

**DURHAM COLLEGE OF APPLIED ARTS AND TECHNOLOGY
MINUTES OF THE 422nd REGULAR MEETING
(PUBLIC SESSION) OF
THE BOARD OF GOVERNORS**

DATE: April 8, 2009
TIME: 6:00 p.m.

PLACE: Community Room

IN ATTENDANCE

GOVERNORS: Aileen Fletcher, Chair
Gerry Warman, Vice Chair
Rhonda Christian
Garry Cubitt
Carlee Fraser
Pansy Goodman
Karen Hodgins
Michael Newell (6:15 p.m.)
Doug McKay
Nicole Schoep
Mary Simpson (6:20 p.m.)
Judy Spring
Fred Upshaw

PRESIDENT: Don Lovisa

SECRETARY: Leigh Doughty

SENIOR STAFF: Margaret Greenley
Donna McFarlane
David Chambers
Gerry Pinkney
Cathy Pitcher
Ken Robb
Judy Robinson

REGRETS: Bill Robinson
Darrell Sewell

CALL TO ORDER

The Chair called the meeting to order at 6:00 p.m.

INTRODUCTION OF GUESTS

Donna McFarlane, VP, Communications and Marketing introduced guests Robin Pereira, Dean, School of Media, Art and Design; Eموke Kerestely, Student Elect, Board of Governors; Melanie Barnett, Student, Office Administration/Legal; Aaron Dudezki, Student, Pre-media; Vicki Stewart, Faculty, School of Justice and Crystal Crimi, Metroland – Durham.

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ADDITIONS/DELETIONS TO THE AGENDA

None were noted.

CONFLICT OF INTEREST

None were noted.

PRESENTATIONS

School of Media, Art & Design – Robin Pereira

Robin Pereira, Dean, School of Media, Art and Design (MAD), provided an update to the Board regarding milestones and events of the program, highlighting upcoming events in the front lobby and the Whitby Art Gallery. MAD is a school that communicates visually, offering fifteen full-time day programs, many of which are laptop programs. Enrolment is at 1130 full time students and 49 part time students as of November 2008.

Robin advised they hope to develop further programs in Fine Art, Journalism and New Media and Film Production. These programs could assist Durham Region in these difficult economic times through advanced communications and technology projects.

MAD publishes the college newspaper and the “Reflections” magazine as part of their magazine design and photography components and are also involved in corporate logo design. Other campus events coordinated by MAD include a three day music and film festival (“Rock N’ Reel”), talent night events, music, dramatic art/theatre, television production and audio, website design (in consultation with local business contacts) and multi-media (currently a special project for the Ministry of Finance). Work placement is part of curriculum and many of the students secure a placement with local businesses.

The Chair thanked Robin for the presentation and requested a link to the presentation be placed on the Board of Governors portal.

APPROVAL OF PREVIOUS MINUTES

Moved by Nicole Schoep

Seconded by Judy Spring

“That the minutes of the 421st regular meeting of the Durham College Board of Governors, held March 11, 2009, be approved.”

CARRIED

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ACTION ARISING FROM PREVIOUS MINUTES

None were noted.

CHAIR'S REPORT

None were noted.

PRESIDENT'S REPORT

February – March 2009

President Lovisa answered questions regarding the Second Career Update and the Skills for Employment initiative. Governor Cubitt advised he recently attended the annual Student and Donor evening, indicating it was a very positive and worthwhile event. Governor Warman asked about the recent visit of the Honourable George Smitherman, Minister of Energy and Infrastructure. President Lovisa advised the visit focused on renewable energy. The Chair thanked the Board for their attendance at the President's installation on March 31st.

The President's report was received for information.

COMMITTEE REPORTS

None were reported.

Continuing Business

Success Matters Strategic Plan Update

President Lovisa discussed the Success Matters Strategic Plan document with a focus on the coming year, via a May 2009 strategic discussion to put goals and strategies in place. Internal feedback has been positive. The executive team met to confirm their commitment to the values in the current plan and will continue to build priority actions around the three pillars of the plan: "Our Students, Our People, Our Business". The priority is to simplify the plan and focus on the three key strategies to support the goals of the plan.

