



Trent University Alumni Association – Trent Day Committee

Terms of Reference

Trent University's Guiding Statement on Alumni:

With a transformative, collaborative, and personal student experience as the foundation, Trent University considers its graduates invested and important lifelong stakeholders and members of its inclusive intellectual and social community. Through its decision-making, outreach, program and initiatives aimed to sustain and nurture relations with its alumni, Trent endeavours to involve the network of alumni worldwide in achieving the University's mission.

Overview of Committee

Trent Day marks the April 3, 1963 signing of The Trent Act and the formation of Trent University. The annual celebration of Trent Day was established to reinforce the University's founding values, raise Trent spirit, and promote giving to support student needs. The Trent University Alumni Association Trent Day Committee provides volunteer leadership through service, skills, networking, knowledge, and strategic business acumen to support the three goals of Trent Day:

- Fundraise: Promote giving and raise (\$100,000) in support of *The Trent Fund*
- Service: Celebrating the University's founding vision of contributing to our communities
- Cheer: Encouraging the display of Trent spirit

Committee Mandate

1. To seek involvement from Trent students and Alumni for the Trent Day celebrations.
2. Assist with the creative development, planning and execution of Trent Day two day events.
3. Support the promotion of Trent Day events to alumni and broader community.

Criteria for membership to the Trent Day Committee

1. Committed to the Mission and Vision of Trent University and the TUAA
2. Willingness to share their talents, expertise, and alumni relationships in support of Trent Day programming
3. Experience supporting campus programs/events and an interest in interacting with Trent University
4. Members to represent the geographic, demographic and cultural diversity of the broader Trent University community
5. Members must be available to attend meetings and homecoming events, either in person or virtually

Membership and Structure

Committee members must be members of the TUAA, with the exception of the AE&S co-chair. Co-chairs are selected by the TUAA at the annual AGM; subsequent members are selected by the Trent Day committee co-chairs. Members are encouraged to participate in the committee for at least two years.

Roles and Responsibilities

1. Meetings will follow a standing agenda (TBC). Monthly meetings will occur monthly starting in September, with increased frequency by late February to April.
2. Committee member roles will include
 - a. TUA co-chair
 - b. AE&S Staff co-chair
 - c. Additional members at large (may include member of the Athletics community, interest groups, etc.)
 - d. Additional event volunteers to support lead-up and day-of programming
3. Committee members will primarily support the Service and Spirit goals of Trent Day programming
 - a. Reaching out to past Trent Day volunteers, securing their ongoing participation, testimonials
 - b. Reaching out to prospective Volunteer Sites (ideal ones with a connection to an alum), securing their participation in Trent Day programming
 - c. Reaching out to alumni, collecting their stories and photos of them showing their Trent Spirit
 - d. Attending Trent Day events as assigned to ensure coverage at all events.
 - e. Promotion of Trent Day programming and events through their own channels (word-of-mouth, social media, etc.)
4. Committee members will be asked to provide their feedback post-event

Accountability and Reporting

The Trent Day Committee will serve in an advisory and supporting role to the staff at the University who are responsible for programming Trent Day events. The committee will act as the voice of the alumni population, making recommendations and programming suggestions that would appeal to the broader alumni community. Committee members are encouraged to seek the feedback of other alumni, reporting back to the committee's AE&S Staff co-chair.

The Committee will provide some planning support as needed. This could include outreach to key departments, chapter presidents, alumni hosts, student groups. Outcomes will be reported back to the AE&S Staff co-chair.

Committee members are expected to support the promotion of Trent Day events by disseminating Trent Day marketing material and word-of-mouth campaigning. The generation of marketing materials and media relations should be directed to the AE&S Staff co-chair.

Responsibility for final event plans, partnerships, and logistics will remain the responsibility of Trent University staff.

AE&S Staff co-chair will provide the committee with regular updates on any University decisions and plans that impact Trent Day programming, as well as any other Trent Day events that have been planned by departments, clubs and groups, etc.

