

**DURHAM COLLEGE OF APPLIED ARTS AND TECHNOLOGY AND
MINUTES OF THE 384th REGULAR MEETING OF THE BOARDS OF GOVERNORS**

DATE: September 8, 2004
TIME: 6:00 p.m.

PLACE: Community Room
Oshawa Campus

IN ATTENDANCE:

GOVERNORS: Lorraine Sunstrum-Mann, Chair
Joanne Burghardt
Karen Hodgins
JoAnne Horruzey
Denise Jones
Aaron Keating
Deborah Kinkaid
Gail MacKenzie
Patrick McNeil
Mark Moorcroft
Inez Pinder
Phillip (Rocky) Simmons (arrived at 6:14 p.m.)
Gerry Warman
Beth Wilson

PRESIDENT: Gary Polonsky

SECRETARY: Cathy Pitcher

**RECORDING
SECRETARY:** Lynda Phillips

PARTICIPANTS: Peter Bagnall
Joanna Campbell
Garry Cubitt
Pierre Hinse
Manon Lemonde
Doug Wilson
Terry Wu

SENIOR STAFF: Ralph Aprile
Bev Balenko
Michael Finlayson
Margaret Greenley
Richard Levin
Sheldon Levy
Ann Mars
Donna McFarlane
Judy Moretton
Gerry Pinkney
Don Sinclair
Terry Slobodian
John Woodward

REGRETS:

GOVERNORS: Paul McErlean
Mike Shields

PARTICIPANTS: Lyn McLeod

CALL TO ORDER

The Chair called the meeting to order at 6:00 p.m., welcoming new Governors Aaron Keating and Inez Pinder. Lorraine noted that Beth Wilson was returning to the College Board after a two-year absence. The Chair also congratulated Dr. Terry Wu on his election to the UOIT Board and congratulated Pierre Hinse on his re-election to the UOIT Board.

REGRETS

Lorraine noted regrets from Governors Paul McErlean, Mike Shields and participant Lyn McLeod.

INTRODUCTION OF GUESTS

The Chair acknowledged guests Terry Caputo, Director of Finance, Durham College and Craig Loverock, Director of Finance, UOIT.

ADDITIONS/DELETIONS TO THE AGENDA

Item 5.1, the Rae Review of Postsecondary Education in Ontario, was added to the agenda.

CONFLICT OF INTEREST DECLARATIONS

None was noted.

APPROVAL OF PREVIOUS MINUTES

Beth Wilson noted that she was present at the June 9 Regular Board meeting and the minutes had noted regrets. The correction will be made.

There being no further errors or omissions in the minutes of the 383rd Regular Board Meeting held on June 9, 2004, and the Special Regular Meeting held on July 6, 2004, the Chair declared the minutes accepted, as per the amendment noted above.

The subject of the new format for meetings was raised and Lorraine commented that Governors will appreciate this change.

PRESENTATIONS

The Rae Review of Postsecondary Education in Ontario

Gary introduced Sheldon and his presentation on the Rae Review of Postsecondary Education in Ontario. He recommended adopting a positive attitude and desire to host the commission on behalf of the people of Ontario.

Sheldon began by commenting on some of his sources for information, including a letter from the ACAATO General Assembly, written by Garry Cubitt. Sheldon noted that he also met with staff of the review and information is available on ACAATO's web site. The Rae Review is to be a student focused commission whose purpose is to investigate how institutions can better serve students and scholarships. There has been some discussion of putting a payment system in place which would allow students to repay student loans through the income tax system, but there is some opposition to this suggestion. Minister Chambers has stated that the emphasis will be on "a co-coordinated, collaborative and differentiated system". Sheldon suggested that key is the mention of "differentiation", which would allow each institution to concentrate on its particular strength. He also suggested that this may cause some apprehension of being "pigeon holed" within some institutions or fear that research will be limited to a few. Sheldon suggested that members think about two outcomes they feel Durham College and UOIT would like

to see as a result of the review, and commented that it should be something that will make an important difference

The review communicates two messages: that there will not be any more money, and if there is money, it will be in small amounts. Sheldon noted that actually there is more money, but that these funds will be targeted and not just indiscriminately distributed. He advised that there are five potential outcomes indicative of success from the review:

1. A sustainable funding system for Colleges and Universities.
2. Assistance programs which ensure that no student is denied the opportunity for an education for financial reasons.
3. College students with good performance in accredited courses are assured access to Ontario's Universities.
4. Research support is stronger and coordinated among all relevant Ministries.
5. An intermediary body is objectively considered.

