

Charter

**College Advancement Committee
of the Board of Trustees
of
Claremont McKenna College**

Purpose and Mission of the College Advancement Committee

The College Advancement Committee (the "Committee") is a committee of the Board of Trustees of Claremont McKenna College (the "Board"). The mission of the Committee is to encourage, facilitate and monitor the College's relationship to external constituencies, including alumni, donors, parents, friends, the media, government agencies and other audiences in order to enhance the College's recognition, reputation, outreach and ability to attract external private resources.

Structure of the College Advancement Committee

- A. Membership on the Committee shall be comprised of Trustees only.
- B. Each member of the Committee shall be appointed annually by the Board. The Committee shall consist of at least seven (7) Trustees.
- C. One or more members of the Committee shall be appointed by the Board to serve as Chair or Co-Chair of the Committee, as the case may be. A majority of the number of members shall constitute a quorum for the transaction of business at any meeting of the Committee. Provided that a quorum is established, any matter for which a vote of the Committee is required shall be decided by a majority of the members participating in a meeting. The Committee shall generally meet in person on three occasions in each fiscal year, and may hold additional in-person or telephonic meetings when called by the Chair.
- D. Life Trustees, faculty representatives, student representatives, and such other staff and special guests as the Board determines is appropriate may also participate in the activities of the Committee; provided, however, that such individuals shall not be considered members of the Committee within the meaning of the California Nonprofit Public Benefit Corporation Law.
- E. The Vice President for Development and External Relations, the Vice President for Alumni Relations, and any other appropriate employee of the College shall provide primary staff support the Committee.
- F. The Committee may form advisory subcommittees for any purpose; provided, however, that such subcommittee shall be advisory only and shall not be a committee of the Board.

Approved on June 3, 2004
Amended as of June 29, 2007
Amended as of September 23, 2011

Responsibilities and authority of the Committee with respect to fund-raising

- A. The Committee shall develop and inform an awareness of the importance of private giving within the Board of Trustees.
- B. The Committee shall set fund-raising goals, including goals for trustee giving, and assess progress toward the attainment of the College's fundraising goals.
- C. The Committee shall participate in the development process, including through assisting where appropriate in the solicitation of other trustees and significant donors, recommending potential donors (including corporations and foundations), and assisting where appropriate in cultivation and stewardship activities.
- D. The Committee shall periodically review and examine trends and factors related to giving, and analyze potential implications for the future.
- E. The Committee shall review and recommend for the Board's approval all appropriate fund-raising policies and guidelines, including relevant policies and guidelines related to:
 - Gifts of real estate
 - Deferred gifts
 - Donor recognition
 - Naming opportunities
 - Receiving gifts
 - Stewardship
 - Unacceptable gifts
- F. The Committee shall evaluate whether the staff and budget allocated to the College's fund-raising and development functions are adequate and appropriate to meet the overall institutional advancement expectations of the College.

Responsibilities and authority of the Committee with respect to alumni and parent relations

- A. The Committee shall work collaboratively with CMC Alumni Association and the CMC Parent Network to support and advance the alumni and parent relations activities of the College.
- B. The Committee shall evaluate whether the staff and budget allocated to the College's alumni and parent relations functions are adequate and appropriate to meet the overall institutional advancement expectations of the College.
- C. The Committee shall monitor the implementation of the "Statement of Clarification Regarding the Partnership between CMC and CMCAA" and shall present any recommended amendments to the Board of Trustees for its consideration.

Responsibilities and authority of the Committee with respect to public affairs and communications

- A. The Committee shall oversee the public affairs and communications activities of the College, including media relations and publications (including the *CMC* magazine, the website, and other primary College publications).
- B. The Committee shall monitor perceptions of Claremont McKenna College held by its various constituencies, both alone and vis à vis The Claremont Colleges, using any means it deems advisable.
- C. The Committee shall evaluate whether the staff and budget allocated to the College's public affairs and communications functions are adequate and appropriate to meet the overall institutional advancement expectations of the College.

Other provisions

- A. The Chair or any Co-Chair of the Committee shall report regularly to the Board on any significant matters arising from the Committee's work.
- B. The Committee shall review this Charter periodically and, if appropriate, recommend proposed changes to the Board for approval. In addition, the Committee shall assess periodically the Committee's performance in view of this Charter and the Committee's annual goals and objectives.