

Board Committee Charter	EXTERNAL RELATIONS COMMITTEE
Approved by the Board of Trustees	October 3, 2013
Amendments approved by the Board of Trustees	February 13, 2014; April 10, 2014; June 23, 2016; September 27, 2018; June 27, 2019; October 1, 2020; June 27, 2024

1.	Mandate
	The mandate of the External Relations Committee (“Committee”) is to promote the active involvement of the Board of Trustees in setting policy, providing strategic guidance, and advancing Brock’s interests in philanthropy, alumni, government relations, community relations and communications.
2.	Composition
	The Committee is appointed annually and consists of the following: <ul style="list-style-type: none"> a. the Chair of the Board, the Chair Elect (or, when there is no Chair-Elect, the Vice-Chair), and the President, ex officio; b. a minimum of four additional community Trustees one of whom shall serve as Chair; c. one faculty Trustee; d. one student Trustee; e. one staff Trustee.
3.	Responsibilities
	In fulfilling its mandate, the Committee shall have the following responsibilities:
3.1	<i>Philanthropic Culture and Fundraising</i> <ul style="list-style-type: none"> • Provide advice and recommendations on philanthropic programs and campaigns. • Monitor progress and risks associated with fundraising targets. • Ensure the establishment of a fundraising policy framework that prioritizes donor-focused philanthropy and aligns with the University's mission and strategic priorities. • Ensure that appropriate fundraising policies are in place, such as donor recognition policies, and gift acceptance/refusal policies, • Encourage Board participation in donor relations activities.

3.2	<p><i>Alumni Relations</i></p> <ul style="list-style-type: none"> • Provide input on strategies to strengthen connections between the Alumni Association, alumni, and the University. • Offer guidance on alumni-related matters and opportunities for further engagement with alumni.
3.3	<p><i>Government Partners and External Stakeholders</i></p> <ul style="list-style-type: none"> • Provide strategic guidance on the development and maintenance of strong relationships with key stakeholders, including government and community partners. • Encourage Board participation in strategic events that showcase the university's commitments to and support of the local community.
3.4	<p><i>Strategic Communications, Branding and Identity</i></p> <ul style="list-style-type: none"> • Ensure there is policy framework in place that guides the use of institutional branding, visual identity and associated marketing and implementation strategies. • Review and provide input on the University's strategic communications plans, and public relations initiatives that align with the University's priorities and objectives. • Assess and provide advice on significant reputational risks to the University.
3.5	<p><i>Policies</i></p> <p>The Committee shall review and make recommendations to the Board regarding the approval, amendment or repeal of any University policy relating to its mandate.</p>
3.6	<p><i>Risk Management</i></p> <p>The Committee shall gain reasonable assurance that risks related to its mandate are being effectively managed and controlled by reviewing the University's strategies, policies and plans for addressing such risks.</p>
3.7	<p><i>Performance Indicators and Measurement</i></p> <p>The Committee shall regularly receive and review the key performance indicators related to its mandate.</p>
3.8	<p><i>Other Responsibilities</i></p> <p>The Committee may:</p> <ol style="list-style-type: none"> a. Request reports from management on any matters that, in the Committee's discretion, fall within the Committee's duties; and

	<p>b. Make recommendations to the Board, Executive Committee, President and/or the President’s delegate on any other related matter referred to the Committee.</p>
4.	Meetings
	<p>a. Meetings of the Committee are open to members of the public, with the exception of <i>in camera</i> sessions. Admission will be on a first-come, first-admitted basis subject to the limitations of available space as set out in the Framework for Open Meetings.</p> <p>b. Committee meetings shall normally be held four times a year at the call of the Chair.</p> <p>c. Meetings are held in accordance with the Board and Board Committee Meeting Procedures.</p>