

THE GEORGE BROWN COLLEGE
OF APPLIED ARTS AND TECHNOLOGY

BOARD OF GOVERNORS
PUBLIC SESSION MINUTES

APRIL 9, 2008
290 ADELAIDE ST EAST, TORONTO
5:30 P.M.

Present:	Chris Boyle Michael Eubanks Gordon Gow Chris Griffin (<i>via phone</i>)	Marilou Martin Marjorie McColm Noella Milne Lynn Nagle	Maureen O'Halloran Jan Rush Anne Sado
Guests	Michael Cooke Eugene Harrigan Ric Ho	Nancy Hood Joy McKinnon	Ann Smiley Karen Thomson
Regrets:	Christine Raissis	Tom Tomassi	Bob Wong
Minutes:	Diane Fantinato		

Note: Items do not necessarily appear in the order they were discussed.

ITEM	DISCUSSION	ACTION
1.0	<p>Chair's Report In bringing the meeting to order, C. Boyle advised the Board that Joe Zenobio will be relocating to GS1 in the US and as such has resigned from the Board. The Student Association recently ran their spring elections and Jagdeep Singh is our newly elected Student Represented. He is currently a post-graduate student in the Wireless Networking program. He noted that this year's ACCC Conference themed 'Forests of Change – Reflect, Renew, Rejoice' will take place in Prince George, BC from May 25-27. The Board Secretary will be contacting you regarding participation in this year's convocation ceremonies which will be taking place June 10, 11, and 12 at the Sony Theatre for the Performing Arts.</p>	
2.0	<p>Approval of the minutes of the Board of Governors meeting of February 13, 2008. There were no questions arising. It was noted that the Board has requested a presentation from the Liaison Team. This will be an information item at a future meeting.</p> <p>MOTION THAT the Board of Governors approve the minutes of the February 13, 2008 Board of Governors meeting as presented. Moved: J. Rush Seconded: G. Gow CARRIED</p>	<p>MOTION 07-07-01</p>
3.0	<p>Approval of the minutes of the Academic and Student Affairs Committee meeting of January 9, 2008. There were no questions arising.</p> <p>MOTION THAT the Board of Governors approve the minutes of the January 9, 2008 Academic and Student Affairs Committee meeting as presented. Moved: G. Gow Seconded: M. McColm CARRIED</p>	<p>MOTION 07-07-02</p>

The following programs were presented for approval:

- **Faculty of Hospitality and Tourism, Catering Management Ontario College Diploma –**
A new 2-year diploma designed to reflect the employment and business growth in the broad field of catering management. Catering Managers sell, plan and manage the food and beverage services of a variety of clients including the corporate, social, and the traditional hospitality sector. Catering management is a unique program in the Ontario system. This program is anticipated to commence September 2008.

- **Faculty of Technology, Building Renovation Technology T148, Ontario College Advanced Diploma -** This program shares the first four semesters with the existing Building Renovation Technician program. Semesters 5 and 6 prepare students for a wider range of career options including the potential owning, operating, and management of a renovation, custom home building, sub-contracting, or general contracting business. This program also shares Semesters 1 and 2 with George Brown College’s Building Restoration Technician program. There are currently no other three-year technology programs offered by Ontario Colleges and only two-year college programs are being offered in Ontario in this program area. This program is anticipated to commence January 2009.

- **Faculty of Technology, Heating, Refrigeration and Air Conditioning (HRAC) Technology T162, Ontario College Advanced Diploma -** The three-year Building Environment Systems Technology program at the Centre for Advanced Building Technology has been developed to address the current and future needs of the Industrial, Commercial and Institutional (ICI) sector of the HVAC/R industry. Students will expand on the basic theoretical knowledge gained in the two-year program and develop an understanding of the factors involved in designing, building, controlling and maintaining, healthful and energy efficient building environmental systems for a wide variety of industry requirements. There are currently no other three-year technology programs offered by Ontario Colleges and only two-year college programs are being offered in Ontario in this program area. This program is anticipated to commence January 2009.

