

ST. CLAIR COLLEGE OF APPLIED ARTS AND TECHNOLOGY

MINUTES

of the

FULL BOARD MEETING of the BOARD OF GOVERNORS

Held February 22, 2011 at 7:00 p.m., in Boardroom 342, South Campus, Windsor, Ontario

PRESENT:

Mr. M. Caron
Ms. K. Curtis
Mr. T. Farron
Ms. L. Gall
Mr. C. Janisse
Ms. D. Livneh, **Chair**
Ms. M. Lucas
Ms. M. Marcotte
Ms. S. McCourt
Ms. P. Papadeas
Ms. R. Parak
Mr. C. Parrott, **Chair-Elect**
Mr. R. Rusich
Mr. R. Seguin
Dr. J. Strasser, **President**

REGRETS:

Mr. D. Moncur

Also Present:

Ms. S. Armstrong, Director, Financial Services
Mr. D. Barsanti, Chief Financial Officer
Dr. K. Blanchette, Chair, School of Health Sciences
Mr. E.P. Chant, Editor, SAINT, Student Newspaper
Ms. P. Corro-Battagello, Secretary, Board of Governors
Mr. J. Fairley, Vice President, College & Community Relations
Ms. P. France, Senior Vice President, College Operations
Mr. W. Habash, Associate Vice President, Academic Operations
Ms. A. Harris, Health Sciences Consultant, St. Clair College

Mr. J. Martin, Representative, St. Clair College Retirees Association

Ms. L. McCormack, Chair, School of Media, Arts & Design

Mr. K. McLain, Local 138 Faculty Observer

Mr. L. Olszewski, Faculty, School of Media, Arts & Design

A quorum of the Board of Governors in attendance and Notice of the Meeting and the Agenda having been duly sent to all Board members, the meeting was declared regularly constituted. A copy of the Notice of Meeting/Agenda is attached as **Appendix 'A'**.

Ms. Livneh chaired the meeting and Ms. Corro-Battagello was the Recording Secretary.

1.0 **Adoption of the Agenda and Declaration of Conflict of Interest**

The Chair called for a motion to adopt the agenda and it was moved and carried. Ms. Livneh called for any declarations of conflict and hearing none, it was therefore,

RESOLVED THAT the Board
adopt the February 22, 2011
Full Board Agenda as distributed.

2.0 **Approval of the Full Board Minutes of the November 30, 2010 Meeting Held in Chatham, Ontario**

The Chair at this time called for any changes or omissions to the above Minutes as distributed and hearing none, it was therefore,

RESOLVED THAT the Full
Board Minutes of the November
30, 2010 meeting be adopted
as distributed.

3.0 **Constituent Reports**

SCC Retirees Association

Mr. Jim Martin presented a report on behalf of the Retirees Association. He stated that a faculty retiree, who is also a member of the OCRA executive, has been elected to be a representative on the College Retirees Group Insurance Advisory Committee recommending on health benefits. He thanked Plant Services for providing electrical services to the Archive cabinet so that the displays in the cabinet are now nicely lit. Two upcoming events for the retirees include a week in the Mayan Riviera in Mexico and a bus trip to see "Leading Ladies" at the Petrolia Playhouse.

A copy of the Retirees Association report is attached as Item 3.0.

Faculty

Mr. Kent McLain announced that faculty member, Janet Finlay, has published her first book entitled “A Writer’s Workshop: Crafting Sentences, Building Paragraphs, Designing Essays”. The College congratulates Ms. Finlay on her accomplishments.

4.0 **Business Arising**

4.1 President’s Report

The President stated that he had three items to report this evening.

1. A short time ago St. Clair College had been challenged by ERCA (Essex Region Conservation Authority) to construct a “green podium” to be used at the Enviro-Expo where former President, Bill Clinton delivered a speech from the podium. This podium is currently in the Boardroom, but will soon be showcased within the College.
2. The mixed badminton team won a gold medal and the two individuals will be going to New Brunswick from March 3rd – 5th to compete in the National Championship.
3. Everyone is invited to attend the Women’s Basketball game this Saturday, February 26, 2011 at 3:00 p.m. and the pre-game party at 1:30 p.m. in the mezzanine. Free hotdogs and hamburgers will be provided. Should the team win this game, they will move on to the Provincials in Ottawa. The College is hoping for a good turn out to support the team.

4.2 KPI Surveys

Ms. France spoke to the KPI Surveys on behalf of Dr. Tumidajski who was unable to attend the Board meeting. She stated that the surveys have been completed and will be submitted to the Ministry by the end of February. The results will be discussed during the April 2011 Board meeting. Ms. France thanked the Student Representative Council for their assistance in administering and monitoring the surveys.

