

# Marketing and Development Committee Charter

## Overall Responsibilities of the Committee

The Marketing and Development Committee (“Committee”) shall serve the Board by exercising oversight responsibility for student recruitment, donor development planning, and revenue generation.

## Composition and Meetings of the Committee

The Committee shall consist of at three or more non-employee Board members (directors), the Director of Marketing, and the Director of Development. The Board shall have responsibility to appoint the Chair of the Committee immediately after the annual meeting of the Corporation and from time to time to fill vacancies on the Committee. A majority of directors, present in person or by other means, shall constitute a quorum. A majority of directors present shall be required to approve any decision or recommendation to the Board.

The Committee shall meet at least three times each year at the call of the Chair. The Chair shall set the specific agenda for each meeting with the support of management. The Director of Marketing will serve as secretary to the Committee.

The Committee Chair shall report to each meeting of the Board on all deliberations, decisions, and recommendations of the Committee within the area of its duties and responsibilities set out in this Charter, and do so whether or not the Committee has met and its report is a nil report. The Committee shall have authority to appoint sub-committees and to undertake a review of any area of its oversight responsibility including access to any institutional documents necessary for such a review.

## Specific Duties of the Committee

The Committee shall have oversight responsibility for:

### Marketing

- a) student recruitment strategy and its outcomes,
- b) establishing and implementing the Institution's brand,
- c) maintaining and updating the Institution's websites, and other marketing materials,

### Donor Development

- a) establishing an annual donor development plan to be completed before the beginning of each fiscal year, and
- b) monitoring on an ongoing basis the outcomes contemplated by the development plan.

.	Sept	Feb	May
<b>Marketing</b>			
Review and monitor the student recruitment strategy	*		
Monitor outcomes of student recruitment strategy	*		*
Review institutional branding	*	*	*
Review institutional website and marketing materials	*	*	*
<b>Donor Development</b>			
Review and recommend a donor development plan for the following year		*	
Evaluate outcomes of current donor development plan	*	*	*

This Marketing and Development Committee Charter approved by the Board on March 13, 2010.