
COLLEGE COMMITTEES

TERMS OF REFERENCE

ToRID & Cte Name: **TOR11: BRAND AND MARKETING ADVISORY COMMITTEE**

Issued by: Executive Director, Reputation and Brand Management

Effective: 2020-10-01

1. PURPOSE

The purpose of this committee is to provide high-level Marketing, Communications, Domestic Recruitment and Brand health updates to College leadership. Insight, feedback, advice, and recommendations are requested from the committee to ensure that resources, financial and human, are appropriately aligned with approved strategic enterprise priorities.

2. MEMBERSHIP

The Committee is chaired by the Executive Director of Reputation and Brand Management. The Committee invite list will include all of the Senior Leadership Council (SLC) and the Academic Services Management Team (ASMT). Attendance will be encouraged and delegates welcome, but attendance optional based on interest in agenda items.

3. MEETINGS AND SCOPE OF BUSINESSScope of Committee Business

To assist the Director in achieving College reputation, brand management, marketing, communication and enrolment goals, the Committee:

- Identifies brand, marketing, recruitment and communication needs and objectives in line with the College's strategic priorities;
- Advises regarding development and maintenance of a clear and consistent brand framework for the College;
- Assists to strengthen all components of its brand and marketing strategies;
- Reviews and provides advice and recommendations on the strategic aspects of the Fanshawe College brand and marketing initiatives: research, planning, execution, implementation, and evaluation;
- Advises regarding control, mitigation, and management of risk to the College as a result of brand, marketing, and communications activities;
- Discusses and reviews market demand information to identify key market development opportunities.

Committee Schedule

The Committee will meet twice per year. An executive summary with presentation links will be distributed to all invitees after each meeting.

4. AMENDMENT AND RESOLUTION

These terms of reference may be amended by the Executive Director, Reputation and Brand Management.

5. REFERENCES

None.

6. ADDENDA

None.

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