4.3 Board of Governors Blackboard Site

Ms. Livneh noted that the Board now has a successful up and running electronic Blackboard site, and earlier today Board members were trained on the site. Ms. Livneh thanked Ms. France, Ms. Papadeas, Ms. Corro-Battagello and the members of the Blackboard Sub-Committee for their efforts in bringing this vision to fruition. This will be beneficial for this current Board as well as future boards.

5.0 **New Business**

5.1 New Program – Web & Interactive Advertising-Ontario College Graduate Certificate

Ms. France indicated that the information pertaining to this program was attached to the January Agenda. Mr. Olszewski spoke to this program by first thanking the Board for allowing him to make his presentation. He explained that this program is all about Social Media, and deals with utilizing the communitive power of the internet and the web to deliver messages to consumers regarding goods and services. This program will be the first of its kind in Canada and will be available 100% on-line. As it pertains to St. Clair College, it will help the College be a Destination College, it will significantly grow enrolment at the downtown campus, it will establish the College as on-line experts, it will be the first program in the province specifically designed to meet the changing requirements of advertising in the new media, and it will expand the catchment area to all areas of the world. Furthermore, there is a great demand for this type of program; however the supply is not available. There are no space, capital, software or hardware requirements associated with this program.

Ms. Parak enquired about staffing for the program. Mr. Olszewski cited that since the program will be completely on-line, staffing can be accessed from anywhere.

In response to a question from a Board member, it was clarified that the admission requirements are a diploma or degree in a related field, or a diploma or degree in an unrelated field plus demonstrated competence through related work experience. In response to a question from another Board member, it was noted that writing tests would most likely not be a part of the on-line delivery; rather it will be a hands-on program.

Mr. Seguin asked if there was anything stopping international students from enrolling, to which Mr. Olszewski replied that as long

as they possess the required English proficiency and have access to the internet there are no limitations.

Mr. Farron asked about related costs, to which Mr. Barsanti cited that by year five there would be a revenue of \$175,000 and a \$59,000 profit. Ms. France further mentioned that there is minimal risk associated with this program, and that the numbers used are conservative. Having a web based program for St. Clair College is an exciting step in the right direction. Mr. Fairley added that this program will bring St. Clair College to a whole new level because this is the future in advertising and social media.

Different mechanisms used to market the program include a web page, marketing magazines, social networking, counselors from colleges and universities and “linked In” to connect with professionals. A survey showed that 25% of employers would be willing to give their employees a six month sabbatical for this type of program.

Mr. Caron requested a list of courses from semester to semester which has been provided and is attached to the minutes as item 5.1.

Following the question and answer period, it was,

RESOLVED THAT the Board
approve the Web & Interactive
Advertising Ontario College
Graduate Certificate.

Dr. Strasser thanked Mr. Olszewski for his hard work and dedication in bringing this program to this stage.

5.2 New Program – Respiratory Therapy-Ontario College Advanced Diploma

Ms. France reminded Board members that information pertaining to this program was also attached to the January Agenda. She stated that the Respiratory Therapy Ontario Advanced Diploma was part of the original Centre for Applied Health Science vision, and that the \$32 M building is on time and on budget. Ms. France then introduced Dr. Ken Blanchette, Chair of Health Sciences and Ms. Anita Harris; former Alumni of Distinction. Ms. France noted that Ms. Harris has a wealth of knowledge and experience in the Health Sciences field and is currently working as a consultant for St. Clair College.

Dr. Blanchette stated that this program related to the current Strategic Directions by helping with the completion of the Capital Projects, increasing enrolment to the Centre for Applied Health Sciences, synergies with other programs at the Applied Health Sciences building and responding to demands for health-related professionals in the local community. Admission requirements include at least a high school diploma with strong English, Math, Physics, Biology and Chemistry skills. Other admission requirements include computer proficiency, a satisfactory medical exam, an up to date immunization record, a current First Aid and CPR certificate and a Respirator Fit Test. The Program Advisory Committee is very much in favour of this program. As not many schools offer this program and there is a high demand for it, it will immediately be an oversubscribed program. Also, the program will deliver hands-on training in a state-of-the-art respiratory therapy laboratory within the CAHS. Furthermore, there is a 100% employment rate within six months of graduation. In a financial aspect, it is projected that the College would recuperate costs in the second year, and offers a \$550,000 contribution to St. Clair College in year five.

