

TERMS OF REFERENCE: COMMITTEE ON ADVERTISING

Purpose

Operating under delegated authority from the Vice-President: Advancement and External Relations, the committee will monitor activity related to advertising and respond to complaints and concerns of officially recognized campus organizations. The committee will ensure compliance with Policy 13.3 Advertising & Sponsorship, and make recommendations regarding the interpretation and application of the policy, as required, by members of groups facilitating advertising on behalf of the University. The committee will report to the Vice-President: Advancement and External Relations.

Membership

This committee will consist of one representative from each of the following areas:

- Athletics and Recreation
- Development and Alumni Relations
- External Relations
- Student Affairs
- Office of the Provost and VP: Academic
- Research Office
- Students' Union (WLUSU)
- Graduate Students' Association (GSA)
- WLU Student Publication (WLUSP)

The committee will be supported by a Chair and a Vice-Chair. The role of Chair will be held by the AVP, External Relations. The role of Vice-Chair will be held by the AVP, Student & Ancillary Services. In the absence of the Chair, the Vice-Chair will act as Chair of the committee.

Committee Resources

The following resource people (non-voting members) shall be available to the committee, as required:

- University Secretary
- General Counsel

Committee Support

Support for this committee will be provided by the office of External Relations. Support will include scheduling meetings in consultation with the Chair and/or Vice-Chair, distributing relevant policies, compiling and distributing meeting agendas and minutes.

Meetings

The committee will meet at minimum twice a year, with one meeting in late Spring and additional meetings at the request of the Chair and/or Vice-Chair. Minutes shall be kept of each meeting and circulated to the members of the committee.

In order for the committee to vote on a matter set before it, there must be a minimum of five (5) committee members present, of which there needs to be at minimum three (3) University representatives and two (2) student organization representatives present.

Decisions of the committee will be made by majority vote of those in attendance at a meeting and communicated in writing to the advertiser/department within five (5) days of the committee making their decision. Appeals can be made in accordance with the process outlined in Advertising Procedures relating to Policy 13.3.

Reporting

Each semester, the committee will provide a report to the Vice-President: Advancement and External Relations outlining the items brought forward to the committee, and will include decisions and minutes of the committee.