

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

**BOARD OF GOVERNORS  
PUBLIC SESSION MINUTES**

**APRIL 13, 2011  
VERITY, 111D QUEENS ST EAST, TORONTO  
12:30 P.M.**

<b>Present:</b>	Laurie Cook Michael Eubanks Nathanial Fleming Chris Griffin Robert Luke	Lynn Nagle Marilou Martin James McPhedran Christine Raissis	Jan Rush Anne Sado Tom Tomassi David Wilkes
<b>Guests</b>	Michael Cooke Eugene Harrigan Yves Hébert	Ric Ho Nancy Hood Colin Simpson	Karen Thomson John Walker
<b>Regrets:</b>	Minaz Abji	Rahul Bhardwaj	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>	<b>Chair's Report</b> Chair Michael Eubanks brought the meeting to order. He advised that this year's convocation ceremonies will take place June 13-16, 2011 at the Sony Centre for the Performing Arts. As in previous years, we will be hosting a dinner for those people who will be receiving honorary credentials on Wednesday, June 8 at the Chef's House. As such, the Board meeting will be held at 4:30pm that day so members can also attend the dinner. A. Sado introduced Adrienne Galway who will be reporting to her as the Special Advisor to the President and Anna Gordon who will be assisting Nancy Hood with the 2020 Strategy work.	
<b>2.0</b>	<b>Consent Agenda</b>  <b>THAT the Board of Governors approves the consent agenda for the April 13, 2011 meeting which includes the following items:</b> <ul style="list-style-type: none"> <li>▪ Approval of the February 9, 2011 Board of Governors' Minutes</li> <li>▪ Approval of the Suspension of the H118 – Hospitality Management Catering Diploma Program</li> <li>▪ Approval of the 2011-2012 Child Care Centre Fees</li> <li>▪ Approval of the 2011-2012 Student Material Fees</li> <li>▪ Approval of the 2011-2012 Student Tuition Fees Schedule</li> </ul> <b>Moved: C. Griffin                      Seconded: N. Fleming                      CARRIED</b>	<b>MOTION 10-04-01</b>
	A. Sado made a point of clarification around the Child Care Centre information reported in the Finance and Property minutes.	
<b>3.0</b>	<b>2011-2012 College Operating Plan and Strategic Initiatives</b> C. Griffin advised that we had a good year financially meeting all key revenue targets. With additional year-end grants from the provincial government, it enabled us to go forward and approve capital funding for the new year.	

For 2011-12, the process framework will continue to use the Balanced Scorecard and Project Portfolio Management to ensure that investments are aligned with the 2020 Strategy. Challenges include timing of the long-term capital funding, space challenges, funding restraints and planning for the Waterfront. The operating budget and strategic objectives were reviewed in detail.

It was noted that the interdependencies of the proposed projects will be mapped via the CPMO. The intent is to focus on a smaller number of projects to ensure appropriate resources are available during the implementation process and to complete the selected projects on time.

Regarding deferred maintenance, it was suggested that the College may want to investigate other funding available via the city.

It was recommended that during the procurement phase of the furniture for student spaces, we should consider collaborating with a supplier and showcasing non-traditional furniture. It was noted innovation in this area is welcome but health and safety should not be compromised in the process.

Although the budget is balanced for the next year, the Finance and Property Committee will be looking closely at any adjustments in our cost structure for 2012 due to the uncertainty around the provincial deficit and the unknown elements that may arise from the upcoming election.

**THAT the Board of Governors approves the draft 2011-2012 College Operating Plan and Strategic Initiatives as presented.** MOTION 10-04-02

