

TERMS OF REFERENCE
Thompson Rivers University Alumni Advisory Council
2021

Introduction

1. The Thompson Rivers University Alumni Advisory Council provides committed leadership and provides a strong community voice as an advocate for TRU Alumni programs, events, and initiatives.
2. Council members have a clear understanding of the Council's purpose and an enlightened and informed perspective about the institution they represent.
3. The Council's role is well understood and respected by the TRU Alumni's key stakeholders.
4. The knowledge, experience, aptitudes, and skills of Council members are appropriately balanced to effectively address and support the TRU Alumni's strategies and plans.
5. The composition of the Council membership reflects the diversity and uniqueness of both TRU student body and faculties. Incorporating as many different departments on the Council as possible, as well as, accounting for gender, age, and cultural background.
6. Council structures and processes for conducting business are simple and uncomplicated.

Definitions

"Council" means Thompson Rivers University Alumni Advisory Council

"AAC" means Thompson Rivers University Alumni Advisory Council

"TRU Alumni" means the Alumni Department, under the Office of Advancement, which falls under the Office of University Relations at Thompson Rivers University.

Purpose

1. The Council exists to help further the mission and aims of TRU Alumni. It acts as a powerful and visible body of leadership, influence, and support within the constituencies TRU Alumni serves. It is a source to the TRU Alumni Manager in establishing and implementing the strategic priorities for TRU Alumni. The Council provides a link to those individuals and organizations with the resources, knowledge, and contacts TRU Alumni requires to achieve its objectives and to fulfill its mission.
2. Council functions:
 - a. Act as a resource to TRU Alumni, through the Alumni Manager, on issues that have the most significant impact on the accomplishment of TRU Alumni's mission. Represent the interests and needs of external constituencies to TRU Alumni.
 - b. Communicate, endorse, and advocate TRU Alumni's interests to internal and external constituencies such as University administration, the business community and other alumni, to raise its profile as a leading education provider, and to engender support and understanding of its goals.

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- c. Assist TRU Alumni in meeting its financial development objectives by connecting TRU Alumni with potential individual and organizational contributors.
- d. Act as a confidential sounding Council to the TRU Alumni Manager on issues pertaining to the advancement of TRU Alumni and the achievement of its vision.

Membership

1. Criteria For Membership
 - a. Candidates for Council membership will be prominent alumni or leaders within the business community, government, media, or public sectors. The AAC will be 15-20 members and may come from a broad cross-section of local, regional, national, and international interests.
 - b. The composition of the AAC will strike an appropriate balance among degree/department affiliations, age, gender, and ethnicity to reflect the diversity of the community.
 - c. Candidates for membership to the Advisory Council will have:
 - i. Demonstrated interest and commitment to the well-being and advancement of TRU Alumni as evidenced by participation in its activities, knowledge and understanding of its mission and objectives.
 - ii. Reputation and standing in the local, regional, national, and international community and widely recognized professional achievement, signified by responsibility within their organization.
 - iii. Background, expertise, and/or influence in areas of special significance to positioning and building increased advantage for the TRU Alumni.
 - iv. Ability to attend and participate in Council meetings in person, or virtually.
2. Membership Term
 - a. Appointment to the Council is initially for a two-year renewable term for a two-term maximum.

Expectations

1. Meetings
 - a. Council meetings are held twice yearly, are approximately 2-3 hours in length and are scheduled to coincide, where appropriate, with special events.
 - b. Meeting agendas will focus on one or two issues of substance to TRU Alumni's strategy and planning and will include updates on progress of key initiatives.
2. Members will prepare for and regularly attend Council meetings at least once per year. Observe the confidentiality of the Council's deliberations and sensitive materials about TRU Alumni. Is prepared to contribute their personal views and experience on matters under consideration by the Council.

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3. As appropriate, and in consultation with the Alumni Manager, members will serve as a persuasive and articulate spokesperson for TRU Alumni's interests to external constituencies in events, media, and meetings; presents views, opinions, suggestions, and strategies, and when possible, wields his/her personal influence and stature to ensure the attainment of TRU Alumni's objectives.
4. Areas where Alumni Council Members can assist TRU Alumni
 - a. Advise on recruiting issues
 - b. Advise and mentor students
 - c. Speak on behalf of TRU Alumni when requested
 - d. Attend events
 - e. Provide internships
 - f. Assist in friend raising
 - g. Assist in sponsorship development
 - h. Assist with publicity
 - i. Act as a champion for TRU Alumni in their community

Decision Making

1. This Council serves in an advisory capacity only, and all decisions are at the discretion of TRU Alumni leadership.

Compensation

1. This is volunteer role so no salary compensation will be offered.
2. The following benefits will be offered to Council Members:
 - a. Invitations to all TRU Alumni, WolfPack events and Foundation events as related to Alumni
 - b. Regular inclusion of AAC members and in TRU Alumni marketing materials, such as website, newsletters, and alumni magazines.
 - c. Custom clothing piece for Council Members
 - d. Discounted TRU Alumni merchandise