COMMUNITY ENGAGEMENT ADVISORY COMMITTEE
TERMS OF REFERENCE

1. ESTABLISHMENT AND AUTHORITY

The Board of Governors (Board) hereby establishes a standing committee called the Community Engagement Advisory Committee as provided for in the Board of Governors Bylaws, and delegates to the Community Engagement Advisory Committee the authorities set out in these Terms of Reference **(TOR).**

The Advisory Committee does not have decision-making authority except where, and to the extent that, such authority has been expressly delegated or assigned by the Board in these Terms of Reference or by a resolution of the Board.

All defined terms which are used, but not defined in these TOR, and which are defined in the Board of Governors Bylaws shall have the meaning given to such terms in the Board of Governors Bylaws.

2. PURPOSE

The Community Engagement Advisory Committee serves as a strategic advisory and engagement forum for Management and the Board of Governors. Its purpose is to facilitate informed discussion and provide advice on matters that influence Mount Royal University's brand, fundraising, government relations, alumni relations, and community engagement.

The Advisory Committee will establish a schedule of meetings; however, its cadence and format may differ from those of other standing committees of the Board to support its advisory and engagement-focused role, while maintaining alignment of these areas with the University Strategic Plan and broader institutional priorities.

3. MEMBERSHIP

Chair
External Board member and/or *Ex officio* member

Voting Members
At least one (1) External Member of the Board of Governors
At least one (1) Internal Member of the Board of Governors
Chair of the Board of Governors as *ex officio*
President and Vice-Chancellor as *ex officio*
Chancellor as *ex officio*

Additional Members

The Board may appoint external community members to serve as non-Board members of the Committee to bring strategic insight, diverse perspectives and ambassadorial capacity. Additional Members are non-voting. These members will normally serve for three-year terms.

The Chair may invite additional participants or subject matter experts to attend meetings as required.

Resources

Vice-President, Community Engagement
General Counsel & University Secretary (or designate)

4. MEETINGS

The Group will meet at least two (2) times per year, or more frequently as determined by the Chair.

5. RESPONSIBILITIES

Without restricting the generality of its role, and within its delegated authorities, the Community Engagement Advisory Committee will:

<u>General</u>

5.1. Provide strategic advice to Management and the Board on matters that influence MRU's brand, relationships, and external impact.

5.2. Review and recommend for Board approval relevant policies that directly address marketing, fundraising, philanthropic and honorific naming, government relations, and alumni relations.

5.3. Provide strategic advice and an external perspective to the President and the Vice-President, Community Engagement, in support of achieving MRU's goals.

5.4. From time to time, the Chair, in consultation with the Chair of the Board and the President, may identify other topics for consideration by the Committee.

5.5. Approve an annual Committee work plan.

<u>Marketing and Brand Reputation</u>

5.6. Receive strategic updates on marketing, brand, and public relations priorities.

<u>Fundraising and Donor Relations</u>

5.7. Receive updates and provide advice on the strategic direction of fundraising activities, including fundraising planning and donor stewardship, ensuring it aligns with the University Strategic Plan.

<u>Government Relations</u>

5.8. Provide advice on government relations strategies and advocacy priorities.

Community, Business, and Industry Relations

5.9. Provide guidance on strategies that strengthen MRU's relationships with community groups, businesses, industry partners, civic organizations, and regional stakeholders.

Alumni Relations

5.10. Provide advice where applicable on alumni engagement strategies.

5.11. Provide advice on collaboration between the University and the Alumni Council.

Honorary Degrees

5.12. Confidentially identify potential candidates for Honorary Degrees and submit nominations to the University Honours Committee for consideration.

6. REPORT TO THE BOARD OF GOVERNORS

The Advisory Committee reports to the Board of Governors with respect to its activities, observations, and advice.

7. CONFIDENTIALITY AND CONDUCT

Members are expected to maintain the confidentiality of information received in the course of the Committee's work and to conduct themselves in a manner consistent with the University's values and applicable policies.

Approval History:
Approved by the Governance and Nominating Committee June 8, 2026