

## APPROVED

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MINUTES OF MEETING NUMBER FOUR HUNDRED AND EIGHTY SIX OF THE BOARD OF GOVERNORS OF ALGONQUIN COLLEGE, HELD ON **MONDAY, APRIL 14, 2014** AT 4:00 PM, IN CA105 ACCE BUILDING, WOODROFFE CAMPUS.

Present: James McIntosh, Chair  
Fred Blackstein  
Nancy Cheng  
Lynne Clark  
Kyrylo Kasyanenko  
Kathryn Leroux  
Kent MacDonald, President  
Shawn McBride  
Peter Nadeau  
Doug Orendorff  
John Owens  
Andrew Pridham  
Mark Sutcliffe  
Michael Waters

Regrets: Jeanine Chiasson  
Barbara Farber  
Louis Lamontagne

Sr. Mgmt: Gerry Barker, Human Resources  
Claude Brulé, Academic  
Duane McNair, Finance & Admin  
Laura Stanbra, Student Services  
Doug Wotherspoon, Executive  
Director Advancement

Recorder: Suzannah DiMarco

Observers: Jo-Ann Aubut, Director, Academic  
Brent Brownlee, Director, Ancillary Services  
Laura Campbell, Manager, Customer Relationship Management  
Jennifer Daly-Cyr, Director, Community Partnerships & Engagement  
Cathy Dempsey, Director, Finance & Administrative Services  
Dave Donaldson, Acting Director, Heritage Institute  
Peter Fortura, Acting Dean, School of Business  
Barbara Foulds, Dean, Faculty of Health, Public Safety & Community Studies  
Sherryl Fraser, Chair, General Arts & Science  
Mark Hoddenbagh, Director, Applied Research & Innovation  
Eric Hollebhone, Director, Marketing  
Chris Janzen, Dean, Faculty of Technology & Trades  
Jim Kyte, Chair, Marketing & Management Studies  
Jeff Macnab, Registrar  
Glenn MacDougall, Director, Learning & Teaching Services  
Peter MacKie, Director, Sales & Student Recruitment  
Tracy McDougall, Executive Assistant to the President  
Jason Millar, Content Expert, Digital Health  
Judy Puritt, Professor, Business Communications  
Joe Ranieri, Director, Business Development  
Phil Rouble, Associate Director, Facilities Planning & Sustainability  
Brenda Rothwell, Executive Director, Foundation  
John Tattersall, Director, Physical Resources  
Marlene Tosh, Acting Chair, Specialty Nursing Re-Entry Programs  
Rebecca Trueman, Chair, Applied Science & Environmental Technology  
Shelley Styles, Director, Student Services  
Larry Woods, Associate Vice President, Academic & Strategic Partnerships

**1. CONSTITUTION OF THE MEETING**

Chair McIntosh constituted the meeting at 4:00 pm.

**2. CONFLICT OF INTEREST DECLARATION**

Governor Pridham declared a conflict of interest with respect to item 6.1 Program Approval "Digital Health OCGC" and advised that he would abstain from voting on the item. Chair McIntosh thanked Governor Pridham for bringing this to the Board's attention.

**3. STRATEGIC DISCUSSION TOPIC – Strategic Enrolment Management**

D. Wotherspoon presented on Strategic Enrolment Management (SEM) and advised members that the College is moving towards a comprehensive approach to integrating all of its programs, practices, policies and planning activities to achieve the optimal level of admission, retention and graduations of students. Further, the College intends to integrate the institution's programs, practices, policies, and planning, across the full spectrum of education and training activities. As such, the SEM Committee will ensure that student success is a key outcome of the enrolment management process. Members asked questions related to the "priority audiences" being targeted; the information that can be gleaned from KPI results if sample sizes were more significant; the importance of using data from our overseas students to inform the College's recruitment and retention strategies; accessing Alumni data to inform fundraising efforts; and work that has been completed to ensure resources are being spent wisely through cost benefit analysis studies. Members acknowledged the depth of business intelligence data that can be used to support many of the College's initiatives and concurred that, in time, the Board can expect enrolment plans that will inform and support the development of the College's next Strategic Plan. D. Wotherspoon was thanked for his informative presentation.

