
DRAFT

BOARD OF GOVERNORS

MINUTES OF MEETING NUMBER FOUR HUNDRED AND SIXTEEN OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE WHICH WAS HELD ON MONDAY, MAY 8, 2006 AT 6:00 P.M. AT THE ALGONQUIN COLLEGE HERITAGE INSTITUTE, PERTH CAMPUS

Present: David Wallace, Chair
Shirley Westeinde, Vice Chair
Amelita Armit
Vini Bhindi
Fred Blackstein
Richard Cameron
Veronica Engelberts
Robert Gillett, President
Sterling Hartley
Lana March
Wayne McIntyre
James Robblee
Michael Tremblay
Wayne Wilson

Regrets: Adam Gal
Jacquelin Holzman
William Johnson

Vice Presidents seated at the table:

Raymonde Hanson, Academic
Robert Letourneau, Finance and Administration
Christopher Warburton, Student Life & Human Resources

Resource Personnel and Observers:

Jennifer Daly-Cyr
Marguerite Donohue
Dawn Dubé
Joan Macartney
Kent MacDonald
Andrew McKelvey
Luc Presseau
Rick Reid

Brenda Rothwell
Deborah Rowan-Legg
Jack Wilson

Anna Cobus
Recording Secretary

The Chair called the meeting to order at 6:06 p.m. and noted that an in camera session to discuss labour relations would be held with external Governors at the end of the regular meeting.

The Chair began by thanking Joan Macartney, Dean, Algonquin College Heritage Institute, for hosting the Board of Governors at the Perth Campus. Ms. Macartney thanked the Board for visiting the campus. Governor March, as the Governor representing Lanark County, spoke to the fact that the Perth Campus is truly finding its niche at this time and that it is an intricate part of the Perth Community. She observed that the staff of the campus are most enthusiastic which is reflected in the work of the students, and also that she hoped that the Board can work to develop a plan which meets the ongoing needs of the Campus.

06-23 CONFLICT OF INTEREST DECLARATION

None declared.

06-24 APPROVAL OF PREVIOUS MINUTES

RESOLUTION

MOVED AND SECONDED – March and Tremblay

that the minutes of the meeting held on April 10, 2006 be adopted as amended.

CARRIED

06-25 BUSINESS ARISING

None.

06-26 PRESENTATION

MARKETING AND COLLEGE ENROLMENT

K. MacDonald, Executive Director, Strategy and Business Development was present to provide an overview of marketing and College enrolment and the activities being undertaken in an effort to address the environmental realities currently being faced by the College.

06-26 PRESENTATION (cont'd)**MARKETING AND COLLEGE ENROLMENT** (cont'd)

The presentation was prefaced with an overview of statistical data which relates to the current marketing and enrolment climate at the College in regard to changing demographics, retirement trends, an emerging employment bias relating to credentials, trends towards university as a post secondary preference, Ontario Secondary School realities, and fewer qualified/trained workers.

It has been recognized that to address the competitive realities being faced by the College and College System, Algonquin will have to effectively engage district school boards, parents, students, industry and community.

A number of marketing efforts are currently underway to address the realities and include the following activities:

- An advertising campaign;
- Surveying of teachers/guidance counsellors, high school students, parents of high school students, current post secondary students and employers
- The launch of a new College website;
- A large number of recruitment activities;
- Enhancement of program level marketing, promotion and advocacy.

Other activities that have occurred included:

- A "Group of 7" Day where seven district school boards and their leaders visited the College for a day to learn what it is all about;
- The Algonquin Achievement Centre which sees students return and complete high school in the College environment;
- The Everest Project in collaboration with local school boards;
- Meetings with local adult school boards in an attempt to attract more of the local adult student population;
- A partnership with the Ottawa Senators that reaches parents, students and teachers;
- The Algonquin College Rain Forest Project in collaboration with local school boards; and the upcoming project; Small World – Big Picture. This project also addresses the competitive realities facing the College and aims to captivate potential students, influencers and industry in Ottawa and beyond. The project is multilayered beginning with the educational layer which already includes 6 major district school boards and between

06-26 PRESENTATION (cont'd)**MARKETING AND COLLEGE ENROLMENT** (cont'd)

1-4 smaller school boards. The objectives of the educational layer are collaboration, curriculum development, legacy and professional development. The second layer includes corporate partners in Ottawa, Toronto, Barrie, London and Windsor. The third layer deals with other partners including the Algonquin Students' Association, Governments and non-profit organizations including the Stephen Lewis Foundation, UNICEF and Help Lesotho. The fourth layer of the project is the media. The CHUM group has partnered and will profile the project at the local, provincial and national levels in the media. It is anticipated that the project will be publicly launched in June with the expedition to begin in Egypt in September 2006.