MOTION

THAT the Board of Governors approve the following programs:

- **Catering Management Diploma**
- **Building Renovation Technology Advanced Diploma**
- **Heating, Refrigeration and Air Conditioning (HRAC) Advanced Diploma**

Moved: N. Milne Seconded: L. Nagle **CARRIED**

**MOTION
07-07-03**

4.0 Approval of the minutes of the Finance and Property Committee meeting of April 2, 2008

E. Harrigan reviewed the following items:

- February Month-End: Revenues are on target and expenditures are under control.
- Printing 2008-09 Continuing Education Calendar - An RFP process has been completed for printing services for the CE calendar. There were three bidders with quotes within the expected range. The contract was awarded to the lowest bidder, Webcom Inc.
- Security Contract – A Security provision consortium between George Brown, Humber, and Sheridan colleges was tendered. There were three responses to the RFP. The second lowest bidder, Primary Response, was awarded the contract. They met all criteria and produced solid references. E. Harrigan was asked to confirm that current staff has successor rights.

- 2008-09 Fees – Student fees, comprising of tuition, material and ancillary fees, comply with Ministry fee policy and have been reviewed with the Student Association. The proposed Child Care Fees were reviewed by the parent advisory council and aligns with comparable day care locations in the downtown areas. The lab schools are not profit centres and operate on a break-even basis. All of the child care centres' parent communities have been informed of the increase in fees.
- 2008-09 Proposed Operating Budget and Strategic Initiatives – For the 2007-08 budget all key revenue targets were met, domestic and international exceeded the target, expenditures were within budget, there is a positive cash flow, and there was a large investment in SI. Investments within various areas such as the Academic Strategy, core infrastructure, campus expansion, and Applied Research were highlighted.

For 2008-09, the process framework will continue to use The Balanced Scorecard and Project Portfolio Management. Key assumptions were conservative for planning. Challenges include a one-time capital funding allocation that must be spent by March 2009 in priority areas, and that this is the final year of the interim funding model (a new model to be rolled out in 2009-10). Discretion in adding annuity costs will continue. The following operational budget items were highlighted:

- operational budget is balanced
- GPOG reflects our system share
- fees as per Ministry guidelines will provide a cost increase to Academic and Corporate areas
- \$1 million set aside to support Student Success Initiatives
- we will meet at a minimum our MYAA commitment to increase in full-time faculty
- one-time capital infusion of \$5.1 million
- doubled investment in Academic budgets for Instructional capital
- increased Facilities cost reflect Operating costs of additional space and 230 Richmond lease

Regarding strategic initiatives, investments are a continuation of last year's themes with the addition of our greening initiatives and emergency management planning.

MOTION	THAT the Board of Governors approve the minutes of the April 2, 2008 Finance + Property Committee meeting as presented.	MOTION 07-07-04
Moved: J. Rush	Seconded: N. Milne	CARRIED

MOTION	THAT the Board of Governors approve awarding of the security contract to Primary Response for a three-year period from April 2008 to March 2011. The contract may be extended for two one-year terms.	MOTION 07-07-05
Moved: N. Milne	Seconded: M. Eubanks	CARRIED

MOTION	THAT the Board of Governors approve the 2008-09 Student Fees as presented.	MOTION 07-07-06
Moved: J. Rush	Seconded: M. McColm	CARRIED

MOTION	THAT the Board of Governors approve the 2008-09 Day Care Fees as presented.	MOTION 07-07-07
Moved: J. Rush	Seconded: N. Milne	CARRIED

ITEM	DISCUSSION	ACTION
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MOTION

THAT the Board of Governors approve the proposed 2008-09 College Operating Plan and Strategic Initiatives as presented.