Moved: J. McPhedran      Seconded: L. Cook      CARRIED

**4.0 Colleges Ontario Report**

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

- **Colleges' Agreement with the WSIB** - The Committee of Presidents approved an agreement with the Workplace Safety and Insurance Board (WSIB) that would see the colleges playing a much greater role in the retraining of injured workers. The arrangement is similar to the Second Career initiative and is a positive opportunity for the college system. Brenda Pipitone, Director of Community and Special Projects, will be George Brown's point person.
- **Tuition Refunds for International Students** – Colleges will be asking the Ministry of Training, Colleges and Universities (MTCU) to allow them to keep up to 50 per cent of a student's tuition for a semester when an international student withdraws and/or transfers to another college. The strategy is not designed to penalize international students, but to ensure that colleges that have made an investment in the recruitment of international students and have planned for the arrival of specific numbers of students are able to recover some of their costs when students transfer immediately upon arrival in Ontario.
- **Copyright Fees Dispute** - Access Copyright, the national licensing agency that provides legal access to copyrighted material, has proposed new fees for colleges, universities and schools that are 10 times' greater than the current fees. The increases have been proposed to compensate the people who create and produce the works for their intellectual property. Colleges, universities and school boards argue the proposed increases are unreasonable. ACCC fears the dispute over the proposed college fees may go to court and the cost to fight the case will be very expensive. ACCC will be representing colleges on a national level and all colleges across Canada have contributed to the legal fees. As this is a very important framework to advocate on, it was recommended that a steering committee be established at ACCC, with regional representation. George Brown has hired our

own compliance officer to ensure we are working within the parameters of the copyright law. The College has set aside funds if the tariff should pass and, worst case scenario, is retroactive.

- **Changes to Dental Hygiene Programs** - Michael Cooke has been leading a group of VP Academics on work to dental hygiene programs at the colleges due to changes in national dental hygiene entry-to-practice competencies. The changes will be incorporated into the national certification exam by September 2013. The curriculum at Ontario colleges is being modified and new curriculum is being written to meet the new standards. It is complex and involves provincial and federal regulatory bodies within a highly diverse market place and current structure of programming.
- **Denturism** –The government has now appointed an outside reviewer to investigate denturists in Ontario after a number of students failed their licensing exams last year. Anne Sado and Corrine Johnston, Director for Health Sciences, have met with the president of the Canadian Denturist of Ontario to keep relationships open and work on behalf of the students while the investigation is underway. George Brown students finishing their programs will be writing their licensing exams this summer

## 5.0 President's Report

The President's Report is structured to align with the Balanced Scorecard and the college objectives for 2010-2011. As such, A. Sado brought forward the following items for information and discussion:

### Financial Viability

- **Enrolment** – The College has 31,000 applications for fall 2011, an increase of about 2% from this time last year. This is second only to Humber in the GTA. To date we have almost 4,000 confirmations towards our enrolment target of 8,400 new students. This is tracking as expected at this point in the cycle.
- **Fundraising/OTSS** – We have exceeded our goal achieving \$1.3M for 2010-11. Thanks to all the members for your contribution. I believe we had 100% participation from our external board members, the foundation board, and senior management of the college.

### Staff Success

- **Lorie Shekter-Wolfson** - The Ontario Association of Social Workers (OASW) has honoured Lorie Shekter-Wolfson, George Brown's Assistant Vice-President of Waterfront Development and Dean of the Faculty of Community Services and Health Sciences, naming her an Inspirational Leader for 2011. OASW's Inspirational Leaders inspire others through their leadership, optimism and innovation in addressing situations/problems, and they serve as a positive role model for those working in the field of social work.
- **Ontario Hospitality Industry Top 30 under 30** - Maria Torres-Hives, a customer service representative in George Brown's Centre for Hospitality and Culinary Arts, has been selected to receive the Top 30 Under 30 Award this year from the Ontario Hospitality Institute. The Top 30 Under 30 initiative recognizes the hospitality industries' top young performers.
- **PQAPA** – In March of this year, GBC was audited by PQAPA regarding our quality assessment processes. It was determined we fully met all five criteria. Our system was also given the highest rating of Mature. The committee reported: "Quality processes have been embedded in the College's culture, continuous improvement is a way of life and organizational learning and commitment to Quality Assurance and improvement is fully established". It is evident that the College operates using evidence-based decision-making processes. The ASA committee of the Board participated in the process. Congratulations to Michael Cooke, Marjorie McColm and Juanita Wattam for all their work in preparing for this review.

- **NSERC** – Congratulations to Robert Luke and the Applied Research team and Winnie Chiu of Hospitality. Thanks to their efforts, our application for an ARTI (applied research tools and instruments) grant was approved. We have been awarded \$150K.

