

**THE GEORGE BROWN COLLEGE  
OF APPLIED ARTS AND TECHNOLOGY**

**BOARD OF GOVERNORS  
PUBLIC SESSION MINUTES**

**FEBRUARY 9, 2011  
200 KING ST EAST, TORONTO  
5:30 P.M.**

<b>Present:</b>	Minaz Abji Rahul Bhardwaj Laurie Cook Chris Griffin <i>(via phone)</i>	Robert Luke James McPhedran Nathaniel Fleming	Anne Sado Tom Tomassi David Wilkes <i>(via phone)</i>
<b>Guests</b>	Michael Cooke Eugene Harrigan Yves Hébert	Ric Ho Nancy Hood Jeff Litwin	Graeme Page Karen Thomson
<b>Regrets:</b>	Michael Eubanks Marilou Martin	Lynn Nagle Christine Raissis	Jan Rush Bob Wong
<b>Minutes:</b>	Diane Fantinato		

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

ITEM	DISCUSSION	ACTION
<b>1.0</b>	<p><b>Chair's Report</b> Acting Chair Rahul Bhardwaj brought the meeting to order. The Chair advised that a private session of the Finance and Property meeting was held on February 2 and topics discussed will be presented in the private session following the meeting.</p> <p>Information regarding the ACCC Annual Conference, which will be held in Edmonton from June 5-7, will be distributed to members via email.</p>	
<b>2.0</b>	<p><b>Consent Agenda</b></p> <p><b>THAT the Board of Governors approves the consent agenda for the February 9, 2011 meeting which includes the following items:</b></p> <ul style="list-style-type: none"> <li>▪ Approval of the Board of Governors' Minutes – December 8, 2010</li> <li>▪ Approval of the Mechanical Engineering Techniques Certificate Program</li> </ul> <p>Moved: Minaz Abji                      Seconded: Robert Luke                      CARRIED</p>	<b>MOTION 10-03-01</b>
<b>3.0</b>	<p><b>GBC Foundation Update/OTSS</b> Graeme Page, President, GBC Foundation and Jeff Litwin, Executive Director, Capital Campaign were introduced to the members. There has been ongoing work in the development of a comprehensive campaign strategy to support growth initiatives and infrastructure plans. Through this work, a case for support has been developed and it is now critical for the Board to understand the plan going forward and to give members an opportunity to input on work done to date.</p> <p>The launch of the comprehensive campaign is a first in George Brown's history. The overarching goal is to establish the college in a position that is equal to other major institutions – such as universities and health care institutions - in the philanthropic community in Toronto and beyond. Key strategies were discussed keeping in mind the campaign will be aligned with 2020 Strategy and Path to Leadership.</p>	

The Get T.O. Work Campaign was presented in detail focusing on key messages outlined in the new campaign brochure, the plan, and cabinet and donor prospects. This will be a three to five year plan built on a ten-year vision. While developing the campaign, key senior leaders in the city were interviewed to assess the efficacy of the plan. Funds will be raised through private organizations and public. Vital to setting the tone for the entire campaign is to secure a lead gift. We are currently in the process of building a core campaign team within the Foundation and volunteer leadership. Campaign timing was outlined over the next five years. Roles for the Board of Governors, Foundation Board and GBC staff were discussed.

M. Cooke advised the Board that the college is once again looking for support in reaching our target for the Ontario Trust for Student Support (OTSS) program. It is essential to get 100% support from the Board of Governors, Foundation Board and Senior Management. The Foundation is eligible to receive from the provincial government at least dollar for dollar matching on donations for student endowments and possibly a 2:1 match. If our target is reached, the endowments in support of our students at GBC would increase by \$2.5M.

#### 4.0 Colleges Ontario Report

The following highlights from the last Colleges Ontario Committee of President's January 17-18 meeting were reviewed:

- **Ontario Board Evaluation** – The Committee of Presidents approved a recommendation to initiate a board self-evaluation process as an additional element of good governance at Colleges Ontario.
- **Succession Planning** - To help colleges prepare for the large volume of faculty and staff retirements expected in the coming years, the Committee of Presidents voted to have the College Employer Council develop a series of core competencies for leadership positions in the system.
- **Government Announcement on Credit Transfer** - Training, Colleges and Universities Deputy Minister Deborah Newman spoke to presidents about the Ontario government's announcement of a new structure to support the transfer of completed postsecondary credits. The government has announced a five-year, \$73.7-million plan to help college and university students move more easily between institutions. The new structure will be managed by the College University Consortium Council (CUCC), which will now be known as the Ontario Council on Articulation and Transfer (ONCAT). The ministry said the province will be looking to colleges and universities to set targets for improving credit transfer arrangements as part of the Multi-Year Accountability Agreements (MYAAs)
- **International Students** - There has been a rapid growth of international students enrolled in colleges following the government's announcement last year of its desire to attract greater numbers of international students to Ontario colleges and universities. George Brown is managing our international growth in a prudent way.
- **Breakfast Meeting with PC Leader Tim Hudak** - College presidents had a breakfast meeting with Ontario Progressive Conservative Leader Tim Hudak, where ideas about higher education and training were discussed. One of his priorities will be apprenticeship reform. He believes colleges should have more autonomy and the colleges' accountability requirements to government should be streamlined. Other issues discussed included applied research, degree granting at colleges, funding, tuition rates, and infrastructure/deferred maintenance - key issues that are all of importance to GBC.
- **Aboriginal Marketing Campaign** - Presidents were given an update on Colleges Ontario work to create a long-term marketing campaign specific to aboriginal students. The campaign should be launched later this year once a creative execution is finalized.

