POLICY TITLE	Corporate Relations
POLICY NUMBER	G-2.3
APPROVAL DATE	March 24, 2003
APPROVAL BODY	Board of Governors
REPLACES (IF APPLICABLE)	N/A
LAST UPDATE OR AMENDMENT OR REVIEW DATE	November 8, 2023
NEXT REVIEW DATE	2028
HOLDER	President
RESPONSIBLE OPERATIONAL LEADER	President
SUPPORTING DOCUMENTS	N/A

CORPORATE RELATIONS

PURPOSE

The purpose of this policy is to guide decision-making with respect to the nature, scope and limitations of relationships the College will develop with the business and professional community.

POLICY APPLICATION, SCOPE, AND LIMITS

The College enters into many types of financial and business arrangements. While the forms of these agreements are limited only by the creativity of the College community, the relevant arrangements fall into four basic categories:

1. Gifts, sponsorships and donations;
2. Value-added or strategic partnerships;
3. Affinity marketing and other activities utilizing the College name, e.g. the Alumni Association, the Camosun College Foundation, and/or other affiliated groups;
4. Advertising and promotion on campus.

This policy does not cover the College's purchasing decisions. These are governed primarily by provincial government and College policies and procedures and generally arise from competitive bidding or requests for proposals as carried out by the Purchasing department. This policy will not interfere with the rights and obligations specified in current Collective Agreements or Terms and Conditions of Employment.

PRINCIPLES

1. Relationships formed must be congruent with the College's mission, policies, values and priorities, and must add value to the College, enhance the learning environment, provide

educational opportunities for students, and/or support and enhance our image in the community.

2. Camosun College is "a comprehensive educational institution providing our community with access to the knowledge and skills relevant to the future economic and social development of the community" (see link to Strategic Plan). The College values working with other like-minded organizations in the best interests of our learners and the community in achieving our mission.

3. Partnership arrangements formalized under this policy:
    a. Must always result in the enhancement of the College's mission and purpose and be in the best interest of the learner and the community;
    b. Will in no way affect the freedom of the College or its employees to determine the focus, tone or content of program curriculum or research;
    c. Will not be established with organizations or bodies having views that are contrary to or offend sound educational and community values.

4. Agreements formalized under this policy will contain a provision for review of the arrangement within a defined time period and a clause allowing for cancellation of the agreement if the spirit or specifics of the agreement are not upheld.

5. Any recognition given by the College as part of any relationship or formalized agreement will be in accordance with the College's approved guidelines for naming or renaming of facilities and spaces and in compliance with the principles of this Corporate Relations policy.

6. Formalized partnership arrangements with corporations or other business entities must comply with the principles above and be approved and overseen by the Chief Financial Officer in conjunction with the Vice President of Communications, Advancement and Planning, and/or the appropriate person according to the nature of the agreement and the College's Financial Authorities Grid.

DEFINITIONS

1. **Sponsorship**: A contracted arrangement between Camosun College and a corporation or other body designed to have commercial or other benefit to both parties. Sponsorship is usually in the form of cash or gifts in kind to the College and provides recognition or promotion opportunities for the sponsor. Sponsorship arrangements are often sought for a special event or activity at the College and are often exclusive in nature. The sponsoring organization usually supports the College through its marketing funds.

2. **Partnership**: A partnership is a collaborative arrangement between two or more parties with a view to mutual benefit. Partnerships are usually market-oriented and are built around specific

College needs and those of the potential partnering organization's needs. A partnership usually involves a financial arrangement which can take the form of a supplier reducing equipment costs or a College department providing programming using a partnering organization's equipment.

3. **Donation**: Donations are gifts of cash, equipment or other assets to the College by an individual, corporation or other body where there is no expected gain for the individual donor other than a charitable tax receipt, and for corporate donors other than assisting them fulfill their own community relations or other objectives. Donor recognition is appropriate, but there is no exclusivity to the arrangement. Organizations usually donate to the College through their community relations or philanthropy programs.

STAGES OF ACADEMIC INTERVENTION

1. Formalizing Agreements
    a. Responsibility for decisions to formalize agreements between the College and any external agency rests with the Chief Financial Officer in conjunction with the Vice President Partnerships.
    b. Draft agreements between Camosun College, or any subset thereof, with external bodies must have the approval of the relevant Dean or Director before any formalization of agreements occurs.
    c. Agreements of a more minor or shorter term of duration may be entered into by a Dean or Director if they fall within that person's authority according to the Financial Authorities Grid; however, all agreements with outside agencies must be reviewed by the Chief Financial Officer and the Vice President Partnerships before signing.
    d. Copies of all formalized agreements between the College, or any subset thereof, will be kept by the Chief Financial Officer.

LINKS TO RELATED CAMOSUN POLICIES, DOCUMENTS, AND/OR WEBSITES

*   [O-3.5 Commercial Activity](#)