#### Student Success

- **Practical Nursing** - GBC Practical Nursing graduates have achieved a 92% Pass (61/66) at their first attempt writing of the Canadian Practical Nurse Registration Exam (CPRNE) which is the national professional exam that all Canadian graduates must pass to become licensed. This curriculum for this program has been renewed to ensure it results in these kinds of positive outcomes. Deana Lunn, Chair of Practical Nursing & PSW, and her team have worked hard to achieve these outcomes.
- **Student Wins Regional Almost Famous Chef Competition** - George Brown Chef School student Jean-François Daigle has earned this year's title of Canadian Regional S.Pellegrino Almost Famous Chef. Daigle is one of 10 regional winners who will be flown to California for the final event at The Culinary Institute of America in Napa Valley.
- **Marketing Team Wins Division Bronze in National Marketing Challenge** - George Brown's student team took the Division Bronze in a recent national college marketing competition in Montreal, finishing at least in the top 9 out of 30 participants from across the country. This was our team's first appearance at the national event. Team members were Ben Cantin Kranz, Tamal Hossein, James Mitchell and Stephanie Reynolds, who were assisted by Professor Phil Eng. Professors Tom Supra and James Voulakos provided coaching and mentoring.
- **Chocolate Competition** - GBC placed well in the recent Cocoa Barry/Callebaut intercollegiate Chocolate Competition that took place this past weekend at Humber College. Baking and pastry arts students trained for the last couple of months. They came away with three of the top four awards and second place overall. This very impressive showing demonstrates the ongoing continuous improvement in quality for this area of our programming.
- **SIFE Financial Education Challenge Regional Round Competition** – Our GBC SIFE team took first place beating out six universities and St. Lawrence College. They will compete next at the Nationals May 9-11. In the SIFE Go Green Challenge Regional Round of Competition presented by Scotiabank, the GBC team was first runner up against St. Lawrence College. Congratulations go to the students and the faculty and staff who coached and supported them in preparing for the competition
- **Student Athletics** - Tim Chiu, a second year George Brown Computer Programming Analyst student, is one of the top college badminton players in Canada with a recent Bronze medal in nation singles play. Also on the national level, he was named CCAA Men's Badminton Player of the Year and CCAA All-Canadian. He has volunteered numerous hours coaching and helping the Varsity badminton program at George Brown. GBC also won Gold in OCAA Badminton Men's Doubles and silver in Badminton Women's Singles and Men's Cross Country. It was a very good year for Varsity sports at the college.
- **Student Events** – Anne attended several events put on by students of the Special Events Planning program in the School of Hospitality and Tourism Management. These events are part of their curriculum and considered capstone projects. The energy and creativity was inspiring. Funds raised from these events are contributed to build student endowments for future CHCA students.
- **Student Awards** – This is also the time of year that our student awards are presented. Anne has attended the Business, CHCA and CCET awards. In total, about \$130K was distributed to students at these three ceremonies. In addition, John Walke, Dean, CHCA, had calculated that CHCA students had received about \$235K in scholarships and awards over the previous six months.

**Positioning**

- **WebCT** – At the last board meeting, Anne mentioned the challenges the College experienced with WebCT, our learning management system. We have now outsourced hosting the service and have brought the system to an appropriate level of performance. A recovery plan for students impacted has been implemented. Anne thanked Michael Cooke for coordinating the efforts of all the groups at the College impacted by the performance issues and subsequent solutions implemented. Members of the LIAD team and IT worked around the clock to expedite the implementation of this solution.

**Other**

- **Key Performance Indicators (KPI)** – KPI results were released today and are posted on the Colleges Ontario web site. GBC improved slightly on Student Satisfaction (71.1% vs 70.8%) and we narrowed the gap compared to our GTA colleagues. We are now 1.5% behind vs 2.2% last year. We continue to rate considerably better on the academic capstone questions than the facilities and service questions. These results will be analyzed in more detail over the coming weeks as the data files are released and made available. We are currently still calculating one metric even though there is a reported number in the released data - this is the graduation rate. The Ministry has issued very complex guidelines and algorithms for calculating this data and we have been challenged to work through it. The current numbers are not comparable year over year.

**6.0****Other Business**

**George Brown College-Trent University** - GBC has an agreement with Trent whereby we offer a bridging program for RPNs who want to complete a BScN. Students who successfully complete our program are automatically accepted into Trent's program with significant advanced standing. The Trent Nursing program recently underwent accreditation by the Canadian Association of Schools of Nursing (CASN). The Trent-GBC segment of their Nursing program received very high praise for the quality of the program, the strength of the partnership, the engagement of staff and students and the academic performance of the students.

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