



Alumni Relations Committee Terms of Reference

1. Authority

The Alumni Relations Committee operates under the authority granted in Article Four of the University Bylaws and is accountable to the Board of Governors.

2. Mandate / Purpose

This committee adheres to the Bylaws of St. Mary's University. The Alumni Relations Committee shall oversee the general alumni engagement activities of the university and report to the Board of Governors with respect thereto. In particular, the Committee shall:

- 2.1. Review and recommend detailed alumni relations engagement goals and plans to the Board to advance the university and its strategic priorities.
- 2.2. Review the alumni engagement key performance indicator versus alumni engagement goals annually and report to the Board.
- 2.3. Provide leadership and participate in and support alumni engagement within St. Mary's alumni community and among the university's constituents, including students, donors, and government supporters.
- 2.4. Review and recommend to the Board alumni relations projects that are integrated into broader university operations, including student enrolment, government relations, development, and communications. Participate in the identification and recruitment of alumni ambassadors to advance the university's strategic plan.
- 2.5. Participate in the setting of alumni policy, and as appropriate recommend policy to the Board.

3. Chairperson and Membership

The Committee shall consist of the Chair who is also the Alumni representative on the Board of Governors, at least one and up to three other Governors, the President and/or designate(s), and three external alumni individuals at the discretion of the Chair. All members shall be confirmed by the Board of Governors.

4. Limits on Authority

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.

5. Reliance on Management and Experts

The Committee may enlist the assistance of any member of the University and any professional that it deems useful in its work. Prior to engaging any professional services, the Committee must obtain Board approval.

6. Limitations on Committee's Duties

In contributing to the Committee's work, each member of the Committee shall be obligated only to exercise the care, diligence, and skill that a reasonably prudent person would exercise in comparable circumstances. No Committee member is subject to a standard of care or diligence that is in any way more onerous or extensive than the standard to which all Governors are subject.

7. Meetings

The Committee shall meet at least quarterly. A record of documentation shall be kept by the Governance Officer. A quorum shall consist of a majority of members.

8. Decision-Making Process

The Committees will vote on motions with a simple majority required. The Chair shall only vote in the event of a tie. All members of this committee shall be voting members, yet the Office of the President shall have only one vote when the President and Vice President of External Relations are present. All Committee motions serve as recommendations to the Board of Governors.

9. Reporting to the Board

The chair will provide a written and/or verbal report for each Board Meeting and as required.

10. Annual Work Plan

The Committee shall develop and approve an annual work plan to be provided to the Board for information.

11. Review of Terms of Reference

The Committee shall review its Terms of Reference annually and recommend any necessary revisions to the Board of Governors for approval.

Approval Authority	Responsible Office	Effective Date	Date Last Revisited	Review Frequency
Board of Governors	Governance & Nominating Committee	April 16, 2026		Annual

Appendix A: Alumni Communications & Privacy Protocol

1. Privacy Requirements

As a public post-secondary institution, St. Mary's University is subject to Alberta's Protection of Privacy Act (POPA), which governs the collection, use, and disclosure of personal information. Alumni contact information maintained by the University is protected under the Act and may only be used or disclosed for authorized purposes or with the individual's consent. Accordingly, the University cannot share alumni personal information with third parties for the purpose of alumni outreach or communications.

2. Alumni Communications Process

- 2.1. To ensure compliance with privacy legislation and maintain consistent engagement with alumni, all communications intended for alumni audiences must be coordinated through the Alumni Office.
- 2.2. The Alumni Office is responsible for:
 - 2.2.1. Managing alumni contact information and communication lists.
 - 2.2.2. Reviewing and coordinating communications to alumni.
 - 2.2.3. Distributing approved communications on behalf of the Alumni Relations Committee, University departments, and other authorized groups.
 - 2.2.4. Ensuring all communications comply with the applicable privacy legislation, University policies, and institutional communication standards.
- 2.3. Members of the Alumni Relations Committee may recommend, develop, and review communication content and strategies; however, they will not be provided with access to alumni contact information or distributions lists.

