# MINUTES OF THE REGULAR MEETING OF THE DOUGLAS COLLEGE BOARD Open Session

# December 18, 2008 New Westminster Campus Boardroom

Open Meeting File No. 2008-12-18

Approved January 22, 2009

ATTENDANCE

Board Members: G. Bowbrick, B. Clarke, C. Codrington, C. Gibson, M. Hemmingsen, P. Kendrick,

A. Kitching, A. MacGrotty, M. Russell\*\*, M. Steinbach, A. Taylor, P. Wates, S. Witter

(ex-officio)

Regrets: S. Meshwork (ex-officio)

Observers: S. Briggs (DCFA), M. Ferley (BCGEU)

Administration: B. Barber, J. Lindsay, G. Ouyang, H. Postma, C. Worsley

Regrets from M. Exmann, B. Jensen, K. Maynes

Guests: M. Hwang, S. Kelly\*

Recording: S. Donnelly

# 1. CALL TO ORDER

The Chair called the meeting to order at 6:03 p.m. He thanked all for their attendance in such extreme weather conditions, and conveyed regrets from Susan Meshwork, Marian Exmann, Blaine Jensen and Karen Maynes. The Chair welcomed Mr. Michael Hwang, who will take the Oath of Office at the January 2009 Board meeting, and Mr. Sean Kelly, Manager, Marketing and Operations, from the College's Communications and Marketing Office (CMO).

# 2. APPROVAL OF AGENDA

It was moved by Matthew Steinbach, seconded by Ann Kitching and unanimously resolved:

36/2008 THAT the agenda be approved as distributed.

# 3. PRESENTATION: DOUGLAS COLLEGE MARKETING CAMPAIGN

CMO's Brad Barber and Sean Kelly presented new advertising to commence in January 2009. Goals include establishing a clear brand message that differentiates Douglas College in the minds of our target audience. Extensive preparation and testing supported the development of this campaign, which includes a new tagline, "Ignite your potential".

The College will unveil its new campaign on four high profile billboards as well as on SkyTrain platforms, in SkyTrain cars and at bus shelters. Advertising is simple and colourful, and there will be a strong emphasis on university transfer promotion as well as the ability to earn a degree at Douglas College. Newsprint advertising will promote information sessions, while the web site redesign reflects prospective students' media consumption habits and enables activity tracking. Brad Barber and Sean Kelly responded to Board members' questions, and the Chair and Board members thanked and commended them and the CMO team for their impressive work.

# 4. APPROVAL OF MINUTES OF NOVEMBER 20, 2008

It was moved by Matthew Steinbach, seconded by Ann Kitching and unanimously resolved:

THAT the minutes be approved as distributed.

#### 5. BUSINESS ARISING FROM MINUTES

There was no business arising.

#### 6. DOUGLAS COLLEGE 2009 – 2012 ACADEMIC PLAN

Reflecting on environmental shifts and a reduction of funding available for Full Time Equivalent (FTE) student developments, Jan Lindsay presented the final draft text of the 2009 – 2012 Douglas College Academic Plan. She noted faculty-developed plans and an increased emphasis on scholarly activity and faculty development, as well as employees' ingenuity in identifying creative programming options.

Jan Lindsay responded to questions relating to 2008's designation of five new BC universities and economic events and indicators. The College has now completed its application for Natural Sciences and Engineering Research Council of Canada (NSERC) funding eligibility; we continue to identify strengths and develop and enhance collaborative partnerships with other post-secondary institutions, striving to be increasingly creative and resourceful with existing funding. At Jan Lindsay's invitation, Guangwei Ouyang outlined plans for the development of additional post-degree diplomas, which can support graduates' employment opportunities and also appeal to people arriving from other countries.

It was moved by Ann Kitching, seconded by Paul Wates and unanimously resolved:

38/2008

THAT the College Board approve the 2009 – 2012 Academic Plan as submitted December 18, 2008.

#### 7. DOUGLAS COLLEGE 2005 – 2008 EDUCATION DIVISION TACTICAL PLAN

Jan Lindsay presented the recently updated Tactical Plan, its goals and the structured process that engages all faculties, enabling the College to adapt and move quickly. The Chair recommended inclusion in the plan of a summary of acronyms as had been done with prior reports.

#### 8. INFORMATION/COMMUNICATION

# 8.1.1 BC GOVERNMENT AND SERVICE EMPLOYEES' UNION (BCGEU)

Mark Ferley advised that he would have reports at a future date.

# 8.1.2 DOUGLAS COLLEGE FACULTY ASSOCIATION (DCFA)

Susan Briggs reported that the DCFA has been busy, and that work on the Presidential Search Advisory Committee (PSAC) is moving forward.

