UNIVERSITY OF ALBERTA

BOARD REPUTATION AND PUBLIC AFFAIRS COMMITTEE
Terms of Reference

Effective Date: July 1, 2026

Date of Next Review: June 2028

1. Purpose of the Committee

The purpose of the Reputation and Public Affairs Committee (the "**Committee**") is to advise the Board of Governors (the "**Board**") of the University of Alberta (the "**University**") with respect to matters related to institutional advancement and initiatives to enhance the University's overall reputation, mission and strategic objectives.

2. Delegated Authority from the Board

In furtherance of the purpose of the Committee, the Board has delegated to the Committee the following powers, duties and functions:

2.1 *Reputation*

(a) reviewing:

(i) a multi-dimensional environmental scan on the University's reputation, relationships and building trust, along with other areas that University administration identifies as adding value, with particular emphasis on identifying and mitigating reputational risks;

(ii) and assessing local, provincial, national and international trends in university partnerships and positioning;

(iii) and, if deemed appropriate, approving honorific and philanthropic naming proposals of Physical Entities and, if necessary, makes recommendations to the Board with respect to the revocation of names of such entities; and

(b) overseeing and guiding efforts to safeguard and enhance the University's reputation.

2.2 *Identity*

(a) overseeing and guiding efforts to protect and enhance the University's identity, brand, institutional image, profile and Brand Promise Management; and

(b) regularly assessing local, provincial, national and international trends in university identity and trends.

2.3 *Strategic Communication*

(a) informing high-level strategic themes and key messages to target audiences as they relate to the University's relationships and mission.

2.4 *Community Engagement and Government Relations*

(a) reviewing and:

(i) assessing the identification of internal and external stakeholder communities and advising on new communities of stakeholders on which to focus, as well as efforts to reach new stakeholders;

(ii) monitoring local, provincial and federal government relations strategies;

(iii) making recommendations to the Board with respect to the approval of the University's Annual Report to Government; and

(b) monitoring and providing advice on efforts to develop positive and productive relationships with the University's internal and external stakeholder communities.

2.5 *Philanthropy and Advancement*

(a) reviewing annual fundraising reports and naming opportunity plans; and

(b) monitoring donor growth, and reviewing plans and outcomes of plans for donor development and growth and reports on budgetary concerns to the Finance and Property Committee.

3. Limitations on Delegated Authority

The Committee has the authority to carry out its roles and responsibilities, subject to any specific conditions or restrictions that are imposed on it by the Board. The 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.

4. Reporting Obligation(s)

The Committee reports regularly to the Board with respect to its activities and decisions.

5. Composition of the Committee

The Committee functions in accordance with the Principles for Board Standing Committee Composition.

Members	
***Ex-officio* (3)**	
(a)	the Board Chair

(b)	the Chancellor
(c)	the President and Vice-Chancellor
***Appointed* (7)**	
(d)	where appropriate, no more than seven Governors or Non-Governor Committee Members, as appointed by the Board or its delegate
Internal Resources	
(e)	the Vice-President (External Relations)
(f)	the Vice-President (International, Innovation and Enterprise)
(g)	the University Secretary
(h)	the Committee Secretary
(i)	other resources, as determined by the President or the Committee
Chair / Vice-Chair	
(j)	the Committee Chair and Vice-Chair shall be selected from the Committee membership appointed pursuant to sub-section 5.(d) of these Terms of Reference[1]

6. Definitions

6.1 In these Terms of Reference, and in addition to terms otherwise defined herein, the following terms have the following meanings:

(a) "**Brand Promise Management**" refers to the oversight and strategic stewardship of the University's commitments and values as communicated to its stakeholders. This includes ensuring that the University's mission, vision, and reputation are consistently represented in all public engagements, communications, and actions, thereby fostering trust and maintaining the University's integrity and standing. Effective brand promise management involves aligning the University's operations, messaging, and stakeholder experiences with the expectations set by the institution's brand; and

(b) "**Physical Entities**" means tangible, real-world locations, structures, facilities, or assets directly owned by the Board, or otherwise operated, or associated with the University. This includes but is not limited to campuses, buildings, research centers, equipment, signage, and other physical infrastructure that contributes to or affects the public

[1] The Vice-Chair undertakes and discharges all duties of the Chair of the Committee in the absence of the Chair.

perception, operations, or reputation of the University.

7. Effective Date

These Terms of Reference will be effective on the date that they are approved by the Board. All prior or existing Terms of Reference of the Committee are repealed as of the effective date of these Terms of Reference.