



Board Strategy and Marketing Subcommittee

Terms of Reference

Overview:

The Board Strategy and Marketing Subcommittee is a sub-committee reporting to the Board of Governors.

1. Function of the Subcommittee

- 1.1. To 'brainstorm' strategic possibilities that would grow Tabor, recommend such possibilities to the Board of Governors for discussion and consequent evaluation for operationalization.
- 1.2. To identify opportunities, and innovative approaches to learning, that will focus on a 21st century, spiritually alive student (user) and a world-wide facilitated partnership.
- 1.3. To 'brainstorm' strategies that would help bring together academics, professional networks, 'encore' career specialists, life style providers, community groups, growth creation specialists, and industry innovators to streamline the progression of identified concepts. The opportunities associated with these innovative concepts are to be derived from reviews.

2. Expectations / goals of the Subcommittee

- 2.1. Review various Tabor activities including but not limited to:
 - 2.1.1. Tabor developing capacities or initiatives underway or planned
 - 2.1.2. Vision and strategies to achieve University College status
 - 2.1.3. New course developments
 - 2.1.4. New delivery concepts
 - 2.1.5. New territory opportunities
 - 2.1.6. Ways to develop a Tabor centred innovation collaborative
 - 2.1.7. Tabor values for innovations that achieve sustainable growth
- 2.2. Identify principles of successful innovation and entrepreneurship for consideration and adaptation to the academic and administrative environment at Tabor.
- 2.3. Provide advice to the Board and the College leadership on the means to develop an active entrepreneurship mindset and opportunity focus within the Tabor community that leads to a sustainable growth path.

3. Membership

- 3.1. The Subcommittee will be chaired by a nominee from the members of the Board of Governors.
- 3.2. Other members of Subcommittee will be the President, the Academic Director, the Chief Operations Officer and additional members from the Board as nominated annually.
- 3.3. Members will be expected to be active participants in the discussion, presenting and reading meeting papers and bringing their individual knowledge and expertise to add value to discussions.

4. Quorum of the Subcommittee

- 4.1. A quorum will be 50%, one of which must be a representative member from the Board of Governors.

5. Frequency of Meetings

- 5.1. Meetings will occur at least 6 times per year.
- 5.2. Usually the meetings will be scheduled to occur the day prior to Board of Governors' meetings.

6. Reporting Requirements and Relationship to Other Committees

- 6.1. The Chair of the Subcommittee will provide regular reports to the Board of Governors.

7. Support

- 7.1. The Executive Officer for the Subcommittee will be the President
- 7.2. A minute taker will be appointed by the President. The minute taker may not be a member of the Subcommittee