

THE GEORGE BROWN COLLEGE  
OF APPLIED ARTS AND TECHNOLOGY

BOARD OF GOVERNORS  
PUBLIC SESSION MINUTES

FEBRUARY 8, 2017  
200 KING ST EAST, TORONTO  
5:30 P.M.

**Present:** Wing Ki Chan Sue Herbert Anne Sado  
Paul Clifford (via phone) Kevin King Martha Tory  
Jim Daku Joshua Li Laurel Walzak  
Mark Guslits (via phone) Riddhi Modi Mike Williams  
Julia Deans Bob Richardson (via phone) Joe Zenobio, Chair

**Guests:** Cory Ross Leslie Quinlan Paul Ruppert  
Adrienne Galway Shannon Hynes Karen Thomson  
Ric Ho Philip Iver (Dialogue) Mick Sweetman  
Mark Nesbitt

**Regrets:**

**Minutes:** Diane Fantinato

**1.0 "Did you Know" Presentation: 50<sup>th</sup> Anniversary Plans for Ontario College System and GBC**

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A. Sado introduced Shannon Hynes, Director, Alumni Relations who is co-chairing the GBC 50th Anniversary Steering Committee with past Academic VP, Michael Cooke. Shannon provided a high level overview of the celebration and confirmed the college system theme "The Start of Something Amazing". The committee consists of about 40-50 people across the college made up of students, faculty, support staff, admin and retirees. A mandate was established as well as specific outcomes. Key elements of the plan include reflecting and imagining, communicating and showcasing, celebrating and giving and giving back. A few college system-wide activities were presented. The college will have a soft launch this March with a hard launch August onward wrapping up in June 2018.

**2.0 Chair's Report**

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M. Tory notes that the consent agenda under 2.2 should be amended to read "that the Audit Committee recommend the Board of Governors *receive* the 2015/16 Audit Plan", rather than approve. The draft Audit Committee minutes in Attachment 2.3(b), item 2 should also read the same. There were no comments or questions raised with regards to the Consent Agenda

**MOTION 15-07-01**

**THAT the Board of Governors approves the consent agenda for the December 9, 2015 meeting which includes the following items:**

- **Approval of the Board of Governors' Minutes of October 14, 2015**
- **Receive the 2015/16 Audit Plan**

**Moved: Paul Clifford**

**Seconded: Mark Guslits**

**CARRIED**

**3.0 "Did you know" Presentation: Career Services Overview – Brenda Pipitone, Debra lafrate and Susan Toews**

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B. Pipitone advised that the career services has gone through a significant transformation over the last year and that D. lafrate and S. Toews have done a tremendous amount of work to change the service delivery model.

D. Iafrate advised that the new service delivery model focuses on student engagement involving three critical aspects: having clear career directions; developing essential soft skills and knowledge for employment; and, self-marketing and employment success. This model helps support the colleges' retention initiative by supporting student success. Some of the new services offered are:

- Leveraging LinkedIn for career path exploration;
- Launching of "Optimal resume" for all students and grads including samples and templates;
- Launching of "Optimal Interview" for all students and grads including guidance, tailored questions, videos and feedback;
- Collaborative peer sessions including resume clinics and group mock interviews
- Field education support including pre and post placement guidance
- Active social media presence to increase student engagement

There is also added emphasis on employer engagement. In 2014-15 1,200 new employers posted positions on GBC Careers bringing it to over 3,500 employers who posted positions for 2014-15. This information will be leveraged to create and foster employer relationships that benefit the entire George Brown College Community.

M. Tory thanked D. Iafrate, S. Toews and B. Pipitone on behalf of the board for their presentation.

#### 4.0 Financial Report

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Mark Nesbitt shared the October Year to Date Finance Report for 2015-2016. He reviewed the key report highlights for the 7 month period ended October 31, 2015. A report based on October year-to-date results is required by the Ministry.

Overall, we are running ahead of budget in revenue and on track for expenses, with positive impact on resources.

#### **MOTION 15-07-02**

**THAT the Board of Governors approves the submission of the Statement of Operations and the Statement of Unrestricted Fund as the College's interim report for the month ended October 31, 2015 to the Ministry of Training, Colleges and Universities in accordance with the Ministry's Business Plan Operating Procedures**

**Moved: Laurel Walzak**

**Seconded: Paul Clifford**

**CARRIED**

#### 5.0 Employer Research

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K. Thomson shared the 2015 Employer Research findings. She advised that this is the third wave of our Employer tracking study. The first was in 2008, the second in 2010 and this one in 2015. The sample is a random sample with screening for industry for the sectors that we teach in, and those that have hired our graduates in the last 2 years. The objective of the research is to understand the College's reputation among employers, skills gaps and opportunities and to gain a deeper understanding of the soft skills area.

The research findings show that George Brown continues to have the largest percentage of employers that rank graduates 8-10 out of 10. Employers perceive people/soft skills and field placements as the most valued graduate attributes.

