

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

**BOARD OF GOVERNORS  
PUBLIC SESSION MINUTES**

**DECEMBER 10, 2014  
RM: ROOM B155, WORKSHOP ROOM 2, 200 KING ST EAST, TORONTO**

	<b>5:30 P.M.</b>		
<b>Present:</b>	James McPhedran Mike Williams Coty Zachariah Laurie Cook	Mark Guslits Kevin King Jim Daku Geetha Rahupathy	Anne Sado Bob Richardson Laurel Walzak Sue Herbert
<b>Guests</b>	Adrienne Galway Laura Jo Gunter Ric Ho	Mark Nesbitt Nancy Hood Martha Tory	Paul Ruppert Karen Thomson
<b>Observers:</b>	Tina Todaro, Asst. Editor, Dialog –GBC student newspaper	Mick Sweetman- Managing Editor, Dialog- GBC Student newspaper	
<b>Regrets:</b>	Joe Zenobio	Paul Clifford	
<b>Minutes:</b>	Mona Modaresi		

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

ITEM	DISCUSSION	ACTION
------	------------	--------

**1.0 Chair's Report**

Chair McPhedran opened the meeting with a review of the public and private agendas and motions. As per Board of Governance policy, it was requested that members declare conflict of interest with any of the agenda items now or at time of discussion.

The Chair welcomed guest Martha Tory, and provided an introduction for her. J. McPhedran also welcomed student representative, Coty Zachariah to his first board meeting. Mona Modaresi was welcomed and introduced as secretary to the Board and EA to A. Sado while Diane Fantinto is on medical leave.

On behalf of the Board, Chair McPhedran congratulated Dr. Jim Daku for completing his doctorate at OISE and provided some background re J. Daku's research. Chair McPhedran also congratulated Anne Sado on behalf of the Board for being a recipient of a 2014 Canada's Most Powerful Women: Top 100 Award for the fourth time and for being inducted into the Hall of Fame, as well as for receiving an award for Top 25 Deloitte Women of Influence.

Chair McPhedran advised the Board that the Executive Committee would like to move a reappointment of our Chancellor, Sally Horsfall- Eaton.

**MOTION**

**THAT the Board of Governors approves the appointment of Sally Horsfall-Eaton as Chancellor to George Brown College Board of Governors for a three year term effective June, 2015 to June, 2018.**

**MOTION  
14-06-01**

**Moved: Laurie Cook    Seconded: Bob Richardson    CARRIED**

**2.0 Consent Agenda**

ITEM	DISCUSSION	ACTION
------	------------	--------

There were no comments or questions raised with regards to the Consent Agenda. Chair McPhedran noted the required approval of the Board of Governor Minutes dated October 8, 2014 and the 2014/15 Audit Plan.

**MOTION**

**THAT the Board of Governors approves the consent agenda for the December 10, 2014 meeting which includes the following items:**

- **Approval of the Board of Governors' Minutes of October 8, 2014**
- **Approval of the 2014/15 Audit Plan**

**MOTION  
14-06-02**

**Moved: Mark Guslits                      Seconded: Geetha Rahupathy                      CARRIED**

**3.0 International Strategy – Lorraine Trotter**

Lorraine Trotter introduced herself and advised the Board that she has a dual role at the College as she is dean of two divisions; CHCA and International. Dean L. Trotter advised the Board that the 2010 -2014 International Strategy has come to an end and that she is developing a 2015-2020 strategy which she wants to share with the Board in order to provide some information and to welcome dialogue and perspectives to help shape and inform the plan.

Laura Jo Gunter advised that every college is realizing the importance of recruiting and retaining international students in order to meet enrollment numbers. George Brown College focuses on international as part of a broader strategy.

Dean L. Trotter provided a snapshot of the history of international recruitment which the college commenced in 1995. She advised that from 2000-2010 there was a lot of progress made to build the college's recruitment relationships. She credited Dean Nancy Sherman for building the framework which informed the subsequent work. She noted that in 2010-2014 there was a great emphasis placed on partnership expansion and that although there were constraints for capacity, growth was experienced. Academic internationalization was considered and the needs of various sectors were assessed in order to determine priority programs. L. Trotter noted that in the next 5 years, we expect significant student enrollment growth. Risks will have to be managed and infrastructure must be set up to support the growth. .