**4. APPROVAL OF THE CONSENT AGENDA**

Chair McIntosh asked whether any Governor wished to remove an item from the Consent Agenda because it required discussion. No agenda items were moved.

**RESOLUTION**

**MOVED & SECONDED D. Orendorff & N. Cheng**

**That the Board of Governors approves all Consent Agenda items.**

**CARRIED.**

**4.1 Board Minutes of February 10, 2014****RESOLUTION**

**That the Board of Governors approves the Minutes of the meeting of February, 10, 2014 as presented.**

**4.2 Academic & Student Affairs Committee Report****RESOLUTION**

**That the Board of Governors approves the Academic & Student Affairs Committee Terms of Reference as presented.**

**4.3 Audit & Risk Management Report**

**RESOLUTION**

**That the Board of Governors accept the Audit & Risk Management Report as presented.**

**4.4 Governance Committee Report**

**RESOLUTION**

**That the Board of Governors approves the revised Executive Committee Terms of Reference as presented.**

**4.5 Presidential Search Committee – Terms of Reference**

**RESOLUTION**

**That the Board of Governors approves the Terms of Reference for the Board's Presidential Search Committee as presented.**

**5. BUSINESS ARISING**

There was no business arising from the February 10, 2014 minutes.

**6. DECISION ITEMS & REPORTS**

**6.1 Program Approvals/Revisions & Changes**

**1. Digital Health**

C. Brulé introduced B. Foulds, Dean, Faculty of Health, Public Safety & Community Studies to present the new program Digital Health OCGC.

**RESOLUTION**

**MOVED & SECONDED F. Blackstein & K. Kasyanenko**

**That the Board of Governors approves the new program Digital Health OCGC, effective Fall 2015.**

**CARRIED.**

**1 ABSTENTION (Governor Pridham)**

**2. Occupational Therapist Assistant/Physiotherapist Assistant, OCD**

B. Foulds presented the new program Occupational Therapist Assistant / Physiotherapist Assistant OCG. Questions were answered with respect to the launch date of Fall, 2015 and the colleges currently offering this program to students.

**RESOLUTION**

**MOVED & SECONDED N. Cheng & P. Nadeau**

**That the Board of Governors approves the new program Occupational Therapist Assistant / Physiotherapist Assistant OCG, effective Fall 2015.**

**CARRIED.**

### 3. Title Modification – Marketing and Business Intelligence Research, OCGC

C. Brulé introduced P. Fortura, Acting Dean of the School of Business who briefed members on a title change from Marketing and Business Intelligence Research to Marketing Research and Business Intelligence (MRBI).

#### **RESOLUTION**

**MOVED & SECONDED K. Kasyanenko & L. Clark**

**That the Board of Governors approves the title change from Marketing and Business Intelligence Research to Marketing Research and Business Intelligence (MRBI) effective Fall 2014.**

**CARRIED.**

### 6.2 Appointment of New Governors for 2014/2015

Governor Leroux reported that the recruitment process for new Governors was completed in March, with a series of interviews and selection based on the Board Member Skills Matrix. The Committee was pleased with the level of interest and the caliber of applications that were received.

#### **RESOLUTION**

**MOVED & SECONDED K. Leroux & N. Cheng**

**That the Board of Governors approves the appointment of Dr. James Robblee and Ms. Kelly Sample to 3-year terms, and Mr. James Brockbank to a 2-year term to the Board of Governors as of September 1, 2014.**

**CARRIED.**

Of note, Governor Lamontagne has submitted his letter of resignation, which is effective as of August 31, 2014. The Committee will review the updated Member Skills Matrix and consider how the vacancy will be filled.

