

**Hisar School**  
**Advisory Committee for Hisar Brand Governance**  
**Guidelines**

**Purpose of the Guidelines and Scope**

**Item 1: The purpose of the guidelines**

To create the Advisory Committee for Hisar Brand Governance, to describe the work and activities that the committee intends to achieve, to provide the committee's purpose, primary goals and objectives, and to explain the functions, responsibilities and the business conduct of the committee.

**Item 2: Authority**

The Committee is authorized by the HEV Board of Directors and will serve at the pleasure of the Founder's Representative and the Hisar Executive Committee. It is the role and the sole prerogative of the Hisar Executive Committee to enact for Hisar's communication policy. The Advisory Committee for Hisar Brand Governance is expected to offer recommendations and provide envisage both to the Headmaster and the Hisar Executive Committee.

**Purpose, Membership and Procedure of the Committee**

**Item 3: Purposes of the Committee**

The Committee is created to carry out work in collaboration with all relevant parties and shall limit its activities to advising on matters that directly concerns Hisar's branding and communication plans and activities. The specific objectives of the Committee, though not limited to, may include the following responsibilities:

- a. To advise on the channels of communication for Hisar community and constituents in line with school's Strategic Plan to better serve the academic life and for the students to excel, and to showcase criteria for valuable opportunities that will foster the spirit and the heritage of Hisar in terms of its high caliber alumni and community,
- b. To advise, within a balanced supervision and with annual review and revision, on launching a Strategic Communication Plan that is in line with Hisar values, to be facilitated by utilizing school's creative, innovative and entrepreneurial viewpoints with its unique learning processes in all its diverse settings,
- c. To define ways to implement a communication plan and a database which will build a network of local and international individuals, institutions and organizations as well as developing important groundwork for future contacts,
- d. To establish benchmarks for alumni engagement and collaborate with the Hisar School Alumni Association and the Hisar School Alumni Office to assess current programs that serve and inform alumni and resources allocated to those programs and systems in their achievement of outreach goals,
- e. To support the Hisar Institutional Development Office in its communications function encompassing campus events, social media, advertising and publications, Hisar website, merchandise, and PR enabling networking for all stakeholders,
- f. To support Hisar Institutional Development Office in its community relations functions including developing and analyzing surveys for parents faculty and students, maintenance of open relations between all stakeholders as well as establishing interconnections with NGOs.

- g. To act as a critical guardian of Hisar brand equity and communications policy to collaborate with the Hisar Institutional Development Office in the very manifestation of it. Oversee how the brand is communicated through key messages in speeches, submissions, reports, opinion pieces, media communications, naming protocols, websites and other forms of communication
- h. To support the leadership of the school in the identification, cultivation, solicitation and stewardship of major prospects,
- i. To provide regular updates, reports, plans to the Hisar Executive Committee and the HEV Board of Directors.

#### **Item 4: Membership**

**Composition:** The Committee members will be selected and appointed by the Headmaster and the Executive Committee and approved by the Board. The Committee will consist of a HEV Board Member, Institutional Development Manager and the Hisar Alumni Association Representative and other members invited from outside the School. When a precise agenda item is identified, the Committee may invite experts either from within or outside the school to review the matter.

**Term:** A term of membership shall last for 3 years and will be renewable upon the completion of an earlier term.

**Chairperson:** The committee will be chaired by the HEV Board member.

**Officers:** A recording secretary will be elected for a renewable one-year term by the members.

#### **Item 5: Committee Procedures**

- a. The Committee will draft and adopt a set of written by-laws which will guide and govern the committee operation.
- b. The Committee meets at least once a month. Members are notified in writing by the Chair of the Committee of the date, time and agenda of the meeting at least a week prior to this.
- c. The Committee may be called to convene to discuss an urgent agenda item by the Chair.
- d. Meetings are conducted by the participation of the absolute majority.
- e. The quorum requirement for the number of votes is half the number of participants plus one. In case the votes are tied, then the final decision of the party for which the Chair has voted is considered as valid.
- f. The committee secretary is assigned to take the minutes of the meeting. Before and/or at each assembly, members are distributed the minutes of previous the meeting. Decisions reached are communicated to the Founder's Representative and the Executive Committee by the Chair.

### **Enforcement and Execution**

**Item 6:** These guidelines go in effect upon approval by the Board of Directors of Hisar Education Foundation.

**Item 7:** Provisions stated in these guidelines are enforced by the General Manager. General Manager is responsible against the Founder's Representative in all these provisions.

# Advisory Committee for Hisar Brand Governance

## Code of Conduct

As a member of the Advisory Committee for Hisar Brand Governance, I recognize that its authority rest with the Committee as a whole, not with individual Committee members, and that our role is to make recommendations to the Head of School and governing Board for approval, and as a result of this I promise to:

- Respect the confidentiality of privileged information, which comes before the Committee and will not discuss confidential matters of the Committee outside Committee meetings or Board meetings;
- Avoid any conflict of interest and be open about potential conflicts of interest, removing myself from discussion and voting should that be necessary;
- Attend all regular Committee meetings and Committee sponsored events insofar as possible;
- Work on committee sub committees as needed;
- Put in the time needed to accomplish the annual goals of the Committee;
- Be on time for meetings, come prepared and informed concerning the issues to be considered at those meetings, and stay on task;
- Focus on strategic-level decisions;
- Support the Head of School, Institutional Development Manager and her team;
- Strive for consensus – but not be afraid to vote or voice concern;
- Make Committee decisions that reflect the best interests of the whole School community and support the School's mission;
- Publicly support Committee and subsequent Board decisions (whether I agree with them or not) speak with one voice;
- Support the Committee Chair in running effective meetings;
- Be aware that my role as a Committee member is distinct from my role as a parent, faculty member, alumnus, friend of the School;
- Deal with community input following the agreed process;
- Maintain and model high ethical standards;
- Be positive in public communications about the School;
- Avoid raising individual concerns or matters unless they have implications that concern the Committee and our tasks;
- Treat other Committee members, the Head of School and all stakeholders with respect and consideration.