Sheldon then outlined some of the issues likely to be covered by the review, which include: tuition fees and student assistance; undergraduate enrolment planning and funding; graduate enrolment planning; research; college-university collaboration; apprenticeship and accountability.

Gail asked, if when Sheldon spoke with the review staff, Durham College/UOIT was mentioned. Sheldon advised that the staff did not know about us and that it will be up to us to create this awareness.

Garry stated that in his opinion the Government should be able to deliver and execute on accessibility.

Sheldon remarked that the Government has the influence with the money. We will need to be a little more sophisticated because the Government feels that "one size fits all".

Gary commented that we already have a College/University Articulation and suggested that we could be the pilot and explore partnering with local high schools. Gary went on to explain that Bob Rae had originally approved the Skills Training Centre.

Lorraine commented that the process will belong to the Boards, but asked if it would be wise for the Board to formally address the Commission. Gary advised that a response will be brought to the Board for its endorsement.

Patrick noted the difficulty in potentially changing a mission. Sheldon explained that it depends on the vision of the institution and the Rae Commission will hold people accountable to their mission.

ACTION ARISING FROM PREVIOUS MINUTES

A congratulatory letter was sent from the Board to the 2004 Ontario Technological Skills Competition award winners.

Gary has extended an invitation to Bob Rae to visit DC/UOIT.

DECISION ITEMS

Accessibility Policy

Beth inquired if an opportunity to review the policy was given to any students who may be affected by this policy and Margaret advised that it had been extensively reviewed by students.

Moved by Gerry Warman

Seconded by Mark Moorcroft

MOTION #4806 “That the Board of Governors of Durham College of Applied Arts and Technology approve the Accessibility Policy, as presented.”

CARRIED

ACKNOWLEDGEMENTS AND REPORTS

Gail reported on a friend who was a student of Durham College last year and the success he has experienced. This student graduated from Durham College in May, secured full-time employment in June, just recently became engaged and purchased his first home..

Lorraine provided feedback on the “School of Rock ‘n Roll” program, run during the summer months through the School of Communication Arts and Design. Students of the program performed a musical concert for faculty, parents and friends, at the end of the program. Lorraine commented that the students were very innovative, providing the audience members with some very good musical entertainment.

CONSENT CALENDAR

The items on the consent calendar were accepted as presented.

INTERIM FINANCIAL REPORT

Terry reported that College programs and services have a surplus. He noted DC is receiving interest and rent payments from PIC. Terry advised that enrolments are down with a \$1M shortfall. He reported that the ancillary deficit is primarily due to residence expenses over the summer timeframe. Terry also noted that BIDS is on target with its projections.

Gail inquired regarding the enrolment shortfall. Terry advised that the actual decrease is less than had been projected.

DISCUSSION ITEMS

Review of Adult Education in Ontario

Bev reported that for the first time there seems to be a sense of importance placed on Adult Education in Ontario. Bev advised that consistency in the system is a key component. Ontario Basic Skills has received more funding.

Durham College Enrolment Update

Richard reported that Durham College enrolment is down approximately 280 students over the last three years. Decline in the first year amounted to approximately 5%, with no definitive reason for the decline. Market share numbers will come in sometime in November. Growth is based on demographics and the decline in numbers is a clear signal that we need to do things differently such as establishing a College brand. Mark Moorcroft commented that it appears that we have not increased our share of the market while we have increased geographically in Durham Region. Richard advised that 80% of our students come from this area, while Gary noted that demographics show that most new residents moving into the area don't have college age children yet.

Beth asked if there are any plans to increase the number of programs which allow January intake of students. Richard explained that there are some short term plans underway.