Moved: J. Rush

Seconded: N. Milne

CARRIED

MOTION

07-07-08

5.0 Colleges Ontario Update

A. Sado reported on the following:

- **Governance Framework** - The new governance framework for Colleges Ontario has been approved by the General Assembly. New draft bylaws have been approved.
- **Committee of Presidents (COP) Meeting** - Ministers Milloy and Caplan attended the April COP meeting to discuss their intent to develop plans to enable inclusion of post-secondary capital needs in the provinces Infrastructure Renewal process. There is an allocation of \$60B over 10 years, with no specific sector allocations determined. Minister Caplan is interested in working with MTCU to develop a long-term strategy that will meet our needs and foresees developing a plan for the province within 12 months. It was noted that the colleges would need to submit 5-year capital plans on an annual basis in the future to support a coordinated planning process. Discussions with our Deputy Minister and Minister Milloy focused on the Second Career Strategy included in the budget. \$355M has been allocated over 3 years for this initiative with the government committing to support 20K people. The intent is to have eligible people go through one and two year programs, positioning the colleges to play a significant part in this initiative. The province has committed to having the process in place for June 1. COP agreed to take an aggressive approach to do some planning and position ourselves to support the government substantially on this strategy.
- **Obay Campaign** - COP received an interim feedback report on the Obay marketing campaign. The reaction was positive with more than 350 blogs worldwide talking about the campaign, significant earned media, increase in Ontario Colleges web hits, and a request from a global ad agency to present the campaign at an education conference in New Zealand. A research-based evaluation of the campaign is expected in the next few weeks. MTCU has recognized the value of the work done so far and provided Colleges Ontario additional funding for the next year to continue the effort to change perceptions about college as a postsecondary alternative.

6.0 President's Report

The President's Report is structured to align with the Balanced Scorecard and the college objectives for 2007-08. As such, A. Sado brought forward the following items for information and discussion:

Items of Interest

- **Ontario Budget** – The recent Ontario Budget was a skills budget and very positive for the college sector. Some of the highlights included the reinstatement of the College Equipment and Renewal Fund and Apprenticeship Enhancement Fund, \$200M for capital expansions, \$75M for Apprenticeship Expansion, \$355M over 3 years for a Second Career Strategy, and \$250M for Research infrastructure over 5 years through the Ontario Research Fund.
- **Class Action Lawsuit** - Judge Lax dismissed the Class Action Law suit put forward by two students and the Canadian Federation of Students last year regarding Ancillary Fees. He noted there were no grounds for the suit. It is unsure at this time if there will be an appeal.
- **Key Performance Indicators (KPI)** - KPI's were officially released and George Brown has moved up 2 points on student satisfaction – from 71.1% to 73.1%. We have also moved up on all main indicators and closed the gap to the province in all cases. M. McColm will be presenting the results to the Board at the May meeting.

Financial Viability

- **MTCU** - We received an additional allocation from MTCU based on resources available at year-end. The college system was allocated \$28M of which GBC received \$3.2M. This is one-time funding and we will have to demonstrate to the Ministry, as part of our annual report process, how this money will be allocated to support student learning.
- **OTSS** – This year we achieved \$682,172 which is 48% over our target. What matching the additional amount collected will be eligible for has yet to be confirmed. We will carry over what we cannot match in 07-08 to the following year and that will assist in achieving our 08-09 goal. We are hopeful that if the program continues, they will increase our goal so we have more matching opportunity. The Clifford Lloyd 40th Anniversary Bursary has also reached its goal of \$40K. We will continue to raise funds for this endowment. Anne provided highlights of a thank you note from Sian Morris, Cliff Lloyd's daughter.
- **Yes Chef! Campaign** - We have achieved the half-way mark of the \$5M Yes Chef! Campaign. We receive confirmation of a \$250K cash gift, over 5 years, from Fairmont Hotels last week. Planning is underway for the official campaign launch within a few months.
- **Admissions** – Fall admissions are progressing well. Application choices in the system are up by 3.2% and GBC is up 3.9%. Our confirmations are up 5% over last year at this same time.
- **Academic Excellence** - Our Office of Academic Excellence was successful in bidding on two research projects for the Higher Education Quality Council of Ontario (HEQCO) and will receive over \$430K for the work. The first project is a four-year research study that will measure the outcomes and impact of Student Success strategies and the second will assess the impact of the communications Adjunct Model on students in the Practical Nursing Program.

