

THE GEORGE BROWN COLLEGE
OF APPLIED ARTS AND TECHNOLOGY

BOARD OF GOVERNORS
PUBLIC SESSION MINUTES

NOVEMBER 19, 2008
TORONTO BOARD OF TRADE, 77 ADELAIDE ST WEST, TORONTO
12:20 P.M.

Present:	Chris Boyle Michael Eubanks Marilou Martin Marjorie McColm	Noella Milne Maureen O'Halloran Christine Raissis Jan Rush	Anne Sado Tom Tomassi
Guests	Eugene Harrigan Yves Hébert Nancy Hood	Ric Ho Jennifer Norman Darlene Norris	Karen Thomson Yemi Thomas
Regrets:	Rahul Bhardwaj Lynn Nagle	David Wilkes Bob Wong	
Minutes:	Diane Fantinato		

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

ITEM	DISCUSSION	ACTION
1.0	Chair's Report In bringing the meeting to order, C. Boyle noted that due to the Retreat there would be no report.	
2.0	Approval of the minutes of the Board of Governors meeting of October 8, 2008 There were no questions arising.	
	MOTION THAT the Board of Governors approve the minutes of the October 8, 2008 Board of Governors meeting as presented. Moved: M. McColm Seconded: M. Eubanks CARRIED	MOTION 08-03-01
3.0	Approval of the minutes of the Academic and Student Affairs Committee meeting of October 22, 2008. There were no questions arising.	
	MOTION THAT the Board of Governors approve the minutes of the October 22 2008 Academic and Student Affairs Committee as presented. Moved: M. O'Halloran Seconded: C. Raissis CARRIED	MOTION 08-03-02
	C. Raissis advised the Board that a detailed review of the Program Advisory Committees (PAC) was conducted recently. It was noted that the role of the PAC members will be more strongly supported in the future, they will be encouraged to interact with other groups, and to participate in future events and collaborations.	

Research Commercialization and Innovation Graduate Certificate – This is a twelve-month graduate certificate targeted at internationally trained individuals at the masters and doctorate levels. The College has received a grant from the Ministry of Citizenship and Immigration Canada and Ministry of Research and Innovation. This program is the first of its kind offered in an Ontario college and anticipated to commence January 2009.

MOTION
08-03-03

MOTION

THAT the Board of Governors approve the Research, Commercialization and Innovation Graduate Certificate program as presented.

Moved: C. Griffin Seconded: M. Eubanks CARRIED

4.0 Financial Report

R. Ho reviewed the results to the end of September. Both operating revenues and expenses are tracking to plan. Operating expenses are tracking at a rate ahead of last year due to construction activities in 08-09. The next report will be to the Finance and Property Committee in December. The Board requested more detail on International Students be prepared for a future Finance and Property Committee meeting. A future joint meeting of the ASA and Finance and Property Committees was suggested to look at the risks for 2009-10.

5.0 College Ontario Report

A. Sado made the following Colleges Ontario report:

- **System-wide Marketing Presentation** – The previous system-wide marketing campaign, *Obay*, was launched earlier this year. The concept for the second phase of the long-term marketing campaign continues to focus on increasing the awareness of parents of colleges. The theme developed is *Speak out: a College Education Never Sounded Better*. There will be a more solid pre- and post-campaign research to gauge the impact of the new creative. MTCU will once again be offering their financial support.
- **Advocacy Priorities** - Strategic planning was discussed at the September COP Retreat and continues to build on the four themes for colleges set in 2007: pathways/credit transfers; leaders in the labour market; enrolment growth; and sustainable funding. Regarding sustainable funding, Anne will be presenting to the Standing Committee of Finance on Thursday to reinforce the need for government to continue to support the colleges. The college presidents will be discussing how to focus and operationalize the plan for the upcoming year.
- **Report on Non-direct Entrants** – The non-direct entrants are the most difficult market to reach. Recommendations have been made to the presidents on steps colleges can take to better attract non-direct entrants.
- **College Request for 2009-10 Funding - Minister** Dwight Duncan has confirmed a province-wide consultation in the New Year. The colleges need to be assured that the remaining Reaching Higher funds, in the original funding plan, will be available for 2009-10.
- **Visit from Acting Deputy Minister** - Marie-Lison Fougere, Acting Deputy Minister of TCU, and ministry officials provided presidents with an update on government activities. The ADM confirmed that the Ministry has received cabinet approval for the framework of a Knowledge and Skills Strategy for Ontario. Regarding long-term capacity building, Courtyard Group has been hired by TCU to access the capital needs in the colleges. They will be meeting with GBC representatives on December 4 for a tour and discussion.
- **Second Career** – Eligibility criteria has improved for Second Career entrants. Input regarding flexibility and the need to improve the application process for potential students was provided. MTCU has suggested that colleges host Job Fairs to increase awareness of Second Career opportunities.