Questions/Comments

- *How much work is done within the diplomatic community in Ottawa?* The College has met with the entire diplomatic community in Ottawa in a various number of settings and will be hosting an embassy dinner next fall.
- *There is tremendous growth in online education. Does the Colleges marketing strategy encompass this and are there plans to expand in this area?* The College is a member of a consortium of Colleges who provide online education. Algonquin is currently the largest provider in the consortium. The intent is to continue to grow the programs and course offerings in the online delivery format.
- *Will there be a Canadian security advisory for the expedition?* No, but the College has been guaranteed a steady security presence throughout each of the countries. *(This was taken under further advisement for consideration by K. MacDonald.)*
- *Who will be a part of the expedition travelling through Africa?* The leader of the expedition will be Ben Webster and there will be an educator, a technician, a journalist and perhaps an alumnus of the College who are all yet to be determined.

06-27 REPORT OF THE CHAIR

The Chair reported that Governor Wilson has been re-acclaimed to the Board of Governors for a second three year term and that, Ken Rosehart has been elected by the students as their representative on the Board of Governors for 2006-07.

06-27 REPORT OF THE CHAIR (cont'd)

The Annual General Meeting of the Board was announced for June 12th, followed by dinner for Governors and their spouse or guest at the President's home. It was noted that invitations for the dinner would be forthcoming.

The Perth Convocation Ceremony will take place on Wednesday, May 31st. Those Governors interested in attending were asked to advise the Board Office.

The Government of Ontario has proclaimed Algonquin College a Hub of Excellence for Operating Room Nursing Education. This announcement emphasizes Algonquin's position as a leader in nursing education and brings with it funding worth \$500,000.

06-28 REPORT OF THE PRESIDENT

The President reported on the following:

- To date, Colleges and Universities have still not received the details regarding 2006-07 funding; there is concern across the province.
- Algonquin College and Carleton University are working together on a program for students with learning disabilities entitled "Making the Cut".
- Nissan Canada and its dealers have donated \$150K to the Algonquin College Foundation;
- Highlights of the Federal Budget include \$1 billion in post secondary education infrastructure funding, \$100 million annually for research and development, a 1% wage tax credit for apprentice employers, and a \$1000 grant for 1st and 2nd year apprentices. Highlights for students include an expanded Canada Student Loans Policy, a tax credit for text books, removal of \$3000 tax limits on scholarships and bursaries (all amounts are now tax exempt). No information was released regarding operating funding, but the College is awaiting details on the infrastructure funding;

Questions/Comments

- *Governor Wilson inquired as to what exploration has occurred since he sent correspondence he received regarding industry concern and frustration about the suspension of the Sheet Metal Program. The President replied that the issue is that the Government has chosen not to purchase seats for the program due to the significant lack of applications. It was recognized that the improved communication and awareness between industry, government and the College should*

06-28 REPORT OF THE PRESIDENT (cont'd)

occur to ensure the needs of industry are met as required. The President indicated that he would further investigate the matter and brief the Board at the next meeting. He also noted that unless the employers send the applicants for apprenticeship programs, the Ministry will not fund seat purchases.

06-29 DECISION ITEMS AND REPORTS**REPORT ON 2005-06 BUSINESS PLAN OUTCOMES***Questions/Comments*

- *Page 3: Governor Wilson inquired as to how the faculty collective agreement articles have been taken into account relating to the Academic Goal Statement S2.1 relating to professional development and specifically how the 10 days of professional development (5 of which are determined by the faculty member and the remaining 5 are determined by the faculty member in conjunction with the manager). C. Warburton, VP, Student Life and Human Resources reported that the "Professor of the 21st Century" concept has been approved by College Academic Council and that there is nothing inconsistent within it in regard to the provisions of the collective agreement. The Chair also noted that this goal continues to be in the development stage and that any further questions could be directed to Mr. Warburton offline.*
- *Page 12: Governor Bhindi inquired as to why Student Life and Human Resources Goal Statement S7 relating to the evaluation of the audit of Support Staff job descriptions was listed as delayed; what is the risk factor? C. Warburton noted that the only risk attached to the goal is meeting the deadline for implementation; however, it is fully anticipated that the deadline will be met.*

The report was accepted as presented.

06-30 MANAGEMENT SUMMARY REPORT*Questions/Comments*

- *Governor Blackstein inquired as to how the total of 128 withdrawals compares to that of another academic year as a result of the recent labour disruption. D. Rowan-Legg reported that an analysis of withdrawals in relation to the labour disruption will be provided to the Board of Governors in the June Management Summary Report.*

There being no further business, the external members of the Board moved In Camera at 7:19 p.m. and adjourned for the evening at 8:07 p.m.

David Wallace
Chair

Anna Cobus
Recording Secretary