

## **INSTITUTIONAL ADVANCEMENT AND OUTREACH COMMITTEE**

### **TERMS OF REFERENCE**

#### *Promotion of University*

1. Advice on institutional advancement and outreach strategies, which may include HKUST's branding and positioning, communication and public relations, in order to promote the University's interests.

#### *University Development*

2. Advice on matters related to University development such as the University's Strategic Plan and the Annual Operation Plan.

#### *Stakeholders' Engagement*

3. Offer guidance on the University's stakeholders' engagement.

#### *Fund Raising and Donation*

4. Review and recommend for Council's approval policies and guidelines in relation to fundraising, acceptance of donation, and name recognition.
5. Advice on fundraising strategies and supporting programs.
6. Review and recommend for Council's approval, the acceptance of donation over \$10 million and/or name recognition.