



## **CALL TO ORDER**

The Chair called the meeting to order at 6:11 p.m.

## **REGRETS**

The Chair noted regrets from Governors Denise Jones, Mike Shields, participants Joanna Campbell, Manon Lemonde and noted that Paul McErlean and Terry Slobodian will be arriving later.

## **INTRODUCTION OF GUESTS**

The Chair acknowledged Jackie Lawrence and Jessica Smith, second year Journalism students representing the Chronicle; and Terry Caputo, Director of Finance, DC.

## **ADDITIONS/DELETIONS TO THE AGENDA**

None was noted.

## **CONFLICT OF INTEREST DECLARATIONS**

None was noted.

## **APPROVAL OF THE MINUTES**

There being no errors or omissions in the minutes of the Regular Board meeting of February 11, 2004, the Chair declared the minutes accepted as presented.

## **ACTIONS ARISING FROM PREVIOUS MINUTES**

None was noted.

## **DECISION ITEMS**

None was noted.

## **ACKNOWLEDGEMENTS AND REPORTS**

None was noted.

## **CONSENT CALENDER**

The items on the consent calendar were accepted as presented.

## **INTERIM FINANCIAL REPORT**

Terry Caputo reported on the statement for the eleven months ending February 29, 2004. Terry advised that we are tracking on budget. College Ancillary is performing well at a surplus of \$1.101M, and Corporate Training is performing very well at a positive \$3.889M. Overall, we are \$518K better than expected at this time. A discussion on the PIC contribution took place and it was requested that Finance revise the report format to exclude PIC as it is a separate entity. It was also suggested the Board request a monthly report from PIC.

**Action:** Finance will revise the monthly reporting format and request a monthly statement from PIC.

Paul McErlean and Terry Slobodian arrived at 6:16 p.m.

## COMMUNITY INFORMATION – COMMENTS AND QUESTIONS

Joanne Burghardt announced that the Ontario Community Newspapers Association recognizes all college and university newspapers and that the Chronicle had achieved first place in the general excellence category. Joanne had accepted the award at the ceremony on behalf of the College and she then presented the plaque to Jackie Lawrence and Jessica Smith

Moved by Doug Wilson

Seconded by Gail MacKenzie

Motion #4771 “That the Board send a congratulatory letter to the Chronicle’s staff and students recognizing this achievement.”

CARRIED

**Action:** Cathy to prepare a congratulatory letter for the Chair to send to Chronicle staff and students.

## DISCUSSION ITEMS

### Performance Indicator – Student Applications

Richard Levin provided a spreadsheet “Fall Term College Count”, comparing August – November 2003 to August – November 2004. Richard noted that the applications have decreased at almost all colleges. Gary stated that Richard Levin will present an analysis to the Board in the future.

Gail MacKenzie stated that it is possible that problems with the application process could have contributed to this decline and that the colleges should continue to market to students that spaces are still available.

Gary Polonsky advised that Durham College has developed strategies and that he is confident that we will grow by a reasonable amount this fall.

**Action:** Richard Levin to provide a Strategic Enrolment Management (SEM) presentation to a future Board meeting.

## REPORT FROM THE PRESIDENT

### Trillium Awards

Bev Balenko reported that prior to the ACAATO Conference, the Trillium Awards were presented and that Carol Beam and her team had won the top award in the general image, successful marketing strategies category.

Moved by Mark Moorcroft

Seconded by Gail MacKenzie

Motion #4772 “That the Board of Governors send a congratulatory memo to Carole Beam and her staff recognizing the achievement of the Trillium Award.”

CARRIED

**Action:** That the Board send a congratulatory letter to the Marketing & Communications team recognizing this achievement.

## REPORT FROM THE CHAIR

### ACAATO Conference Update

The Chair reported that ACAATO was a valuable investment in time and that it was affirmation that Durham College is on the right track. Garry suggested that the Board review Lyn McLeod’s speech as she had skillfully and tactfully delivered on the subject of advocacy.

Garry ended his report by reading a thank you note from Manon Lemonde re her attendance at the ACAATO Conference.

Gail MacKenzie commented on the student government model presentation and that it was very thought-provoking to sit down with the students and suggested that a student forum with the Board be organized to obtain student feedback/brainstorming and promote interaction and communication with students as well as make students aware of the Board's responsibilities.

**Action:** Cathy Pitcher will plan a feedback opportunity between the Student Association and the Boards.

**TERMINATION OF MEETING**

There being no further business the meeting was terminated at 6:42 p.m.

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Garry Cubitt, Chair

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Gary Polonsky, President