1. General Description of Authority

   The Marketing and Public Relations Committee (“Committee”) is a standing committee of the Xavier University Board of Trustees (“Board”). The purpose of the Committee is to assist in meeting University goals and priorities by leveraging the University’s brand through the University’s strategic communication and marketing initiatives.

2. Membership

   The Committee shall consist of no fewer than five members of the Board, to be appointed annually by the Executive Committee upon the recommendation of the Nominations and Governance Committee. Persons who are not members of the Board, but who have significant communications and marketing experience may be approved as non-trustee, non-voting members of the Committee.

3. Duties and Responsibilities

   a. Promote the active engagement of the University community in communicating the Xavier brand, image and reputation of the University.
   b. Ensure coordination and collaboration for all University marketing and public relations efforts.
   c. Support the need for a comprehensive Xavier brand that carries with it a consistent voice, tone and visual identity.
   d. Assess management’s effectiveness in achieving:
      i. the sections of the President’s Annual Goals that are supported by communications and marketing.
      ii. the sections of the University Strategic Plan that are supported by communications and marketing.
      iii. the annually established goals of the Office of University Communications.
   e. Review the potential risks surrounding the Xavier brand and reputation and the recommendations to mitigate such risk.
   f. Periodically review the Committee Charter and recommend revisions as necessary.
   g. Periodically review Committee processes and procedures to make the Committee more effective.

4. Meetings

   The Committee shall meet at least three (3) times a year. The Committee may ask University officers or others to attend meetings, or portions thereof, and provide pertinent information as necessary. Executive sessions will be held at the end of each Committee meeting as needed.
5. Reporting

a. The Committee shall approve a set of goals at the first meeting of the academic year, and will report to the Board at least annually on progress toward those goals.

b. The Committee will develop and maintain a dashboard of key performance indicators on which it will report annually.