

**TERMS OF REFERENCE  
for the  
UNIVERSITY OF NORTHERN BRITISH COLUMBIA  
NORTH EAST REGIONAL ADVISORY COUNCIL**

Revised March 30, 2012

**Mandate:**

The mandate of Regional Advisory Councils at the University of Northern British Columbia is

- To advise the President of UNBC on the programme and research needs of the Region.
- To support the overall development of UNBC in the Region.
- To assist the Regional Chair within the Region and the communities of the Region.
- To help organize events (such as conferences) in the Region as desired.

**Council Membership**

Council membership (as determined by the Council itself) is as follows, not to exceed a total of Thirty members:

- 1 member from each Regional District (total= 4)
- 1 member from each Municipal Council (total=8)  
(i.e. Fort St. John, Dawson Creek, Chetwynd, Pouce Coupe, Tumbler Ridge, Taylor, Fort Nelson, Hudson's Hope)
- 1 member from each Tribal Council (2) and Independent Band (5)
- 1 member from each School District (3)
- members from Business, Industry, Labour and Regional Students (3)
- member from the Community (1)
- other members as requested by the UNBC President

Terms of office for members will be determined by the organization or group that they represent.

**Council Structure**

*Executive*

The UNBC Northeast Regional Advisory Council will be led by a Chair and a Co-Chair. Each will serve a two-year term, renewable at the discretion of the Council. In so far as possible, the Chair and Co-Chair will be selected from the education sector, the other from a sector other than education.

The duties of the Chair will be to chair meetings called by him/her in consultation with the UNBC President and the Peace River-Liard Regional Chair. At their discretion, the Chair and Co-Chair may alternate officiating at meetings.

The duties of the Co-Chair will be to fulfill the duties of the Chair if s/he is temporarily unable to do so.

### *Committees*

The Council may appoint committees as required.

### **Procedures and Protocols**

#### *Decision-Making*

Ordinarily the Council will attempt to make decisions by consensus. However, if full agreement cannot be reached after a genuine attempt has been made to accommodate opposing views, the issue may be resolved by a vote called at the discretion of the meeting's chair.

#### *Council Meetings*

- The President and the Director of Regional Operations & University/College Relations will normally attend all Regional Advisory Council meetings.
- The Council may request from time to time that other UNBC staff attend meetings, e.g. one or more of the Deans.
- An Annual Report will be submitted to the Council by the Regional Chair.
- Meetings are open to the public, but voting rights are restricted to Council members.

### **Council Secretariat**

The North East Regional Office will provide all necessary clerical assistance to the Council. The Regional Chair will submit an annual report to the Council describing university activities in the region.

### **Review of the Terms of Reference**

The Council will initiate a review of these terms of reference at any time deemed necessary by its members.

## UNBC Strategic Plan Summary

STRATEGY	ACTION ITEMS
<p><b>STRATEGY #1</b> <i>Offer Specialized Programs</i></p>	<ul style="list-style-type: none"> <li>• Develop specialized, unique degree-granting programs that focus on professional training.</li> <li>• Deliver specialized, unique programs for professional upgrading and re-certification.</li> </ul> <ol style="list-style-type: none"> <li>1. Consult and partner with various organizations to develop programs.</li> <li>2. Conduct market analysis of advanced education in Fort St. John.</li> <li>3. Identify potential programs.</li> <li>4. Evaluate programs and decide which to offer.</li> </ol>
<p><b>STRATEGY #2</b> <i>Recruit Students</i></p>	<ul style="list-style-type: none"> <li>• Develop marketing strategy to attract students (targeting First Nations and other local underrepresented groups and students from outside region).</li> </ul> <ol style="list-style-type: none"> <li>1. Conduct background research.</li> <li>2. Develop marketing strategy to attract students.</li> </ol>
<p><b>STRATEGY #3</b> <i>Recruit Faculty</i></p>	<ul style="list-style-type: none"> <li>• Develop marketing/ hiring strategy to attract faculty (targeting instructors committed to excellence in teaching and leading researchers in identified areas).</li> </ul> <ol style="list-style-type: none"> <li>1. Develop marketing/ hiring strategy to attract faculty. Strategy will include marketing the region's lifestyle.</li> <li>2. Secure industry support for research chairs and programs to address pays scale issues.</li> </ol>
<p><b>STRATEGY #4</b> <i>Build Partnerships</i></p>	<ul style="list-style-type: none"> <li>• Build/strengthen partnerships with:                             <ul style="list-style-type: none"> <li>▪ Other advanced education institutions;</li> <li>▪ Local industries;</li> <li>▪ Professional associations;</li> <li>▪ Other notheastern communities;</li> <li>▪ Local School Districts;</li> <li>▪ First Nations; and</li> <li>▪ Fort St. John &amp; District Chamber of Commerce.</li> </ul> </li> </ul> <ol style="list-style-type: none"> <li>1. Strengthen existing partnerships.</li> <li>2. Build new partnerships.</li> </ol>
<p><b>STRATEGY #5</b> <i>Develop a Physical Presence</i></p>	<ul style="list-style-type: none"> <li>• Develop separate campus from Northern Lights College.</li> <li>• Campus will become a landmark and community focal point.</li> <li>• Physical design will reflect unique character of the region.</li> </ul> <ol style="list-style-type: none"> <li>1. Conduct a feasibility study.</li> <li>2. Identify and assess potential locations.</li> <li>3. Identify and assess potential building forms.</li> </ol>
<p><b>STRATEGY #6</b> <i>Secure Funding</i></p>	<ul style="list-style-type: none"> <li>• UNBC, the community, and their partners will secure funding to develop a UNBC campus in Fort St. John.</li> <li>• Funding will be sustainable.</li> </ul> <ol style="list-style-type: none"> <li>1. Obtain funds to prepare a business plan and feasibility study. The proposal will be a joint submission between UNBC and the community, to show community support for the project.</li> <li>2. Identify financing options by working with all 3 levels of government and with industry.</li> <li>3. Develop a capital and operating plan.</li> </ol>
<p><b>STRATEGY #7</b> <i>Enhance Benefits to the Community</i></p>	<ul style="list-style-type: none"> <li>• The community will promote linkages within the community, UNBC, the City and their partners.</li> <li>• Build partnerships with community groups.</li> <li>• Ensure the university is developed to become an integral part of the community.</li> </ul> <ol style="list-style-type: none"> <li>1. Engage the public throughout the planning process.</li> <li>2. Engage community associations, cultural groups, business organizations, sports groups, and industry through the planning process.</li> </ol>