



## STRATEGY AND MARKETING COMMITTEE POLICY

<b>Authorised By:</b>	Board of Governors	Revision: 1.1
<b>Last Amendment Date:</b>	Revision Date: 01 Feb 2022	
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<b>Related Documents:</b>	<a href="#">Strategic Plan</a> <a href="#">Tabor College Inc Constitution</a>	
<b>Responsible Officer:</b>	Registrar	
<b>Review:</b>	Board of Governors	

Any person who requires assistance in understanding any aspect of this document should contact the Responsible Officer

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### 1. Overview

The Board of Governors of Tabor acknowledges its responsibility to provide a robust governance framework for all operations of the College. A key component in ensuring a high standard of governance is that the Board should manage its own operations in a manner that is consistent with the values of the College and the requirements of relevant legislation. Whereas the Constitution of the College provides the foundation for its operations, the Board may, from time to time, wish to introduce sub-committees and implement additional procedures designed to enhance the quality of governance it provides. This policy defines the nature and role of the Strategy and Marketing Committee (SMC).

### 2. Scope and Applications

This policy applies to all Strategy and Marketing Committee Members

### 3. Policy Principles

This policy is designed to:

- 3.1. Be compliant with the Constitution of the College and all relevant Government legislation, regulations and guidelines.
- 3.2. Be consistent with and exemplify the values of the College
- 3.3. Enhance the quality of governance provided by the Board of Governors
- 3.4. Focus the work of the Board on achievement of the strategic objectives of Tabor as prioritized in the Strategic Plan

## 4. Procedures

### 4.1. Purpose

4.1.1. The SMC is appointed by the Board pursuant to Sections 10.2.6, 10.2.8 and 10.2.20 of **the Constitution**. Its purpose is to facilitate optimal performance of the Board through the provision of:

- Appropriate advice to the President of the College regarding innovation, marketing and strategic matters promoting the growth and sustainability of the college;
- Accurate marketing reports providing a level of detail to the Board that will enable appropriate marketing and recruitment decision making.

### 4.2. Membership

4.2.1. The SMC will be nominated annually at the AGM of the Association. The SMC will comprise:

- A majority of the SMC will be members of the board and the President.
- The Registrar of the College
- The staff member/marketing representative responsible for the branding, marketing and advertising of the College
- Such other members as the Board may, from time to time, appoint

### 4.3. Meetings

4.3.1. Meetings will be conducted in accordance with Section 13 of the Constitution.

4.3.2. Other than the President, non-members of the SMC or remunerated members will be non-voting

4.3.3. A quorum will consist of a majority of voting members of the committee

4.3.4. Scheduled meetings will be held according to the board calendar, normally within the same week of a scheduled board meeting;

4.3.5. The President will appoint a recorder for the meetings.

### 4.4. Role and Responsibilities

4.4.1 To hold the President accountable for a strategic plan process and prioritization for the college for the next 3 - 5 years, recommending such plan to the Board annually for review and approval.

4.4.2 To 'brainstorm' strategic possibilities, identified through external opportunities and threats, that would grow Tabor, and recommend such possibilities to the Board of Governors for discussion and consequent evaluation for operationalization.

4.4.2 To identify opportunities, and innovative approaches to learning, that will focus on the future, spiritually alive student (user) and a world-wide facilitated partnership;

## 5. Definitions

See [Global Definitions](#)

## 6. Communication / Training

6.1. The Responsible Officer will ensure this policy, and its amendments, will be distributed to members of SMC.