President Lovisa highlighted strategic enrolment management - a way of doing business from recruitment to graduation - connecting with such issues as retention rates, key performance indicators and provincial student engagement data.

**DURHAM COLLEGE OF APPLIED ARTS AND TECHNOLOGY
MINUTES OF THE 422nd REGULAR MEETING
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Highlighting “Our Students”, President Lovisa indicated we need to increase our domestic market share as well as develop international opportunities in the market, while continuing to look for pathways wherever possible through different ways and means such as online programs with a cross-college approach.

As for “Our People”, each employee must make the best contribution possible. Our work with UOIT recognizes the sharing of our campus - serving the needs of employees, students and community, while working to establish a cost effective sharing model, expanding the shared services planning process, establishing a cost-effective sharing model and ensuring that the shared services model recognizes the unique relationship between Durham College and UOIT.

Our goal is to make business decisions that are evidence-based, reflect best practices and result in a prosperous college achieving its mission. Developing our internal identity is something we need to continue to work on (Results of the KPI confirm this issue). In order to achieve financial stability we will work to control spending, focusing spending where it is important to students, working to increase revenue and ensure an accountability-based model while continuing to pay down long-term debt.

Durham College will continue to build on its reputation, investing in college teaching, strengthening the Durham College brand, promoting the strength of our students in the community (nationally and internationally) and engaging the community to determine how we can best assist them. The strategic plan will complement the campus master plan to ensure a strong Durham College identity.

President Lovisa answered questions of the Board relating to pathways, confirming that Durham College has always focused on the relationship with UOIT, but must look beyond our footprint here, as we currently have eight solid pathways we are working on.

Governor McKay indicated he hopes to see recertification of students who leave the work place and return to college for continuing education opportunities. Governor Spring provided an update on the UOIT Commerce degree, advising a request has been made for a modification of the mark standing (from an A to a B) for participation by Durham College graduates of a two-year program. She also advised of negotiated pathways with Fraser Valley, Athabasca and Trent universities.

Governor Cubitt mentioned interesting research regarding student comfort in a specific culture – comparing the joint campus cultural experience of Durham/UOIT - as the idea was always to have college and university students mix and break down the barriers between the two. President Lovisa advised that the high risk high school students on campus indicate the positive effect of a college/university environment, as well as reverse pathways within our campus community and proposed research on how students move back and forth between the two institutions is forthcoming. Governor Upshaw indicated he believes when reciprocal pathways are developed, students will stay at Durham College/UOIT because they are comfortable here.

**DURHAM COLLEGE OF APPLIED ARTS AND TECHNOLOGY
MINUTES OF THE 422nd REGULAR MEETING
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In response to questions regarding the pathway of science, Judy Robinson, VP, Academic advised that CCAC received a grant to do a pathway in the area of science and technology and when these programs are created Durham College students will get first preference.

Governor Hodgins commented that the budget targets are solid and measurable; but that increased student enrolment does not have hard targets and questioned if there will be hard targets available soon. President Lovisa indicated the strategic plan focuses on increasing student enrolment and the strategic enrolment management plan will eventually have targets, but the proposal is at a very high level at this time.

New Business

Election Results – Student Appointment to the Board of Governors

The report was received for information.

Key Performance Indicators Results

Judy Robinson, VP, Academic advised that the Key Performance Indicators (KPI) from the Province were released publicly on April 7, 2009. A considerable portion of Durham students are under the age of twenty-four. The demographic profile is consistent to the previous year with student satisfaction at 77.3 percent and running very much in-line with the system average. We are in a steady state for the trending of the last five years, but want to focus on raising this number. We need to specify the areas we wish to target for next year, from the capstones of Knowledge of Skills; Quality of Learning Experience; Quality of Facilities; Quality of Services. We are pleased with the overall results, but must identify areas we can improve upon.

Graduate satisfaction and graduate skills questions have remained the same over the past few years. Graduate employment is 86.5% slightly lower than last year, but tallied prior to the economic slump we are in. Graduate rate is in line with the system average. Graduate certificate programs are high at 86.7%. A member of the Board questioned if the Ministry will be setting targets for graduate rates. President Lovisa advised we will not see targets from the Ministry; however, Durham College will expect a reasonable graduate rate and we must always be concerned with retention of students. The area of further full-time education has increased to 20%, while the provincial average is 21%.