Student Success

- **ACE** - The ACE George Brown team competed in the Regional Competitions in March and placed extremely well. They were first runners up in the two competitions they entered - SIFE Financial Education Challenge and the Entrepreneurship Challenge. We were only one of two colleges competing in leagues with universities. We were very proud of our students. Thanks to Gordon Gow for mentoring our team and to Joe Zenobio for providing feedback during their final dry run the day before the competition.
- **National Knowledge Exam** - Three of our students were Top Scorers in Ontario for the National Knowledge Exam administered by the Human Resources Professional Association of Ontario. All are graduates were from the post-grad Human Resource Management program. Congratulations to Susan Oster, Nikki Chiu and Jason Paquette and to the faculty of the HR program for helping prepare our students for their success.
- **Career Services Centre** - I recently visited our Career Services Centre at Casa Loma as they are celebrating their first anniversary. The centre had over 9,500 points of contact with students; supported over 1,200 students with resumes and cover letters; had over 1,400 students attend career workshops and supported 1,500 individual appointments for more in-depth support. These results are extremely impressive. They hosted a number of event firsts including Fashion Works, a Part-Time job fair, an international student event, a summer job fair and a Disability Event – Next Challenge – Employment. Anne read a positive note from one of the participants of the Disability Event. Congratulations to Bob Eichvald and his team for their good work. They have created a college-wide career advisory committee and have a number of great new initiatives in the works. Plans are in development for a Career Services Centre at St. James in the coming year.

Positioning

- **Business Executive Breakfast Event** - We held a very successful Business Executive Breakfast event as part of our strategy for friendraising and raising awareness about our graduates. Thanks to Doug Turnbull of TD Securities, we held the event at the executive dining room space on the 54th floor of the TD Bank. Don Drummond, Chief Economist at TD was our keynote speaker. He focused his comments on the evolving role of college graduates in the financial services sector. About 50 senior HR and other leaders from the financial services industry attended. Thanks to Chris Boyle for acting as MC and being a key support in driving the attendance and structure of the event.
- **Letters of Intent/Collaboration Agreements** - We've signed a number of Letters of Intent (LOI) and collaboration agreements recently:
 - LOI with University of Gastronomic Science in Italy
 - Educational collaboration with Saifee Hospital in Mumbai – starting with on line Critical Care Nursing
 - Educational collaboration with Guilin Institute of Tourism in China – focusing on a joint program in hospitality management
 - ready to launch Panama Work Study Program for BAB Hospitality students
- **Waterfront** - The George Brown Eyes Lakefront story in the Star was a highly read article. Louise Brown, the reporter, advised us that on the day it appeared it was on the Star's "most emailed list".
- **GBTV** – GBTV, a series of 20-minute webcasts, is being launched. It will provide valuable information for potential, accepted and current students, parents, teachers, guidance counsellors and employers. Initial response has been very positive and we will be well over our target for participation for the first episode. Congratulations to Karen Thomson and Marie Braswell, who has been leading the work on this initiative.

Staff Success

- **Festival of Learning** - The Festival of Learning was held for staff during intercession week. Close to 400 staff participated in some kind of learning event that week. Feedback has been very positive

Other

- GBC participated in Earth Hour on March 29.
- GBC is now in the Top 100 by revenue for United Way of Greater Toronto. This is an incredible achievement.
- GBC has submitted our NSERC application. Thanks to the Board Members who provided valuable feedback as the application was being developed.
- **Organization of Part-time Employees** - OPSEU has indicated it is giving the College Compensation and Appointments Council to the end of this week to officially recognize OPSEU as the bargaining agent for part-time employees. If not recognized, OPSEU will go to the Education Relations Commission on Monday to seek formal certification. Colleges Ontario has stated we feel it is appropriate to wait for the pending government legislation and to follow due process. This issue may receive media attention. If there are any key operational issues that will impact us, Anne will keep the Executive Committee of the Board apprised.

There being no further business, the meeting was adjourned to a Private Session.