Joanne asked if there is any information on Ajax/Pickering and if affiliation with the Toronto colleges is prevalent in this area. Richard explained that it is difficult to judge because Centennial College has a greater decline in enrolment than Durham College. Michael asked if the abolition of Grade 13 in the high schools has been a factor. Richard stated that this has caused a major system-wide affect which no one was able to predict.

Gary advised that there have been three major issues for all Colleges:

1. The abolition of Grade 13 and streaming in high schools.
2. Universities have opened up their entrance requirements due to significantly lower enrolments and a need to fill up seats after Superbuild.
3. More professions are requiring degrees as entry to practice.

Gary advised that the situation will require more analysis and strategy, already called for by the Strategic Plan, with a report to be brought to the Board in early winter. By spring we may still be number one but our lead may not be large.

Jim Black, an expert in strategic enrolment management and from the University of North Carolina, advises that successful institutions should be cautious, as it is easy to become complacent.

Sheldon noted that the number of students dropping out of high school has increased, which also impacts our enrolment.

REPORT OF THE PRESIDENT

September Start-Up

Gary noted that from all reports start-up went very smoothly.

David Lindsay appointed as President of ACAATO

Gary noted that David Lindsay was key to the advocacy process and, in fact, had been on our campus recently.

Ontario Student Opportunity Trust Funds Program

Terry Slobodian noted in 2003 DC/UOIT was allotted \$2.6M and \$2.9M which was to be matched by the Government. He reported that on July 6, MTCU stated that there are no assurances that after 2004-2005 they will continue to match funds. He stated this is a blow to our fundraising efforts, eliminating the incentive for prospective contributors.

Garry asked how much MTCU will still match and Terry explained that we have exceeded our projection for funds raised. Of the total funds raised there is approximately \$1M that may not be matched by the Government.

Campus Security

Gary reported that new security measures are in force and were taken not only as a result of the shooting incident, but some had already been planned. Manon asked about the recent incidents. Gary explained we have had two thefts recently committed by sophisticated thieves. Their faces were caught on video and arrests are hoped for. Gary stated that we are not a police state, but we do have 500 cameras on campus. Ralph reported that there will be a review of policies and procedures and the police investigation is going well. Beth asked if there is a communication strategy in place and Gary responded "yes".

Durham College Web Site

The web site for Durham College will soon be re-designed by our Communications Department.

REPORT OF THE CHAIR

Upcoming Events

The Chair noted the following upcoming events: the DC/UOIT 2004 Gala on Saturday, September 11, Staff Appreciation on Thursday, October 7; DC Fall Convocation on Thursday, October 21; the Boards' Retreat on October 23-24; the Library and Academic Buildings Grand Opening Ceremony on Friday, October 29; and DC Scholarship Ceremony on Thursday, November 4.

ACAATO Priorities for 2004/2005

Lorraine noted that these had been discussed at the recent meeting and Gary reminded Governors that Joan Homer will attend the January Durham College Board meeting to discuss ACAATO's priorities prior to the ACAATO Conference in February.

Report on the ACAATO Board Chairs' Workshop and Annual General Assembly Meeting held August 24-25, 2004.

It was noted that the Workshop focused on the Rae Review and Garry Cubitt has drafted a letter which captures the discussion. David Lindsay discussed marketing of Colleges and orientation for new Governors was encouraged.

Garry commented that the theme came up which suggests that Colleges are getting caught up in their own story: one hand promoting a quality product; the other hand clamoring for applied degrees. He advised that K.P.I.'s perhaps don't capture the important data and there are many disconnects which lead to confusion.

Lorraine observed that at the workshop there was a slide demonstrating the impact of College and University students entering the work force.

INFORMATION ITEMS

Memo from Minister, MTCU to College Board Chairs and Presidents re College Differentiation

Pierre asked for a clarification of "differentiation" in view of Sheldon's presentation. Lorraine explained that it is directed at those who applied for "ITAL" (Institute of Technology & Advanced Learning) status. Garry expanded by noting that it was clearly communicated that more applied degrees in Colleges is not on the Government's agenda at the moment.

TERMINATION OF MEETING

There being no further business, the Chair declared the meeting terminated at 8:19 p.m.

Lorraine Sunstrum-Mann, Chair

Gary Polonsky, President