3. Compliance:

All alumni communications will be administered through the Alumni Office in accordance with the Protection of Privacy Act (POPA), University policies, and applicable governance procedures. This process protects the privacy of alumni while ensuring communications are coordinated, consistent, and compliant with legislative requirements.

Appendix B: Alumni Event Proposal & Evaluation Framework

1. Purpose of Alumni Events

- 1.1. Alumni events should advance the institutions' mission/vision by strengthening meaningful connections between alumni and the university community.
 - 1.1.1. Can be based on alumni specific strategic imperatives, but those should fit into the institutional goals.

2. Potential Alumni Event Mission Statements

- 2.1. To create meaningful opportunities for alumni to build lifelong connections with each other and the institution.
- 2.2. To strengthen alumni affinity and pride while showcasing the impact of our graduates and community.
- 2.3. To engage alumni in ways that support student success, institutional advancement, and community impact.
- 2.4. To foster a vibrant alumni network that promotes professional growth, mentorship, and belonging.
- 2.5. To cultivate enduring relationships that inspire alumni participation, advocacy, and philanthropy.

3. Event Proposal Questions

- 3.1. WHO?
 - 3.1.1. Who is the primary audience for this event?
- 3.2. WHY?
 - 3.2.1. What is the primary purpose of the event?
 - 3.2.2. How will we measure success?
- 3.3. Then explore the Where, When, and How

4. Event Alignment Evaluation

Mark each on a scale of 1-5, Events need at least a score of 20/30 to move forward)

Evaluation Criteria	1	2	3	4	5
Aligns with institutional mission and vision	☐	☐	☐	☐	☐
Strengthens alumni engagement and connection	☐	☐	☐	☐	☐
Supports strategic priorities of Alumni Relations	☐	☐	☐	☐	☐
Provides measurable value or outcomes	☐	☐	☐	☐	☐
Demonstrates responsible use of resources	☐	☐	☐	☐	☐
Creates opportunities for future engagement	☐	☐	☐	☐	☐
Total					

Appendix C: Guidelines for Alumni-Sponsored Speaker Series

1. Requirements

- 1.1. Choose a topic/theme that could be relatable to a wide variety of audiences
 - 1.1.1. Please provide a short theme statement (max 5 words) that can be used to market the event
 - 1.1.2. Will need final approval by Alumni Committee (or internal comms).
- 1.2. Please provide a recent high-quality headshot to be included in marketing materials.
- 1.3. Please provide speaking notes/assets at least one week prior to the event for internal review.

2. Time Allocation

- 2.1. You will have 45 minutes for the formal talk portion of the event, with the final 15 minutes for questions and answers.

3. Suggested Tips/Tricks to Maximize Impact

- 3.1. Personal stories beat career summaries
 - 3.1.1. Tell 3-5 meaningful stories, can be a mix of personal and professional
 - 3.1.2. Don't be afraid to show vulnerability and honesty, where appropriate
- 3.2. Relatability
 - 3.2.1. Feel free to share what your experience was like as a student
 - What did you struggle with
 - What surprised you the most after graduating
 - What mistakes did you make and what did you learn from them
- 3.3. Focus on lessons learned
 - 3.3.1. Share the obstacles faced, then the lesson learned, and how current students and alumni can actively work to avoid similar mistakes
- 3.4. Realism is more powerful than motivation alone
 - 3.4.1. Research on inspirational communication suggests audiences respond best when speakers balance
 - Challenges
 - Honest realities
 - Practical optimism
- 3.5. Concrete takeaways (end of presentation)
 - 3.5.1. There can be one key takeaway or multiple depending, but should align closely with the theme statement previously provided
 - 3.5.2. Should include specific advice, or actionable things the audience can take away that will stick with them
- 3.6. Don't forget to engage the audience
 - 3.6.1. Ask questions, get participants to raise their hands, etc.
 - 3.6.2. Include photos/videos into your presentation where applicable. Don't be afraid to get creative!