

# EXTERNAL RELATIONS COMMITTEE



## TERMS OF REFERENCE – APPROVED BY THE BOARD 30 October 2023

### 1. PURPOSE

To advise the Governing Body and to provide it with assurance on its engagement with external stakeholders including communities of place and of practice and delivery partners

### 2. RESPONSIBILITIES

- a) To develop and keep under review an external engagement strategy that promotes the charitable purposes and mission of the College through the effective engagement of communities of place and of practice and of policy-makers at local and national level
- b) To identify persons and groups with an interest in the success of the College (stakeholders) and to consider ways of engaging them
- c) To identify, monitor and bring to the attention of the Board relevant indicators of stakeholder satisfaction
- d) To establish and keep under review a scheme to encourage and recognise support for the College and its mission through the appointment of Patrons and the conferring of fellowships and awards, and to make nominations to the Board from time to time
- e) To establish and keep under review a marketing strategy
- f) To monitor the College's arrangements to market the services that it provides and provide assurance to the Board that effective systems and processes are in place to raise awareness of the College's activities in the communities that it aspires to serve
- g) To receive and scrutinise regular reports of marketing activity, including performance against sales targets, and provide assurance to the Board
- h) To keep under review the work of the Morley Gallery and of Morley Radio and to make recommendations to the Board as appropriate
- i) To consider proposals relating to the College's fundraising activities and make recommendations to the Board
- j) To monitor the implementation of any fundraising initiatives and provide assurance to the Board

### **3. MEMBERSHIP**

- a) The Committee will comprise at least four and not more than six members of the Governing Body including the Principal and one Student Governor
- b) The Governing Body may appoint additional members with specific experience as it thinks appropriate. Additional members need not be members of the Governing Body.
- c) No meeting of the Committee will be quorate unless:
  - i. at least three members are present;
  - ii. at least 40 per cent of members are present; and
  - iii. members of the Governing Body constitute a majority of the members present.

### **4. OFFICERS OF THE COMMITTEE**

- a) The Committee shall elect as its Chair an external governor who is a member of the Committee.
- b) The Clerk to the Governing Body shall be the Clerk to the Committee.

### **5. ATTENDANCE AT MEETINGS**

The Committee shall have the power to invite such other persons to attend meetings as may be desirable and necessary.

### **6. FREQUENCY OF MEETINGS**

The Committee will normally meet three times a year.