

THE GEORGE BROWN COLLEGE  
OF APPLIED ARTS AND TECHNOLOGY

BOARD OF GOVERNORS  
PUBLIC SESSION MINUTES

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

**Present:** Rahul Bhardwaj Marilou Martin Anne Sado  
Laurie Cook James McPhedran Tom Tomassi  
Michael Eubanks Maureen O'Halloran  
Chris Griffin (*via phone*) Jan Rush

**Guests** Michael Cooke Nancy Hood  
Eugene Harrigan Jen Norman

**Regrets:** Marjorie McColm Christine Raissis Bob Wong  
Lynn Nagle David Wilkes

**Minutes:** Diane Fantinato

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

ITEM	DISCUSSION	ACTION
1.0	<b>Chair's Report</b> Chair Michael Eubanks brought the meeting to order. He introduced our newest Board member James McPhedran, Senior Vice President for Retail & Small Business Banking (Ontario Region) at ScotiaBank.	
2.0	<b>Approval of the minutes of the Board of Governors meeting of September 9, 2009.</b> There were no questions arising.	
	<b>MOTION</b> <b>THAT the Board of Governors approve the minutes of the September 9, 2009 Board of Governors meeting as presented.</b> <b>Moved: M. Martin                      Seconded: L. Cooke                      CARRIED</b>	<b>MOTION</b> <b>09-02-01</b>
	A. Sado reported back on a question raised by the Board regarding the key messaging in our advertising. The data used is based on lag and not lead indicators. Believability and perception are measured regularly and will continue to be monitored going forward.	
3.0	<b>Approval of the minutes of the Academic and Student Affairs Committee meeting of July 13, 2009.</b> There were no questions arising	
	<b>MOTION</b> <b>THAT the Board of Governors approve the minutes of the July 13, 2009 Academic and Student Affairs Committee meeting as presented.</b> <b>Moved: M. Martin                      Seconded: M. O'Halloran                      CARRIED</b>	<b>MOTION</b> <b>09-02-02</b>

The following programs were presented by M. Cooke for approval:

- **F113 – Fashion Techniques and Design Ontario College Diploma** – This program partners GBC with the Institute of Apparel Management (IAM) in India to jointly deliver fashion programs. It will enable Indian students to pursue an international education while achieving a dual credential. The students from IAM will receive advanced standing for the first year of Fashion Techniques and Design and enter the second year of the program. Upon successful completion of the program, they will be granted an Ontario College Diploma in Fashion Techniques and Design and the IAM credential in Fashion Lifestyle and Design. Students will be coming to GBC in September 2012.
- **H120 Kitchen Unit Manager GBC Certificate** – This is a one year certificate program preparing students in a career in food operations management. Our industry partners indicated a strong need for qualified individuals in this field. The Kitchen Unit Manager works in a restaurant or cafeteria with a set menu and predetermined suppliers. Skills required are managerial versus culinary. The program is anticipated to begin in January 2011.
- **Civil Engineering Technology Advanced Diploma** - The School of Construction Management and Trades is proposing to develop and launch a new three-year Civil Engineering Technology advanced diploma program. The program will focus on civil infrastructure design, construction, repair and restoration strategies, business and management optimization, and applied research related to the current and emerging tools of infrastructure management renewal. It will be structured to complement our current technician, technology and degree programs, and provide a new career pathway to recruit students into George Brown. The program will have an optional co-op component after second year and is anticipated to begin January 2010.
- **Family Practice Nursing Graduate Certificate** - The Registered Nurse – Family Practice Nursing certificate program prepares the Registered Nurse to provide comprehensive care to individuals and families across their lifespan. It will prepare graduates to work in family health units as well as in community/primary care agencies across Ontario and Canada. The program is expected to begin September 2010.

All of the above programs have been presented and approved at the Academic and Student Affairs Committee and the Program Development and Program Review Committee.

**MOTION**

**THAT the Board of Governors approve the following programs as presented:**

- **Fashion Techniques and Design Diploma**
- **Kitchen Unit Manager Certificate**
- **Civil Engineering Technology Advanced Diploma**
- **Family Practice Nursing Graduate Certificate**

**MOTION  
09-02-03**

**Moved: R. Bhardwaj**

**Seconded: T. Tomassi**

**CARRIED**

#### 4.0 **Employment Equity Survey Results**

A. Sado noted that the Employment Equity Survey results have been presented to the Board on an annual basis. The main objective of the survey is to update the employment equity database for GBC permanent employees and analyze patterns. At this time, the data has not changed significantly and the latest census comparators are not yet available. In the spring, Nancy Hood, Executive Director, Human Resources will be presenting a human resources overview which will include employment equity information and the results of a part-time employee snapshot to be completed this year.

#### 5.0 **Post-secondary Strategy**

In 2005, the Hon. Bob Rae released a comprehensive review of postsecondary education (PSE). After its release, the provincial government implemented an investment plan for PSE called "Reaching Higher" outlining its strategy until 2010. The Ontario government has now set up a secretariat charged with developing a policy framework for a new strategy with Leah Myers as the executive lead. Ms. Myers attended the recent Committee of Presidents' (COP) annual retreat to discuss the focus of the next strategy. Colleges Ontario/COP is preparing a submission to the Secretariat. Key themes being considered included:

- improving student mobility and expanding student choice
- increasing participation and completion rates in PSE
- aligning PSE with needs of transforming economy
- funding critical priorities to achieve sustainable outcomes

A. Sado provided the proposed requirements under each goal and requested feedback from the Board regarding efficacy of the vision and goals, identifying the 'asks' for Reaching Higher 2 and what the system should focus on that may not include government support. The Board provided valuable advice including:

- a need to be flexible
- review affordability/transferability/mobility/choice for students
- focus on being effective as well as efficient
- and need to understand the 'new economy'

Regarding 'the ask', language must be clear and focused. Differentiation and growth was also discussed. Anne thanked the Board for their feedback and will provide future progress reports.

