

7.1 The Committee is a Standing Committee of the Board and will be provided with the resources necessary to carry out its responsibilities.

8 Review

8.1 The terms of reference will be reviewed yearly.