

Acadia University

Enrolment/Marketing Committee (*ad hoc*)

Approved by the Board of Governors on 12 May 2007

The Board Enrolment/Marketing Committee will work in an advisory capacity with the University Administration to promote the University's activities, programs, and accomplishments.

Membership:

To be recommended by the Governance Committee.

Terms of Reference

1. To support the University's ongoing marketing efforts, the University Strategic Plan and its recruitment strategy;
2. to provide input concerning marketing strategies or needs that may influence student enrolment, donor giving, student and alumni support and institutional reputation;
3. to review the published and other survey data and the University's position therein and to make recommendations, where appropriate;
4. to receive and consider available benchmarking information relative to cost, pricing and student variables;
5. to oversee the development of an integrated recruitment plan, which will include branding and marketing the University.
6. The Committee's initial mandate will be for one year.
7. All Committee deliberations shall be confidential.