



External Relations - Terms of Reference

Approved by: Board of Governors

Revised: February 1, 2013; October 1, 2015; March 2016; March 7, 2018; November 26, 2020; April 30, 2021; March 22, 2024

Quorum: A majority of filled positions.

PURPOSE

External Relations is a Standing Committee of the Lakehead University Board of Governors, with the primary role of advancing the interests of the University in the areas of:

- Alumni Engagement
- Community Engagement
- Government Relations
- Philanthropy, including Annual Fund, Legacy Gifts, Leadership Giving, Major Gifts and Principal Gifts
- External Communications (including Marketing and Web Development)

SCOPE

Without limiting the general responsibilities as described above, the External Relations Committee shall:

- a. Provide advice and recommendations to the Board concerning policies and priorities for philanthropic programs and campaigns. Monitor progress toward achievement of annual and multi-year fundraising targets.
- b. Review, monitor and recommend to the Board philanthropic policies, strategy and plans that meet the University goals to ensure long-term viability.
- c. Review, monitor and recommend to the Board, policies and actions that will enhance the University's domestic and international relations with government at the federal, provincial and municipal levels.
- d. Develop policies, principles and strategic priorities for recommendation to the Board; and promote, secure and maintain relationships with the many external communities.
- e. Advise the Board on continuing ways to nurture relationships between the Alumni Association, Alumni and the University.

- f. Recommend to the Board accountability measures to inform the public of the University's mission, operations and activities.
- g. Review, monitor and recommend to the Board advice on short and long-term goals and strategic actions (including communications) to influence perceptions of Lakehead by governments, the media, and the University's internal and external communities for all campuses.
- h. Review, monitor and recommend to the Board policies and actions that will enhance the significance of the University through media communications, marketing and branding strategies and its association with the general community, through the use of names, logos, signs and marks associated with the University.
- i. Guide and steward the development of Lakehead's institutional branding, visual identity and associated marketing and implementation strategies.
- j. In accordance with the Fellow of the University Procedures and Guidelines:
 - propose, from time to time, individuals for the title "Fellow of the University" and;
 - recommend to the Board of Governors revocation of title and or removal from the Board approved List of Qualified Nominees for Fellow when deemed necessary.
- k. Prepare an Annual Report for the Board of Governors.

COMPOSITION

- Chair of the Board
 - President and Vice-Chancellor of the University
 - Three external members of the Board
 - One faculty Senator member of the Board
 - One staff member of the Board
-

Resources:

- *Vice-President (External Relations)*
- *Associate Vice-President and Campaign Director (External Relations)*
- *Provost and Vice-President (Academic)*
- *Vice-President (Administration and Finance)*
- *Vice-President (Research and Innovation)*
- *University Secretary, who shall act as the secretary for the Committee*