

THE GEORGE BROWN COLLEGE  
OF APPLIED ARTS AND TECHNOLOGY

BOARD OF GOVERNORS  
PUBLIC SESSION MINUTES

JANUARY 14, 2009  
290 ADELAIDE ST EAST, TORONTO  
5:30 P.M.

<b>Present:</b>	Rahul Bhardwaj (via phone) Chris Boyle Marilou Martin Marjorie McColm	Noella Milne Maureen O'Halloran Christine Raissis Matthew Ricci	Jan Rush Anne Sado Tom Tomassi David Wilkes Bob Wong
<b>Guests</b>	Michael Cooke Eugene Harrigan Yves Hebert	Nancy Hood Ric Ho Jennifer Norman	Darlene Noris Robert Luke
<b>Regrets:</b>	Michael Eubanks	Chris Griffin	Lynne Nagle
<b>Minutes:</b>	Fatima Gata		

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

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ITEM	DISCUSSION	ACTION
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**1.0 Chair's Report**

Chair Chris Boyle reported to members that the Executive Committee approved entering into a five-year lease at 264 Adelaide St. E. This will help alleviate some of the capacity issues the College continues to experience.

Regarding the Board's Consultation and Retreat held in November, the Chair asked members to send in their feedback, as it is significant to future planning. Evaluation forms will be resent to members in the coming days.

The Chair spoke to the importance of inclusion and participation by the Board in supporting the Ontario Trust for Student Support (OTSS) program.

**2.0 Approval of the minutes of the Board of Governors meeting of December 10, 2008.**

There were no questions arising.

As requested at the last Board meeting, Ric Ho reported back with respect to the capital assets value of \$270 million reflected in the Academic Excellence Institute Research binder, stating that it is an appraised value established for insurance purposes while the investment in capital assets of \$61.4 million as per audited financial statements, used in the debt-to-equity ratio, reflects the remaining balance of capital asset costs net of its depreciation.

**MOTION**

**THAT the Board of Governors approve the minutes of the December 10, 2008 Board of Governors meeting as presented.**

Moved: N. Milne

Seconded: M. Ricci

CARRIED

**MOTION**

**08-05-01**

**3.0 Approval of the minutes of the Academic and Student Affairs Committee meeting of December 10, 2008.**

**MOTION**

**THAT the Board of Governors approve the minutes of the December 10, 2008 Academic and Student Affairs Committee as presented.**

**Moved: M. McColm                      Seconded: D. Wilkes                      CARRIED**

**MOTION  
08-05-02**

**Approval of the modified program, Institute without Boundaries (IwB).**

There were no questions arising.

**MOTION**

**THAT the Board of Governors approve the modified Institute without Boundaries (IwB) program and the submission to MTCU for funding as presented.**

**Moved: C. Raissis                      Seconded: M. McColm                      CARRIED**

**MOTION  
08-05-03**

**4.0 Financial Report**

Ric Ho reported on the College's financial status as of the end of November, eight months into the fiscal year. The actual operating revenue is at 77.9% of the adjusted budget, similar to same time last year. The College expects continued strong enrolment growth. As well, the College expects it will be able to add to the Enrolment Growth fund although we won't know the exact figure until January or February.

Total operating expenditures are at 66% of the adjusted budget, which is below the budget rate of 66.7% but higher than last year by 3.4%. This increase was mainly driven by increased enrolment and construction costs incurred at the 215 King, 300 Adelaide and 230 Richmond sites. It was noted that some capital costs would be offset by the Yes Chef! fundraising campaign.

In summary, the College's financial status continues to be sound. At this point, it appears the College is heading to a positive year-end. The December month-end report will be presented to the Finance and Property Committee at its February 4<sup>th</sup> meeting.

**5.0 Update: Applied Research Office (ARO)**

A sample media campaign package which included an inaugural newsletter and 'From Soup To Nuts' postcards representing projects undertaken by George Brown and by sector partners was distributed. The ARO reported on accomplishments, published success stories, projects and work done to improve Student Experience, Staff Success, Processes and Brand building. Capacity continues to grow with over \$1 million funding secured and with proposals submitted to NSERC, CFI and The Ontario Research Fund. NSERC funds will assist in administering projects and increasing involvement of our faculty and students. A question around the financing of applied research was raised and it was agreed that a financial summary outlining the overall financials of ARO would be included in the 2009-10 budget discussions. Going forward, ARO continues to do well in terms of uptake; challenges mentioned were College space and challenges in the kinds of projects undertaken. Suggestions regarding how the Board could assist in promoting George Brown's efforts in applied research and innovation were discussed, including:

- Advocacy - to government (federal, provincial and municipal) where there may be ways to help support research and development or ways to help social and economic productivity;
- approach other sector partners that we could be referred to;
- relaying our success stories

Anne Sado added that Colleges Ontario has been lobbying for the government of Ontario to continue to fund applied research in the college sector.