- **Visit from David Pryce** – David Pryce, the chief of staff to the finance minister, spoke to the group about the fiscal challenges facing the Ontario government. He noted that the 2009-10 budget this spring will likely be the government's most difficult budget.
- **Funding Formula Reform** – The current interim funding formula is scheduled to end as of 2008- 09 year end. The Ministry continues to develop a new formula for introduction in the 2009-10 fiscal year. The government is leaning toward a "base plus growth" type of model.
- **Environmental Initiatives** - The presidents agreed to consider developing a college environmental initiative. A task force comprised of a few presidents will work with Colleges Ontario to explore options that all colleges can consider.
- **College of Trades** – MTCU announced the intention of the government of Ontario to establish a College of Trades. Kevin Whitaker was appointed to conduct a public consultation and provide a report to the Minister which will include an implementation plan for the College of Trades. Written submissions have also been encouraged. Colleges Ontario will be making a submission as well as George Brown.

6.0 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

- **Alumni Association Funds** – Further to the discussion at a previous board meeting, a plan was approved to get advice from the Courts regarding use of the funds. A court date has been set for January 2009.
- **OTSS** – With this program, the government enables contributions to student endowments to be matched dollar for dollar. We have an opportunity to match up to \$700,000. We ask that the Board assist us in suggesting possible donors to the College and we will follow-up with a donor package. Yemi Thomas, Student Association President, announced that the SA would be committing \$75,000 over the next 3 years.

Student Success

- **George Brown Fashion** - George Brown College fashion students recently won the top award in the Project Creativ Catwalk Challenge at the Creativ Festival. The team was comprised of students Andrea Tucker, Selina Tan, and Julie Da Costa from second year Fashion Techniques and Design. Professor Carolyn Perry-Donnan's leadership in the advising role was instrumental to their success. The grand prize included \$6,500 in prizes, an appearance on Real Life with Sharon Caddy and an article for an upcoming Vogue pattern magazine.

Staff Success

- **Gwynn Dyer Lecture** - Canadian journalist and author Gwynne Dyer visited George Brown last week and delivered two lectures – *After Iraq* and *Climate Wars*. They were co-sponsored by the Office of the Vice-President Academic, the Centre for Liberal and Preparatory Studies, and the GBC Green Team.
- **John Walker** – John Walker, Dean, Centre for Hospitality and Culinary Arts has been named 'Newsmaker of the Year" by Ontario Restaurant News. He will be sharing the front cover of the December issue with Keith Froggett of Scaramouche. John will receive his award in February.

Positioning

- **230 Richmond St East** – 230 Richmond St East, home to the School of Design, Institute of Entrepreneurship and Community Innovation, and Continuing Education had its grand opening last week. There were guest speakers, panel discussion, tours and interactive stops throughout the building.
- **Chefs' House** – The Chefs' House had its grand opening in October kicked off by three fundraising dinners, which featured chefs Michael Stadlander, Jamie Kennedy and Mark Thuet. Jamie Oliver also made an appearance at the restaurant last week with Canada A.M.
- **2008 Premier's Awards** – The 2008 Premier's Awards recipients were announced. The following were winners in the various categories: Business from Confederation College, Community Services from Lambton, Health Sciences from Durham, Technology from Loyalist, and Recent Graduate from Niagara. The recipients will be receiving their awards in Toronto during the Colleges Ontario Conference in February.

Other

- **Committees** – Christine Raissis has been made the Vice-Chair of the Academic and Student Affairs (ASA) Committee. It was agreed that David Wilkes will join the ASA Committee and Rahul Bhardwaj will join the Finance and Property Committee.

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