Employer satisfaction is just slightly lower than last year. The employer skills identified are very similar to the graduate skills identified in the questionnaire. Our one year programs are high, but our three year programs are low. We need to determine why the three year programs are low, further investigation is required. Additional survey info includes “employment in a related field” and “that college faculty and staff concern for student success is low”. Students are telling us consistently that this is very important to them, so we will do further work in this area.

**DURHAM COLLEGE OF APPLIED ARTS AND TECHNOLOGY
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Areas of improvement listed in the report include a continuing trend of improved services, such as health services and open access to computer labs and resources. Durham College was higher than the Provincial average in recreation, athletics, health services and co-op/field placements. The areas of “feedback on progress, course materials, space for individual/group studies, bookstore and financial aid services” were identified by students as needing improvement. Cost seems to be the issue with course materials, staff must ensure that required texts are being utilized to capacity, so students will know this cost has value.

KPI management this year will include improvement plans. DCLT will take a different approach to administering the KPI. The surveys will be provided to the students by the Deans and Associate Deans of the program. This will be in collaboration with the strategic enrolment management plan.

Overall, this KPI is very consistent with other years. Because the results are similar year to year, perhaps Durham College should focus on prioritizing on one or two of the indentified areas to really make an improvement in these areas. Judy advised we should see good improvement on quality of space and facilities, as we are hoping for provincial funding to make some changes within the next year.

Durham College has the opportunity to add specific questions to the KPI for next year and Governor Goodman suggested we add a question regarding part-time enrolment opportunities and how this would collaborate with the strategic plan.

President Lovisa will provide a high level report on the progress of the KPI work to the Board for information mid-term. KPI’s are actually a tool to determine if our strategic plan is effective. The strategic plan drives everything we do and the academic plan will be used to deliver our mission.

Federal Knowledge Infrastructure Program Submission

President Lovisa provided an update on the Knowledge Infrastructure Program (KIP) submission, a federal initiative, laying out three strategies. With the announcement of possible Provincial and Federal infrastructure funding, we submitted three priorities: Whitby expansion (Phase II), asking for federal dollars to match current funding to assist in the \$24 million cost to complete the deferred maintenance projects, as the Federal and Provincial governments indicate they will look at deferred maintenance, renovation and expansion on the Oshawa campus. Also, the long term capital plan looks at three opportunities: to reclaim service areas for DC and UOIT (approximately 60000 sq. ft.) and to modernize this vacated space for a social and learning area and construction of a building to house “one stop” student services, career and employment services and a new hospitality and learning centre.

We are like many other institutions that have submitted plans to the Federal government who hope to see some infrastructure spending at Durham College and in the Oshawa area. Timing of these funding programs would cumulate in a possible announcement at the end of May 2009. These projects are “shovel ready” as per the government requirement and the funding parameters indicate the project must be completed by March 2011.

**DURHAM COLLEGE OF APPLIED ARTS AND TECHNOLOGY
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Appointment of Board Secretary

Moved by Franklin Wu

Seconded by Nicole Schoep

“That the Durham College Board of Governors rescind the appointment of Karen Spearing as Board Secretary for the Durham College Board of Governors for the year 2009; and further,

That the Durham College Board of Governors appoint Leigh Doughty as Board Secretary for the Durham College Board of Governors for the year 2009. “

CARRIED

OTHER BUSINESS

Program Advisory Committee Minutes

Moved by Garry Cubitt

Seconded by Karen Hodgins

“That the Durham College Board of Governors receive the program advisory committee minutes for information.”

CARRIED

UPCOMING EVENTS

The Chair reported that the Association of Canadian Community Colleges (ACCC) Conference will be held in Charlottetown, Prince Edward Island, May 31 to June 2, 2009 and five members of the Board will attend.

The board recessed the public session at 8:03 p.m.

The meeting adjourned at 10:30 p.m.

Leigh Doughty
Board Secretary

Aileen Fletcher
Chair, Board of Governors