Ms. France noted that the support from the community, the CEO's of local hospitals and other experts in the field, in favour of this program has been tremendous.

In response to an inquiry, Ms. Harris explained that the broad section of equipment can be utilized not only for this program, but also for the Paramedic, Nursing, Sonography and Cardiovascular Technology programs. Furthermore, the equipment could be used from the NICU department of a hospital to a long term care agency. In response to a question regarding clinical placements, Ms. France noted that there was still some work to be done to obtain all the number of required placements, but that the College was optimistic in light of the community involvement and support for the program. It was further explained that the student placements would be staggered.

Having heard all the information, it was therefore,

RESOLVED THAT the Board of Governors approve the Respiratory Therapy Ontario College Advanced Diploma.

5.3 New Program – Public Relations-Ontario College Diploma

Dr. Strasser asked that the words “commencing in September 2011” at the bottom of page ten, be omitted from the document. Following that note, Ms. McCormack explained that this program had a very favourable response from the PAC committee which contained a variety of Public Relation professionals. This program would reach a wide range of industry sectors including government, public and corporate sectors, private companies and not-for-profit agencies. Currently, there are many Public Relations positions not being filled due to a lack of qualified individuals in our area. This is a two year diploma that would cover skills needed for presentations, writing for newspapers, internal and external corporate communications, event planning, sponsorship, marketing, advertising and working with media. A course in Fundraising and Donor Relations would be offered in the third semester, and work placements would be a part of the third and fourth semesters.

The Public Relations Diploma would grow the reputation of St. Clair College as a “Destination College”, grow enrolment at the downtown campus, develop ties to the community and help with the completion of Capital Projects by offering new programming for the MediaPlex. Although some funding will be required, additional space or equipment will not be needed; and the program should make a contribution back to the College in year one.

Comments from Board members regarding the Public Relations program included that they appreciated the list of PAC Committee members, that they were impressed with the program feeling that it would attract people from many countries.

Following the discussion it was,

RESOLVED THAT the Board
Of Governors approve the Public
Relations Ontario College Diploma.

Ms. Livneh thanked all the academic presenters for their time.

5.4 2011/2012 Auditors

Ms. Livneh explained that although Pricewaterhouse Coopers had been appointed for a five year term (2007-2012), each year their name comes to the Board for approval. Mr. Caron asked if they were meeting the Board’s expectations to which Ms. Livneh

responded in the affirmative. Hearing no other comments, questions or concerns, it was therefore,

RESOLVED THAT the Board
Of Governors approve Pricewaterhouse
Coopers as the 2011/2012 Auditors.

5.5 Appoint a Treasurer

It was noted that item 5.5 should read “corporation” rather than “Audit Committee”. This item had been discussed by the Board of Governors previously, and it was,

RESOLVED THAT the Board
Of Governors approve Mr. Janisse
as the Treasurer for the corporation.

5.6 Financial/Business Plan – Accrued Budget

The documentation pertaining to this item was attached to the January Agenda. This is the second year that the Ministry of Training, Colleges & Universities requires all colleges to submit this Board approved interim budget forecast to March 31, 2011. Mr. Barsanti reminded everyone that the figures were based on information known to the College as at November 30, 2010. Key points of Mr. Barsanti’s presentation included:

- Revenue projected at \$116,000,000 due to increase in funds from MTCU
- Expenditures projected at \$112,000,000 due to increases in salaries, benefits and contracted services
- Projected surplus of \$4M
- Assets were projected at \$180,000,000 due to the Capitalization of new buildings and equipment
- Liabilities were projected at \$162,000,000 due to an increase in deferred capital contributions
- Net Assets projected at \$18,000,000 due to an increase in surplus and investment in capital assets
- In response to a question Mr. Barsanti confirmed that a 60% revenue for grants is typical
- The second career money is coming to an end, and there are much more rigid requirements for applicants
- In response to a question regarding potential risks, Mr. Barsanti noted that there is always the risk that all the information is not known, or that the information could change. Also the pending elections cause some uncertainty.

- There is a link on the College web page under corporate documents with financial information

Following the presentation it was,

RESOLVED THAT the Board of Governors approve the 2010-2011 Interim Budget Forecast as required for submission to MTCU.

A copy of the 2010-2011 Interim Budget Forecast is attached to the minutes as item 5.6.

6.0 **Policy/By Law Review**

6.1 By Law Review

This item was deferred.

7.0 **Date of the Next Meeting**

The next Full Board meeting will be held on March 22, 2011 in Windsor, rather than Chatham as originally planned.