L. Trotter provided an overview of the 2014 current state including:

- Very strong recruitment networks
- An online admission tool set to launch in Winter, 2015 which will assist with processing applications. Lorraine noted and acknowledged strong IT support.
- Highest source country diversity for recruitment
- Quality of academic partners

Based on the discussion, Lorraine and the international team will follow up on:

- Appropriate measurement to qualify and quantify "leadership" in international education
- Investigate ability to include Toronto based universities in market comparisons
- Develop a process to collect employment outcomes for international graduates.

**4.0 Financial Report – Mark Nesbitt**

Mark Nesbitt shared the October Year to Date Finance Report for 2014-2015. He reviewed the key report highlights for the 7 month period ended October 31, 2014.

In summary, we are running ahead of budget in revenue and on track for expenses, with positive impact on resources.

ITEM	DISCUSSION	ACTION
------	------------	--------

**MOTION**

**THAT the Board of Governors approves the submission of the Statement of Operations and the Statement of Unrestricted Fund as the College’s interim report for the month ended October 31, 2014 to the Ministry of Training, Colleges and Universities in accordance with the Ministry’s Business Plan Operating Procedures**

Moved: Mike Williams

Seconded: Coty Zachariah

CARRIED

**MOTION  
14-06-03**

**5.0 2013-14 Multi Year Accountability (MYAA) Report Back –A. Sado**

The college has submitted an annual MYAA report back to MTCU.

A. Sado highlighted the following key points from report:

- Enrollment Headcount: In addition to Fall 2013 growth, we increased our student count by 8.7% for Winter 2014 overall.
- Under- represented students: students with disabilities: It is important to note that these figures are based on self-identification numbers.
- The ministry asks us about participation in the credit transfer systems. The numbers look to have gone down, but this is based on students who participated in a KPI survey- so it’s a limited data set. We are happy with the significant progress on credit transfer initiatives and new articulation pathways.
- Our international initiatives show a positive trend and are aligned with our objectives – but the report highlights only a narrow view of our international initiatives.
- Work- integrated learning in this report focuses mostly on co-ops. We take a much deeper look at experiential learning and have included some of that data in the report.
- For student satisfaction KPIs, the data was from last spring. Details were reviewed with the Board in June, 2014.
- We were also asked to report on student retention. Our numbers did improve but we also measure persistence as a better indicator. Once we have Ontario education number we will be able to track outcomes more effectively. We have a significant focus on improving retention over the next three years.

**6.0 By-Law Revision overview – M. Nesbitt**

M. Nesbitt advised that a proper discussion for by-laws will occur at the February Board of Governors meeting and that a package will be sent to Board members early in the new year. He shared a one page summary of what and why there is a by-law review. M. Nesbitt thanked K. King and G. Rahupathy for their work on the subcommittee to review the bylaws.

**7.0 Colleges Ontario Report**

Highlights from the Colleges Ontario Committee of President’s meeting on November 23, 2014 were reviewed, including:

- **An agreement that colleges collaborate to develop distinct policies on sexual assault-** A Task force of HR leaders, college vice presidents and others has been struck. A template will be created for each college to use and adapt to their local circumstances. This action is in response to the recent series of stories in the Toronto Star.
- **Pre Budget submission to the provincial government for the 2015 Ontario Budget-** The submission will include a request for funding to help colleges improve their student retention rates, funding for initiatives to help more graduates make the transition to the workplace and provincial support for study abroad scholarships. The colleges will also seek funding to support applied research. Most funding support for this area currently comes from the Federal Government.

ITEM	DISCUSSION	ACTION
------	------------	--------

- **Update on the Ontario Council on Articulation and Transfer (ONCAT)-** Activities in this area are progressing well. The first province wide agreement allowing students in business diploma programs to get recognition for their full years' credits if they transfer to another college anywhere in Ontario has been approved by all 24 Ontario colleges.
- **College Day at Queen's Park on November 25** - Several meetings with a variety of cabinet ministers and MPP's were held at Queen's Park. Colleges also hosted an evening reception at Queen's Park.