Employers believe that PSE has the major responsibility for teaching graduates these skills.

K. Thomson advised that the college has begun to leverage the employers' results with the 1,000 Employers campaign and will begin rolling out detailed presentations across the college in 2016, so all areas can apply knowledge as appropriate, both inside and outside of the classroom.

M. Tory thanked K. Thomson on behalf of the board for her presentation.

## 6.0 Alumni Survey

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K. Thomson shared the 2015 Alumni Attitudes and Perceptions Research presentation. She advised that the objective of the study is to measure, track and assess engagement attitudes and intentions of George Brown College alumni.

The study found that today's students and graduates have experience in multiple institutions. In spite of this competition, more alumni felt connected to the GBC community in 2015 than 2012. A majority of alumni agree that graduation from George Brown has helped job satisfaction and improved income in the short and long term.

George Brown College is one of only three institutions in Canada that has created an Alumni Engagement index to measure alumni engagement in 6 different categories. It is estimated that with over 200,000 alumni, 1/3 are engaged. Since 2004, there has been significant annual increase in quantity and quality of alumni engagement. Cumulatively, 38% of alumni are staying engaged. Almost 25% of Alumni expect to return to college, which is key to supporting enrolment targets. Hosting events and reunions are identified as most important for improving engaged alumni connection with George Brown College.

In summary, some of the key implications of the research are that:

- 1) Alumni are critical group to achieve enrolment targets
- 2) Alumni's potential to donate and volunteer can be leveraged
- 3) 20% of Alumni play a role in influencing hiring, so they continue to be important to help graduates achieve career goals.

K. Thomson acknowledged S. Potts and the Alumni team for all of their hard work and efforts to improve alumni engagement.

## 7.0 College Ontario Report – A. Sado

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Highlights from the last Colleges Ontario committee of President's meeting of November, 2015 were reviewed including:

- Submission for the 2016 Ontario Budget: The Committee of Presidents (COP) approved the draft text of the colleges' submission to the province for the 2016 Ontario Budget.

The submission is framed within the context of the college sector's upcoming 50th anniversary. It will point to the importance of strengthening college education for the next 50 years. Recommendations in the submission include a proposal to create a new three-year, \$50-million fund for capital improvements that would be matched by private contributions. The submission will also call for new funding to strengthen programs for students with disabilities and increased funding to improve access and retention rates for students from underrepresented groups.

As well, the submission highlights the need for enhanced operating funding and for increased investments in priority areas such as applied research.

A final version of the submission will be sent to government in December.

- Accreditation: Presidents voted to delay the implementation of an accreditation process for colleges for up to one year while work continues to address questions about accreditation. COP will then decide whether it should reaffirm or stop the planned transition to accreditation.

The additional time of up to one year will allow OCQAS to continue working to address a number of questions and concerns. During that period, the existing audit process for institutions will remain in place. GBC is scheduled for this year.

A small task force of presidents and vice-presidents, academic, chaired by Algonquin College president Cheryl Jensen will be set up to review the issue

- Priorities for the new MTCU deputy: The presidents endorsed a list of priority items that could be implemented quickly or over a longer period when former Ryerson University president Sheldon Levy starts his new role as the Deputy Minister of Training, Colleges and Universities in December.

The priorities include the recommended seconding of a college official to the ministry to improve the knowledge base about colleges within the ministry, pursuing the reinstatement of the sustainability grant for some colleges for another two years, developing a provincial vision for applied education, and modernizing the apprenticeship system. A. Sado had a good conversation recently with Sheldon. She expects a healthy questioning of government process that may be helpful to us.

- Sexual violence: the provincial government's recently tabled bill on sexual violence was discussed. The bill has two areas that are particularly important for colleges: Requirements for reporting incidents of sexual violence and requirements for reporting on each institution's awareness campaigns. We are concerned about reporting requirements becoming too onerous and costs involved.

The government may also be looking at conducting anonymous surveys of students, similar to surveys that are done in the U.S. Based on the U.S. experience, there are concerns the anonymous surveys will produce numbers that are significantly higher than the number of incidents reported to institutions and authorities. There are also concerns that the anonymous surveys could lead to misleading rankings of institutions, due to factors such as the varying sizes of student residences at different institutions.

- Syrian refugees: The presidents have raised questions about how colleges will be asked to support the Syrian refugees that will be accepted into Canada and into Ontario, and whether there should be a system-wide approach.

Linda Franklin, the president and CEO of Colleges Ontario, said Colleges Ontario will consult on this matter with government officials, international experts at the colleges, and Colleges and Institutes Canada and will develop some recommendations.

- Legislation coming to improve Ontario College of Trades: The MTCU will introduce legislative changes next year that seek to improve the Ontario College of Trades. The planned legislation follows the release last month of the findings of a year-long review of the college by Tony Dean, the former secretary of cabinet. Dean's recommended improvements include establishing clearer and more concise criteria on how journey-person-to-apprentice ratios are determined, and reviewing how trades are classified.

