



University of Toronto TORONTO ONTARIO M5S 1A1

OFFICE OF THE VICE-PRESIDENT AND CHIEF ADVANCEMENT OFFICER

TO: Business Board

SPONSOR: Dr. Jon S. Dellandrea

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DATE: April 22 for meeting of May 5, 2003

AGENDA ITEM: 6

ITEM IDENTIFICATION:

A proposal to rescind policies relating to the Division of University Advancement in response to amendments of the Business Board terms of reference.

JURISDICTIONAL INFORMATION:

The Secretary of the Governing Council's memorandum to The Business Board, dated June 14, 2002, proposing revised terms of reference for the Board included the following statement:

Prior to the approval of the Balfour Report, the Committee on Campus and Community Affairs, the predecessor to the University Affairs Board, was responsible for policy concerning external-community relations, institutional communications and alumni affairs. That Committee followed a practice whereby various units within its purview were encouraged to develop policies – something akin to mission statements – which were submitted to the Committee for approval. These policies were subject to the Committee's review not less than every three years.

It is proposed that the Business Board terms of reference be amended to reflect the current practice, whereby the Board would not expect policies/mission statements for those areas, but would receive reports about activities in those areas – most often as part of the annual report of the Vice-President and Chief Advancement Officer.

I anticipate that, subject to the approval of the proposed terms of reference, the Vice-President and Chief Advancement Officer will bring to the Board in the fall a recommendation concerning the out-of-date policies – presumably a recommendation to rescind them.

PREVIOUS ACTION TAKEN:

N/A

HIGHLIGHTS:

The motion responds to the Secretary of Governing Council's recommendation that the Division of University Advancement's policies be rescinded in order to reflect better the Business Board's terms of reference and the existing practice.

The policies relating to the Division are no longer required in light of the Business Board's revised terms of reference. All aspects of DUA's operations previously covered by the policies in question are accounted for in detail in the Division's report presented to Business Board annually. The annual plan itself is presented each year to the President and Vice-Presidents and approved by the President. Any concerns about the practices or performance of any aspect of the Advancement operation are addressed upon the Board's review of the annual report.

In addition, many of these existing policies no longer accurately reflect the way that the Division of University Advancement functions. For example, The Policy on Alumni Affairs is a very task oriented policy describing programs and procedures that have not been in practice for over a decade.

Although it is recommended that most of DUA's policies be rescinded, it is still important for the Division to possess guidelines on key aspects of the University's fundraising activities. Therefore, the Policy Statement on Fundraising Strategy and "Setting Priorities For Private Funds" will be replaced by one document that more accurately reflects the guiding principles and rules of engagement that govern all fundraising activity at the University of Toronto.

It is proposed that updated Terms of Reference for the *University of Toronto Magazine* be approved. The existing terms of reference for *the Bulletin* continue to serve as guiding principles.

FINANCIAL AND/OR PLANNING IMPLICATIONS:

None

RECOMMENDATION:

- (a) THAT the following policies be rescinded:
- Division of Development and University Relations: Policy Statement (approved by the Committee on Campus and Community Affairs on June 1, 1988)
 - Community Relations: Policy Statement (approved by the External Affairs Committee on December 20, 1973)
 - Public and Community Relations Department: Policy Statement (approved by the Committee on Campus and Community Affairs on December 9, 1987)
 - *University of Toronto Alumni Magazine*: Composition and Terms of Reference of the Advisory Board (approved by the Committee on Campus and Community Affairs on February 3, 1988)
 - Policy on Alumni Affairs (approved by the Governing Council on May 20, 1982);
 - Setting Priorities for Raising Private Funds (approved by the Governing Council on April 17, 1995);
 - Policy Statement on Fundraising Strategy (approved by the Business Board on April 17, 1995)
- (b) THAT the revised terms of reference of the *University of Toronto Magazine* be approved, replacing the *University of Toronto Alumni Magazine* Objectives, approved by the Committee on Campus and Community Affairs on February 3, 1988.