MINUTES OF THE REGULAR MEETING OF THE DOUGLAS COLLEGE BOARD Open Session

December 18, 2008 New Westminster Campus Boardroom

Open Meeting File No. 2008-12-18

Approved January 22, 2009

ATTENDANCE

Board Members: G. Bowbrick, B. Clarke, C. Codrington, C. Gibson, M. Hemmingsen, P. Kendrick,

A. Kitching, A. MacGrotty, M. Russell**, M. Steinbach, A. Taylor, P. Wates, S. Witter

(ex-officio)

Regrets: S. Meshwork (ex-officio)

Observers: S. Briggs (DCFA), M. Ferley (BCGEU)

Administration: B. Barber, J. Lindsay, G. Ouyang, H. Postma, C. Worsley

Regrets from M. Exmann, B. Jensen, K. Maynes

Guests: M. Hwang, S. Kelly*

Recording: S. Donnelly

1. CALL TO ORDER

The Chair called the meeting to order at 6:03 p.m. He thanked all for their attendance in such extreme weather conditions, and conveyed regrets from Susan Meshwork, Marian Exmann, Blaine Jensen and Karen Maynes. The Chair welcomed Mr. Michael Hwang, who will take the Oath of Office at the January 2009 Board meeting, and Mr. Sean Kelly, Manager, Marketing and Operations, from the College's Communications and Marketing Office (CMO).

2. APPROVAL OF AGENDA

It was moved by Matthew Steinbach, seconded by Ann Kitching and unanimously resolved:

36/2008 THAT the agenda be approved as distributed.

3. PRESENTATION: DOUGLAS COLLEGE MARKETING CAMPAIGN

CMO's Brad Barber and Sean Kelly presented new advertising to commence in January 2009. Goals include establishing a clear brand message that differentiates Douglas College in the minds of our target audience. Extensive preparation and testing supported the development of this campaign, which includes a new tagline, "Ignite your potential".

The College will unveil its new campaign on four high profile billboards as well as on SkyTrain platforms, in SkyTrain cars and at bus shelters. Advertising is simple and colourful, and there will be a strong emphasis on university transfer promotion as well as the ability to earn a degree at Douglas College. Newsprint advertising will promote information sessions, while the web site redesign reflects prospective students' media consumption habits and enables activity tracking. Brad Barber and Sean Kelly responded to Board members' questions, and the Chair and Board members thanked and commended them and the CMO team for their impressive work.

4. APPROVAL OF MINUTES OF NOVEMBER 20, 2008

It was moved by Matthew Steinbach, seconded by Ann Kitching and unanimously resolved:

THAT the minutes be approved as distributed.

5. BUSINESS ARISING FROM MINUTES

There was no business arising.

6. DOUGLAS COLLEGE 2009 – 2012 ACADEMIC PLAN

Reflecting on environmental shifts and a reduction of funding available for Full Time Equivalent (FTE) student developments, Jan Lindsay presented the final draft text of the 2009 – 2012 Douglas College Academic Plan. She noted faculty-developed plans and an increased emphasis on scholarly activity and faculty development, as well as employees' ingenuity in identifying creative programming options.

Jan Lindsay responded to questions relating to 2008's designation of five new BC universities and economic events and indicators. The College has now completed its application for Natural Sciences and Engineering Research Council of Canada (NSERC) funding eligibility; we continue to identify strengths and develop and enhance collaborative partnerships with other post-secondary institutions, striving to be increasingly creative and resourceful with existing funding. At Jan Lindsay's invitation, Guangwei Ouyang outlined plans for the development of additional post-degree diplomas, which can support graduates' employment opportunities and also appeal to people arriving from other countries.

It was moved by Ann Kitching, seconded by Paul Wates and unanimously resolved:

38/2008

THAT the College Board approve the 2009 – 2012 Academic Plan as submitted December 18, 2008.

7. DOUGLAS COLLEGE 2005 – 2008 EDUCATION DIVISION TACTICAL PLAN

Jan Lindsay presented the recently updated Tactical Plan, its goals and the structured process that engages all faculties, enabling the College to adapt and move quickly. The Chair recommended inclusion in the plan of a summary of acronyms as had been done with prior reports.

8. INFORMATION/COMMUNICATION

8.1.1 BC GOVERNMENT AND SERVICE EMPLOYEES' UNION (BCGEU)