## 8.0 President's Report – A. Sado

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A. Sado brought forward the following items for information and discussion:

### Financial Viability

- **Enrollment:** As of today, we had received just over 2700 confirmations for Winter 2016 – which is 7.1% higher than the same time last year. We have achieved 82% of our enrollment target of 4312– which is 3% higher than at the same time last year. We're also doing very well on total enrollment – at over 20,400 or 97% of target. As another 732 students have paid but not yet registered, our enrollment targets should be met. The conversion efforts are a great team effort across the college – between the Registrar's office, Marketing and the Academic Divisions.
- **Donations:** Over the last month, we have received three gifts supporting our students for approximately \$350k:
  - JP Morgan Chase Foundation – the Foundation is supporting us for the second year in a row. This year they granted us \$150K US to support another cohort of Welding and Metal Fabrication students as part of their interest in Youth Employment for Underserved populations. The students will be recruited through the Community Partnerships office. JP

Morgan are also supporting the new Fashion Exchange in Regent Park through the purchase of equipment.

- Coca Cola - we also recently accepted a cheque from Coca-Cola for \$50K US to support scholarships for first generation students in various programs. This gift is commemorating Nicola Kettlitz, the former President of Coca-Cola Canada, who passed away earlier this year
- Concert Properties - we also recently received a cheque for \$90K from Concert Properties to build on their endowment for scholarships for students in the Centre for Construction and Engineering Technologies. For the second year in a row, Concert has hosted a golf tournament in Toronto to raise these funds. They established an endowment of \$75K last year and have added the \$90K this year, which will provide scholarships for students in perpetuity.

### **Staff/College Successes**

- Applied Research - In early November, George Brown was recognized as the top (that's #1) Research College in Canada for 2015, according to Research Infosource's annual ranking. Since last year, our research income grew over 50% to \$14.2M. We also took the top spot for number of research partnerships among large colleges. Congratulations to Robert Luke and his team, and all those across the college who have been involved in project initiatives.
- One of the reasons for our success was linked with SSHRC's Social Innovation fund. In the first round ever available to colleges, we submitted 17 applications and were awarded 4 – the highest number in the country.
- Thanks to Amy Matchen of Robert Luke's team – we recently had the opportunity to support a "Dementia Hackathon". Sponsored by Facebook Canada and the UK Government – our Waterfront Campus was transformed into an innovation zone with 500 people in attendance over one weekend. Mayor John Tory attended and delivered opening comments. Congratulations to everyone from GBC who was involved – from Amy to ITS to Facilities. Thanks also to Professor Derek Vigar, whose Project Management student Suhaib Abassi was involved with the coordination and delivery of this event.
- Olga Dosis, who is acting this year as Human Rights Advisor to the President, in addition to her role as AODA Coordinator recently received the Association of Municipal Managers, Clerks and Treasurers of Ontario's AODA 10<sup>th</sup> Anniversary Champion Award . This award recognizes outstanding individuals who demonstrate leadership, passion and commitment in the promotion of awareness of accessibility and inclusiveness in their community.
- In mid November, Colleges Ontario hosted their annual Higher Education Summit and Premier's Awards. We were pleased to have six excellent nominees for the Premier's Awards. I am pleased to report that Benjamin Kissell won the Premier's Award in his category. GBC has been successful with winners for four years in a row. I'd like to thank our chair Joe Zenobio for taking the time to attend the Premier's Award Gala. I'd also like to thank Shannon Potts and the Alumni Relations team for all their work in finding our nominees, getting their backgrounds, connecting with them and getting the nomination packages written.
- The Ontario Colleges Marketing Competition (or OCMC) in was hosted this year by George Brown. This is the 35<sup>th</sup> anniversary of this competition. We had 12 colleges and 350 students competing, 51 judges participating, interest from industry partners to hire the best and the brightest from amongst OCMC competitors, and the Business Division team raised over \$60K plus in kind contributions towards the cost to host the event. In addition to Joshua, I'd like to note congratulations and thanks to Professors Tom Arhontoudis and John Hendrikx and Chair Kathy Dumanski, who I understand all stepped up with many others to "make this happen". We had two students – Anwar McDonald and Benjamin Millard won the Marketing Case study competition and 5 other students placed in the top 5 in Quiz Bowl, Job Interview and Marketing Strategy.

- The Maclean's Colleges Guide for 2016 came out in early December. Every college in the province got a story, as did we. But we received a few extras, as follows;
  - A lot of mentions in The Smart Choice story.
  - Mention in the Innovation Story
  - Stats in the chart in the Polytechnics story
  - An ad - We will consider ad placement (i.e. coverage for next year, depending on the cost)

**There being no further business, the meeting was adjourned to a private session of the Board at 7:00 p.m.**