- **Nursing Degrees** – Advocacy as a college system has been moving forward positively. Colleges would be subject to the same accreditation process as our university partners. Greatest interest is around pathways for students to move into degree completion. Key principals including the approval processes for nursing degrees, the transfer of nursing program credits, and clinical education spaces are being addressed.
- **Workplace Safety and Insurance Board Training** – Colleges Ontario has been working with the Workplace Safety and Insurance Board (WSIB) to see how colleges can support their retraining needs for injured workers. This is a good opportunity for the college sector. It is expected a contract with WSIB will be finalized shortly.
- **Travel Policy** - As part of the Ontario government's new accountability law passed last year, it is expected the province will soon release a procurement directive for the broader public sector, which may include such areas as travel and accommodations. Once the details are known, a common template for the sector will be created and reviewed at COP.

## 5.0 President's Report

The President's Report is structured to align with the Balanced Scorecard and the college objectives for 2019-2011. As such, A. Sado brought forward the following items for information and discussion:

### Financial Viability

- **Enrolment** – We met our enrolment targets for the winter semester with approximately 16,500 students (Day 10), of which 1,774 students (10.8%) are international. We had almost 2,500 new students start in January. Most students for winter semester are returning students. We have about 3% more students in January 2011 vs. January 2010 – a slight increase year/year as we had limited enrolment a year ago due to space limitations. It was noted that 1,350 students participated in the winter orientation sessions, a 45% increase over participation last year.
- **Fundraising** – As heard earlier, efforts are continuing to support students through OTSS and preparation for our comprehensive Campaign. Significant effort will be required by Anne and the senior team to support these efforts over the next few years.

### Staff Success

- **GBC Professor Named to Research Team** - Early Childhood Education professor Jane Bertrand has been named to the research team that will evaluate Ontario's Full-day Kindergarten Program. Ms. Bertrand's selection recognizes her expertise and is reflective of the very strong ECE team at GBC.
- **Barbara Dunlop** – Barbara Dunlop, Coordinator of our Nutrition programs in the Centre for Hospitality and Culinary Arts has been named a "Fellow of the Ontario Hospitality Institute". Ms. Dunlop will be honoured at their annual Gala in April 2011. These awards recognize exemplary contribution to the culinary, hospitality and tourism industry.
- **Employee Survey Results** – The results of our survey from last November have been summarized and will be communicated broadly in the near future. The board will be provided with a summary report with action items at a future meeting. The overall staff satisfaction remained at a very solid 83%, essentially unchanged from 2008.

- **Alumni Success** – Renowned chef, restaurateur and local food advocate Jamie Kennedy has become the first George Brown graduate named to the Order of Canada. Kennedy was named a Member of the Order of Canada in late December 2010 by Governor-General David Johnston. His work promoting local, organically grown food was cited in the announcement of 54 new honourees of the Order. Anne has written to Jamie to congratulate him on behalf of the college. Angella Mackey, Fashion Techniques and Design graduate will have one of her designs featured in the April issue of Whole Living – a Martha Stewarts magazine.

#### Student Success

- **CMA Case Competition** – GBC had a student team, from the BAB Financial Services degree program, in this competition for the first time. We placed very well for a “first time appearance” and better than many other universities who have been in the competition for many years. Congratulations to students Sharon Bernal, Andrea Felsted, Matt O’Neil and Michael Singh and the faculty and staff who coached and supported the students in preparing for the competition
- **webCT** – We have been experiencing an operational issue with our online learning management system – blackboard webCT. It has resulted in a large increase in demand of resources to get this addressed. Michael Cooke as VP Academic is leading a team and ensuring communication is forefront and liaising with LIAD and IT to stabilize the system.

#### Positioning

- **Digital Media Roundtable (Jan 26)** – Anne was recently invited, together with a small group of other college and university presidents, to meet with the Honourable Glenn Murray, Minister of Research and Innovation. Minister Murray was seeking input on how to effectively collaborate to drive opportunities in Digital Media in the Toronto area. George Brown College has been developing our strength and capability in Digital Media/Game Design including with a number of applied research projects. With the appropriate collaboration and support from the government, we should be able to develop even more capacity and expertise. A new space secured at 333 King will include a digital media incubator with the support of City of Toronto
- **Toronto Board of Trade Breakfast - The Knowledge Economy: Generation Y & GTA Employers At Odds (Jan 27)** – Anne spoke at this forum with Dr. Tom Corr, President and CEO, Ontario Centres of Excellence, and Anthony Lacavera, Chairman, Globalive Communications and WIND Mobile. Discussion included the realities and misconceptions of Toronto's knowledge economy, the growing gap between Gen Y and employers with respect to the skills required to succeed in today's workplace and the role of innovation in ensuring Toronto doesn't fall behind in global competitiveness. She did an interview on CBC Here and Now the afternoon prior to the breakfast session. Thanks to the College and Foundation Board members who attended.
- **The Chefs' House Named One of NOW's Top 10 Restaurants in 2010** - NOW Magazine has named George Brown's training restaurant The Chefs' House as one of Toronto's top 10 restaurants for 2010.
- **GBC Fashion Program Top 50 in World** - The fashion industry website Fashionista.com has named George Brown's fashion program one of the world's top 50. It's one of only three Canadian institutions to make the list and the only Ontario college. Ryerson University and Montreal's Lasalle College are the other two.

#### Other

- **Lois Brown** - The National Ballet's first homegrown prima ballerina who went on to found The George Brown School of Dance in 1975 died in late January at age 81. Smith retired from George Brown and left Toronto in 1988.

- **Employment Equity** – Further to the Employee Equity presentation and the questions posed at the December board meeting, Anne provided information to confirm real progress vs benchmarks by GBC in most categories over the years

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