There were several ideas offered by the Board and Robert Luke concluded indicating that he would welcome any further ideas and any opportunities to talk to staff and students to articulate what the value is for the College and for students regarding Applied Research and Innovation.

**6.0 Colleges Ontario Report:** A. Sado made the following Colleges Ontario report:

- **Committee of Presidents** – Next meeting to be held at the end of January.
- **Marketing Campaign** – In a couple of months, Colleges Ontario will be coming out with an advertising campaign targeting parents, other influencers as well as secondary school students, promoting college as an option. The campaign will also continue to work on changing current negative biases and positioning Ontario colleges as a legitimate alternative to university. The campaign theme is: 'It's all about me.' Its focus is to encourage young people to express/share their interest in colleges. The campaign will be rolled out and tested first. Feedback will be measured and if successful, a broader campaign will be revealed in the fall. A suggestion to have the advertising done in multi-languages was addressed with Anne stating that the concept tested well on a very diverse population; however, multi-lingual advertising would be expensive.

**7.0 President's Report:** The President's Report is structured to align with the Balanced Scorecard and the college objectives for 2008-09. As such, A. Sado brought forward the following items for information and discussion:

**Financial Viability**

- **Enrolment** – For January 2009, enrolment is extremely strong. We now have over 16,000 full time students. Applications are up 10.3% for winter vs +11.5% for the system and our confirmations are up +13.6% vs last year. These strong numbers have further heightened our concern regarding the ability to accommodate the student demand for Fall '09 and for Winter 2010. We expect a continued capacity challenge between now and completion of the Waterfront campus. It was suggested that the College should investigate use of excess corporate space.
- **Funding** – The College continues to be hopeful that the government will provide support for infrastructure (would include deferred maintenance) in their spring budget. We've been asked by federal and provincial governments and several other groups to submit lists of our projects. Groups such as the Toronto City Summit Alliance and the Toronto Board of Trade have begun advocating for infrastructure funding.
- **Alumni Relations** – Anne was pleased to report that on January 5, the Ontario Superior Court of Justice ordered that all of the Alumni Association funds could be transferred to George Brown College, subject to a 30-day appeal period which started that day. The College does not expect any appeals. This means that money to be allocated for student scholarships would become available in time for the March 31 OTSS deadline. The judge also ruled that the contract between Meloche Monnex could be rectified to include George Brown College, not the Alumni Association, as the benefactor. A thank you to E. Harrigan and to Janice Howard, Director of Alumni Relations for the good work in getting this outstanding issue resolved.

**Staff Success**

- **Anna Willats** – Anna Willats, a faculty member from Community Services was awarded a 2008 Access, Equity and Human Rights Award by the City of Toronto. The specific award was the Pride Award, awarded at the end of the year.

- **Casa Loma Childcare Centre Staff** – Our Casa Loma Childcare Centre staff won the CITYKIDS inclusion award, for supporting families with children with special needs. It is expected that David Onley, the Lieutenant Governor, will present the award on January 21<sup>st</sup>.

Anne Sado asked that the Board join in congratulating those employees.

#### **Positioning**

- **Economic Development Committee** – Anne will be making a presentation to the Economic Development Committee of the City of Toronto tomorrow, to talk about the college sector and specifically George Brown's contribution to the Prosperity Agenda for Toronto. Thanks to Christine Raissis for making this opportunity available.

#### **Other**

- **Ontario Labour Relations Board** – The OLRB has ordered a vote regarding OPSEU application to represent part time faculty. The vote will be held on one day at each college, with Algonquin being first, on January 19<sup>th</sup> and ending with George Brown on February 5<sup>th</sup>. It will likely be quite some time before results are known.

#### **8.0 Other Business/Comments by Board Members:**

It was brought to the attention of the Board that the Toronto Star had an expose on forged diplomas and degrees and it was asked if George Brown had been subjected to forged diplomas in this incident. E. Harrigan commented that he was aware of the article but had not been made aware of any forged GBC diplomas. Eugene advised that there would be an opportunity to look into security features when the College reviewed its diplomas.

Question rose as to when the registration/information package would be made available for the Colleges Ontario conference coming up in February? This information was distributed at the last Board meeting and the registration is available online. Please call Diane Fantinato if you require assistance.

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