### 6.3 Integrated College Development Plan Update

J. Tattersall, Director Physical Resources briefed members on the Integrated College Development Planning. It was noted that the ICDP framework is complete and is being used to plan short-to-medium-term priority projects (up to 5 years). The rationale for using this approach versus traditional master planning was described. As the planning process evolves, the Board will be provided with regular updates. The pilot scenario planning tool that will assist with planning will be demonstrated at the Board's Fall Retreat. Discussion occurred regarding how ICDP will be used to inform future planning. Members agreed that having a visual representation of capital planning over the next 5 years would be very helpful. Management will provide a visual representation of the 5-year outlook as well as data that supports the scenarios at the September Board Retreat. Included in the scenarios will be elements of the Strategic Enrolment Plan and a status update on the City of Ottawa's plans for buildings that neighbour the Woodroffe campus. All these items together will inform a robust discussion of capital planning for the future of the College at the Board Retreat.

### 6.4 Customer Relationship Management

D. Wotherspoon introduced L. Campbell, Manager of Customer Relationship Management and E. Hollebhone, Director of Marketing to present Customer Relationship Management at Algonquin College. Members were given an overview of customer relationship management (CRM) in higher education and the College's selection of the Salesforce.com platform. CRM projects that are underway touch departments across the College such as the IT Service Desk; employee portal;

International Education Centre; Career & Academic Access Centre; and Workforce and Personal Development. Gains include having a single view of client data with GeneSIS integration and an improved view of the client leading to better service delivery. Questions were answered around the analysis of historical data, privacy issues with respect to the collection and retention of data, how CRM supports the College's recruitment and retention efforts and how CRM's priority projects relate to each other and interconnect.

## **7 OTHER BUSINESS**

### **7.1 REPORT FROM THE CHAIR**

- Elections for Board representatives from Support Services, Administrative Services and the Student representative will occur on April 22 & 23. Good luck to all candidates.
- Colleges Ontario 2014 Higher Education Summit – November 2014, in Toronto.
- Polytechnics Conference, May 7 & 8, 2014 in Ottawa.
- ACCC Conference May 25-27, 2014 in Ottawa.
- On the table item, Remittance Declaration.
- June 9 Board Meeting: tour of Photonics Labs prior to meeting; dinner at the President's home following the meeting.
- Spring convocation dates.
- September Board Retreat scheduled on September 21 & 22, 2014 in Perth.

### **7.2 REPORT FROM THE PRESIDENT**

- People's Choice awards – congratulations to W. McIntyre.
- Animated movie "Frozen" wins academy award, congratulations to two Algonquin alumni who worked on the movie animation.
- AC is top fundraising institution for "Spread the Net" campaign.
- AC Paralegal students win the Durham College Paralegal Mock Cup.
- Mental health advocate Theo Fleury visited the Student Commons Theatre in support of Mental Health week.
- AC partnering with the Windmill Group to create the world's greenest community on The Isles – old Domtar lands.
- AC involved in the Blitz Build – integrating several programs and dozens of students into the project.

### **7.3 MANAGEMENT SUMMARY REPORT**

The Management Summary report for Spring 2014 was received and is available online at [www3.algonquincollege.com/bog/](http://www3.algonquincollege.com/bog/).

## **8 IN CAMERA SESSION**

An In Camera Session was held for the purposes of discussing human resources issues of a confidential nature.

### **RESOLUTION**

**MOVED & SECONDED N. Cheng & L. Clark**

**That the Board of Governors moves to an IN CAMERA session for the purposes of discussing human resource issues of a confidential nature.**

**CARRIED.**

**RESOLUTION**

**MOVED & SECONDED M. Sutcliffe & K. Leroux**

**That the Board of Governors moves out of the IN CAMERA session.**

**CARRIED.**

**9 MEETING ADJOURNMENT**

There being no further business, the meeting was adjourned at 7:10pm .

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James McIntosh, Chair

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Suzannah DiMarco, Recorder