# 8.1.3 DOUGLAS STUDENTS' UNION (DSU)

The Chair noted that the DSU representative had been absent from the last six Board meetings.

# 9. REPORTS

#### 9.1 Board Chair

The Chair noted the success of the 2008 *Envision Financial Light the Lake* event, and the College's *Long Service* and *Service Excellence* awards ceremony, during which Board member Bruce Clarke was honoured for 35 years of service to the College. Mr. Michael Hwang will be formally welcomed to the Board in January 2009, and the Board looks forward to drawing upon his expertise; this evening's meeting sadly represented Christian Codrington's last as a College Board member. Andrew Taylor thanked President Susan Witter for hosting the afternoon's festive holiday social.

- **9. REPORTS**, cont'd
- 9.2 Education Council
- 9.2.1 Chair's Report

Andrew Taylor noted Education Council Chair Susan Meshwork's written report, and her inability to attend this meeting due to weather and road conditions.

# 9.2.2 Board Member Liaison's Report

Ann Kitching advised that the recommendation of a new certificate program, *Intervenor for Individuals with Deafblindness*, would soon progress from Education Council to the College Board.

# 9.3 President

# 9.3.1 President's Report

Referencing her written report, Susan Witter noted that student surveys are regularly undertaken; she offered to provide additional reports on such surveys at the Board's request.

# 9.3.2 Budget Guidelines

Susan Witter presented the draft *Budget Guidelines* document, which had been previously tabled at a meeting of the Senior Management Team (SMT), attended by Constituency Group Leaders (CGLs). This document is to be used in decision making for the College's 2009/2010 budget.

It was moved by Cathie Gibson, seconded by Ann Kitching and unanimously resolved:

39/2008 THAT the College Board approve the 2009/10 Budget Guidelines document.

# 9.3.3 Administrative Policies

Susan Witter presented for information purposes five administrative policies, as shown below.

3
per 7, 2008
d October 7, 2008
tober 7, 2008
placing an Educational policy;

# 10. BOARD COMMITTEES

#### 10.1 Finance Committee

Paul Wates reported that the Finance Committee last met on December 16, 2008 to consider a number of matters, some of which would be reviewed during the evening's in camera meeting. The Board budget, which remains in order, was reviewed, as was the matter of concepts regarding Douglas Students' Union (DSU) compliance for removal from receivership status.

# 10.2 Human Resources Committee

Cathie Gibson reported that the Human Resources Committee also met on December 16, 2008.

#### 10. BOARD COMMITTEES

# 10.3 Presidential Search Advisory Committee (PSAC)

Paul Wates reported that the PSAC had met twice since the November Board meeting; the December 3, 2008 meeting ran until shortly after 11:00 p.m., and then the committee convened again prior to the evening's Board meeting, in lieu of a December 17, 2008 meeting that was postponed due to snow and road conditions. The PSAC has now completed its work on all documents to be presented to the Board. A consultant has been appointed, and the committee is moving forward. The PSAC has reserved four potential meeting dates for January 2009 in order to progress as quickly as possible. In response to a query, Paul Wates confirmed that the consultant and consulting firm's names may be released. Andrew Taylor confirmed that such information will be included on the Board's *Presidential Search* website.

# 11. ANNOUNCEMENTS AND GENERAL INFORMATION

The Chair noted significant media coverage of the Foundation's 2008 *Envision Financial Light the Lake* event, and congratulated the Douglas College Foundation team. He encouraged consideration of opportunities to hold an event of a similar nature in New Westminster.

#### 12. ISSUES ARISING FROM BOARD MEETING

There were no such issues.

#### 13. BOARD MEMBERS' REPORTS

Board members reported on the many College-related events they'd attended of late; Mary Hemmingsen thanked Board members for accommodating her educational absence.

#### 14. BOARD RECOGNITION

Andrew Taylor, in presenting a certificate of appreciation to departing Board member Christian Codrington, conveyed regret but understanding of Mr. Codrington's decision – driven by positive news that resulted in competing demands upon time –not to seek reappointment to this Board. Christian Codrington was appointed to the Board's Human Resources Committee soon after his appointment to the Board, and also served on the ad hoc Policy and By-law Review Committee. Recognised for his expertise, thoughtfulness and diligence as he served Douglas College and its students, he will be greatly missed. The College will make a donation to the Douglas College Foundation on behalf of Mr. Codrington, and will continue to look upon him as a friend of the College.

# 15. DATE AND LOCATION OF NEXT MEETING

The next meeting is schedule for a 6:00 p.m. start on January 15, 2009 at the David Lam Campus.

#### 16. ADJOURNMENT

There being no further business, the meetin	g adjourned at 7:20 p.m.
CHAIR	PRESIDENT