Highlights from the Colleges Ontario Committee of President's meeting on October 27, 2014 were reviewed, including:

- Strategic Plan for the sector is still under development.
- **Task Force on Funding formula** – A committee that will recommend possible improvements or new directions for the provincial funding formula for colleges has been created. The Ministry of Training Colleges and Universities is doing a university funding formula review first and will undertake the college review after that. The sector committee will include retired college presidents and retired vice presidents. Eugene Harrigan, former VP Corporate at George Brown has agreed to sit on this committee
- **Work on apprenticeship reform is underway-** Our new Minister, Reza Moridi, is focused on improving apprenticeship completion rates. He will also be putting a greater emphasis on labour market data and ensuring that approvals for apprenticeship training are more closely aligned with the demands in the workforce.
- **Section 28** – the Ministry of Finance is calling for stricter adherence to the provisions of the Financial Administration Act, that could require significantly more approvals than have been sought to date. Our ministry has agreed to work with colleges to develop guidelines to help streamline approvals and hopefully recommend materiality criteria.

## 8.0 President's Report

The President's Report is structured to align with the Balanced Scorecard and the college objectives for 2014-15. As such, A. Sado brought forward the following items for information and discussion:

### Enrollment

- On target for Winter 2015. Target total students (new and returning) at just under 20,500 has been achieved. Target for returning is +10% vs expected. New students (based on registered) is on par with last year at this time at 76% of target.
- We have received over 30,000 unique visits to the Admissions Summary Page resulting in 7% fewer incomplete applications, 11% fewer applicants in test status, 12% fewer applicants in Divisional Select status and 4% more confirmations compared to last year at this time. We are still leading GTA colleges in confirmations

### Foundation

- Anne updated the board on two recent donations, both from Foundations. One in support of CHCA is for \$1M over 4 years and one for CCET for \$135K US will support workforce development for marginalized groups. Both donations will be appropriately acknowledged and announced early next year.

### Success Stories

- A team of Marketing students won Gold last week in the Canadian Marketing Association Case Study competition. Congratulations to Instructor Karen Sinotte and the team of students.
- The Waterfront campus has been formally accredited LEED Gold by the Canada Green Building Council. Congratulations to Terry Comeau and the Waterfront project team. I'm told that Health Sciences projects and hospitals are some of the most difficult accreditations to obtain and LEED Gold for this building type is still not that common. The audit was 2 years in process!

ITEM	DISCUSSION	ACTION
------	------------	--------

- The Colleges Ontario Higher Education Summit and Premier’s Awards were held in November. George Brown had a Premier’s Award winner... Jessica Lynn Whitbread, Community Worker graduate from 2009. Jessica works to advocate for the rights of women living with HIV. She is currently the community relations and mobilization manager for the International Community of Women Living with HIV/AIDS. This year she’s been managing the organization’s relocation to Nairobi, Kenya.
- I’d also like to acknowledge our other nominees: Shane Butcher – Business; Sarah Stevenson – Fashion Techniques and Design; Kimberly Ann Daley – Dental Assisting; Tom Riefesel – Architectural Technology; and Daniel Janetos – recent Graduate – Culinary Skills.
- Thanks to Shannon Potts and the Alumni Relations team for doing all the work to nominate these graduates.
- The announcement of Greater Toronto’s Top 2015 Employers was published in the Globe and Mail on Monday – including George Brown College. Seneca and Durham Colleges were also recognized... so congratulations to our peers.

Advocacy updates

- we recently had College Day at Queen’s Park, which included meetings with MPP’s and an evening reception. There were a smaller number of MPP meetings this year – mostly with MPP’s outside Toronto. Our Baking students prepared “macarons” that were given as a takeaway at the reception...which had a good turnout.
- participated in the Ontario Economic Summit in Niagara this year -- which focused on the growth of the Ontario economy. There was great participation of Cabinet and the Premier.
- recently attended events with Finance Minister Charles Sousa and President of Treasury Board, Deb Matthews

Miscellaneous

- travelled to Japan, Korea and China with our international team in late October/early November. It was a very positive trip – meeting with Canadian embassy and trade commission staff, new industry and academic partners, key agents, as well as students on placement and alumni. I also participated in an education fair in Tokyo. We have a very positive reputation in each of these countries – which is serving us well for both student and partner recruitment.
- I spoke last week at a Roundtable on Transforming Access for Internationally Educated Professionals – a forum convened by the Office of the Fairness Commissioner

There being no further business, the meeting was adjourned to a private session of the Board at 7:10 p.m.