#### 6.0 **Colleges Ontario Report**

The following highlights from the last Colleges Ontario Committee of President's meeting were reviewed:

- **Credit Transfer Steering Committee** – The committee met recently and we continue to make good progress. Components of an accountability framework have been discussed. We believe that there would be significant savings for the system in the creation of an effective transfer framework.

#### 7.0 **President's Report**

The President's Report is structured to align with the Balanced Scorecard and the college objectives for 2009-10. As such, A. Sado brought forward the following items for information and discussion:

### Financial Viability

- **Day 10 Enrollment** – The data available for Day 10 enrollment for Fall 2009 shows our enrollment is higher than planned. This is driven by an increase in returning students of almost 16% from 2008. Due to our strong fall enrollment and space challenges, we have had to cut back on our planned January intake. This is to ensure we can accommodate students more appropriately in our classrooms and labs. Budget targets will not be impacted because of the fall strength and the strength in international enrollment.
- **Ontario Trust for Student Support (OTSS)** - We are accelerating our fundraising efforts for student scholarships through OTSS. This program allows contributions to be matched at least 1:1 by the government. Further, if we meet our full fundraising target, the government matching program will result in a 2:1 match for any donation. As in past years, we will provide an information and pledge pamphlet to Board members. If you have any leads on friends or associates who might be interested in supporting students, we would be happy to prepare an information package for them.

### Staff Success

- **Canada's Top 100** - Anne reported that GBC has once again been named one of Canada's Top 100 Employers for 2010 and Canada's Top Family-Friendly employer. Thanks to Dale Hall, Human Rights Advisor, for spearheading the process to have GBC considered for this recognition.
- **Intersession Week** - The week of October 26 is our intersession week when numerous professional development activities are scheduled for all staff. October 28 is George Brown Day and on that day we will be holding a keynote presentation by Phillip Crawley, publisher and CEO of the Globe and Mail. He will speak about "George Brown and Toronto: Past, Present and Future". After his talk we will unveil a plaque to recognize George Brown at St. James. There will also be a plaque at Casa Loma.
- **Nominations** - Doris Bradley, one of our faculty in Hospitality, has been nominated by students for TVO's Ontario Best Lecturer Competition. The competition sponsored by TD Insurance Meloche Monnex allows anyone to nominate a professor in any Ontario registered post-secondary institution. The nominee is videotaped during one of their lectures. TVO staff and an independent jury review the submission videos to select 10 finalists. The lectures of the top 10 will air on TVO in March 2010. The winning lecturer is chosen by viewers and a panel of judges. The winner's school is awarded a \$10,000 TD Insurance Meloche Monnex scholarship.

### Student Success

- **Fashion Student** - One of our fashion students, Andrea Tucker, competed in the Triumph Inspiration Awards in Milan at the end of September. Andrea did not win one of the top prizes but her design was a fan favourite. Her design was also featured in Italian Vogue. Anne read a note that Andrea sent to the GBC team the night of the competition:
- **Bake Labs** - The upgrade of the Baking Labs at 300 Adelaide is complete. We received resources from the Apprenticeship Enhancement Fund to complete the renovations with additional support from GBC. Anne has received positive feedback from faculty and staff.
- **Second Career** - Second Career is as a key initiative of the Ontario government that was launched last year, where retraining opportunities were being made available to laid-off workers. The response has been phenomenal with the three year forecast of 20K students having been met in the first year. GBC has 537 students enrolled in Fall 2009 and have advised 1,800 clients. We have 222 second career students accepted for Winter 2010. The government just announced an additional \$78M in support of the program for current students. MTCU is now reviewing the structure of the program to help ensure it is sustainable over a longer period of time.

Other

- **Waterfront Campus** - We continue to move forward in achieving our milestones for the Waterfront Campus. Anne presented to City of Toronto Executive Committee last week and they unanimously endorsed our revised plans for the Waterfront. The next milestone will be a full council at the end of October. We are targeting an official groundbreaking during sometime in November.
- **GTMA Breakfast** – Anne spoke at a recent Greater Toronto Marketing Alliance (GTMA) Breakfast on the pending skills shortage and challenges in Ontario. She spoke on how the college system in general, and George Brown in particular, is responding to the challenges. Anne will also be speaking at an Innovation Conference on October 15.
- **Colleges Ontario on the Hill** - Colleges Ontario recently held their annual planning retreat in Ottawa. A reception was held with Federal MP's and dinner with the Conservative Caucus. It was a great opportunity to highlight the college system with these key individuals. The Hon. John Baird, Minister of Transport, Infrastructure and Communities, attended the reception in addition to speaking at the meeting. Other key ministers in attendance were the Hon. Jim Flaherty, Minister of Finance and Minister Responsible for the GTA and the Hon. Gary Goodyear, Minister of State for Science and Technology.

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