



## EXTERNAL RELATIONS COMMITTEE TERMS OF REFERENCE

|                             |                         |
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| <b>Category:</b>            | <b>BOARD GOVERNANCE</b> |
| <b>Policy Number:</b>       | BG-13                   |
| <b>Board Approval Date:</b> | December 11, 2025       |

|                     |                                                                                                                                                                            |                                                                                                                                                                                                                    |                                                                                                                                                |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Objective:</b>   | This policy outlines the role and responsibilities of the External Relations Committee in its support of the work of the Board of Governors of Olds College (the "Board"). |                                                                                                                                                                                                                    |                                                                                                                                                |
| <b>Scope:</b>       | This policy applies to all Board-approved members of the External Relations Committee.                                                                                     |                                                                                                                                                                                                                    |                                                                                                                                                |
| <b>Definitions:</b> |                                                                                                                                                                            |                                                                                                                                                                                                                    |                                                                                                                                                |
| <b>Policy:</b>      | <b>1.</b>                                                                                                                                                                  | <b>The Committee will support and enhance the Board's fulfillment of its strategic goals and fiduciary responsibilities related to external relationships, philanthropy, brand and reputation.</b>                 |                                                                                                                                                |
|                     | 1.1                                                                                                                                                                        | The Committee will develop an external relations plan that enables constructive Board dialogue with key external stakeholders.                                                                                     |                                                                                                                                                |
|                     |                                                                                                                                                                            | 1.1.1                                                                                                                                                                                                              | The Committee will identify initiatives to support, lobby and advocate for at both the federal and provincial levels.                          |
|                     |                                                                                                                                                                            | 1.1.2                                                                                                                                                                                                              | The plan will guide the Board in connecting and messaging information from the College and solicit a consistent two-way communication process. |
|                     |                                                                                                                                                                            | 1.1.2.1                                                                                                                                                                                                            | The Committee will work with administration to develop external communications and key messages.                                               |
|                     | 1.2                                                                                                                                                                        | The Committee will develop a detailed external relations plan for the next Board year provided to the Board for decision in June.                                                                                  |                                                                                                                                                |
|                     | 1.3                                                                                                                                                                        | With input from the Board and in conjunction with the Board Effectiveness Committee, the Committee will develop an annual external Board Education Plan for submission to the Board for consideration of approval. |                                                                                                                                                |
|                     | 1.4                                                                                                                                                                        | The Committee will provide an evaluation of the effectiveness of the current year plan, with input from the Board, annually in June.                                                                               |                                                                                                                                                |
|                     | 1.5                                                                                                                                                                        | The Committee will provide a written presentation of information collected from external stakeholders, with input from the Board, annually in June.                                                                |                                                                                                                                                |



## OLDS COLLEGE BOARD OF GOVERNORS POLICY