Board Members In Attendance
Darren Delichte
Daniel Doz
Joseph Leung
Cynthia Moore
G. Bradley Moore
Sheila O'Brien
James Peacock, QC (Chair)
Kate Peterson
Sue Anne Valentine
Kris Weinmann

Regrets:
Marty Kaufman
Margaret-Jean Mannix
Roxanne McCaig
Yves Trepanier

Recording Secretary
Elizabeth Hay

Resources
Shane Smith, Vice-President Advancement
David Aldrich, Vice-President Student Experience
and Admissions

The Board meeting was called to order at 5:05pm quorum present and with Jim Peacock as chair.

1. **APPROVAL OF AGENDA**

> MOVED by G. Bradley Moore and SECONDED by Kris Weinmann that the
> agenda be approved as presented.
>
> CARRIED
> Unanimous
> MOTION: 1481

2. **APPROVAL OF MINUTES**

> MOVED by Joseph Leung and SECONDED by Sheila O'Brien that the minutes of
> the May 26th, 2010 meeting of the Board of Governors be approved as presented.
>
> CARRIED
> Unanimous
> MOTION: 1482

3. **CONSENT AGENDA**
   Discussion ensued regarding the presented reports.

> MOVED by Kris Weinmann and SECONDED by Joe Leung that the Board of
> Governors adopt the consent agenda, as presented.
>
> CARRIED
> Unanimous
> MOTION: 1483

4. **BUSINESS ARISING**
   James Peacock, QC, on behalf of the Board of Governors, requested a
   presentation on the role of Academic Council as it relates to and intersects with
   the duties of the Board of Governors, for presentation at the December Board
   meeting.

5. **NEW BUSINESS**
   5.1 Alumni Award of Excellence
   The Board of Governors Alumni Award of Excellence is awarded on yearly basis to an
   outstanding alumni member at convocation. This past May the process to nominate
   alumna/e for this award was discussed and over the summer, a small committee

representing faculty, staff and the Board of Governors was assembled to discuss this award process and the possible convergences with other alumni events.

Shane Smith, Vice-President of Advancement, discussed the committee's recommendations, the results of the current call for nominations, and asked if the members who were on the Ad-Hoc Committee, Sue Anne Valentine and Cynthia Moore, would be willing to sit on the resulting college-based committee. Both Sue Anne Valentine and Cynthia Moore agreed to sit on the resulting committee.

5.2 Committee Membership
So that the ACAD Board of Governors' committees can ensure a full roster of members for the academic year, it is requested that the Board Members consider volunteering for one of the three standing committees of the Board (Governance, Finance + Audit or Human Resources), or for the one ad-hoc committee (Relocation) of the Board. All Committees include, as ex-officio members, the Board Chair (James Peacock, QC) and the President and CEO (Daniel Doz).

In discussion with Board members, the Committee Membership will be updated as follows:

Finance and Audit Committee: Joseph Leung will continue as chair; committee membership is Marty Kaufman, G. Bradley Moore and Sheila O'Brien.

Governance Committee: Yves Trepanier will continue as Chair of the committee, until his term on the Board of Governors ends in 2011. Current membership on this committee includes Margaret-Jean Mannix, Roxanne McCaig, Kate Peterson, Kris Weinmann and Sue Anne Valentine.

Human Resources Committee will continue with Sheila O'Brien as chair. Current membership of this committee is Margaret-Jean Mannix, G. Bradley Moore and Roxanne McCaig.

Relocation Committee (ad-hoc): Discussion ensued regarding the relocation committee, and it was agreed that the relocation committee be disbanded in favour of another committee whose scope included oversight of a broader range of advancement and development functions.

Development Committee: As discussed at the Board retreat, the Board of Governors would like a Development Committee that would assist the College in advancing larger campaign wishes, and strengthening community ties with ACAD supporters. Showing interest in membership on this committee were Cynthia Moore, Sue Anne Valentine, Kris Weinmann, Darren Delichte. James Peacock, QC, would discuss with Roxanne McCaig her possible membership on this committee. By the next Board meeting, it was requested that the Board of Governors be provided with this committee's draft terms of reference for review.

5.3a Ex-Officio Voting Member on Academic Council
In the Academic Council Constitution and Bylaws, 5.0 Membership, 5.1.6, it reads "one Registrar or Vice President, Student Experience + Admissions, as appointed by the Board". ACAD does not currently have a Registrar; the Assistant/Acting Registrar sits on Academic Council as a non-voting advisor.

> MOVED by Daniel Doz and SECONDED by Sheila O'Brien that the Board of Governors appoint the Vice President, Student Experience + Admissions as an ex-officio voting member on Academic Council on a continual basis.
>
> CARRIED
> Unanimous
> MOTION: 1484

6. CHAIR'S REPORT
No report at this time.

7. BOARD COMMITTEE REPORTS

7.1 Finance and Audit

Joseph Leung, Chair of the Finance and Audit Committee reported proceedings from the most recent Finance and Audit Committee meeting that was held in conjunction with representation from the Office of the Auditor General. Specifically, he outlined concrete action items would be implemented to ensure that the items identified in the audit plan by the Office of the Auditor General would be addressed by the end of the next fiscal year. Specifically, there will be monthly Finance and Audit Committee meetings with the senior Financial staff of ACAD to update progress on the implementation plan that is proposed. Mr. Leung added that there have been considerable positive developments in the terms of accounting and reporting over last year's audit. Sheila O'Brien, committee member on the Finance and Audit Committee, added that items identified weren't substantial in nature, but would need active follow-up in the coming months.

Mr. Leung recommended splitting the two motions to be considered for the year-end audit process as the first motion (1485 below) covered material sent to the Board of Governors where the second motion (1486 below) covered the Audit Plan, which Board of Governors who are not on the Finance and Audit Committee would not have received. In discussion of the second motion, the Board agreed to consider the Finance and Audit Committee's recommendation to approve the plan. A copy of the full audit plan will be sent to the Board of Governors for information.

> MOVED by Joseph Leung and SECONDED by G. Bradley Moore that the Board of Governors approves the Financial Statements (without qualification) submitted by the Office of the Auditor Genral for the period ending June 30th, 2010.
>
> CARRIED
> Unanimous
> MOTION: 1485

> MOVED by Joseph Leung and SECONDED by Sue Anne Valentine that the Board of Governors accepts the Report of the Auditor General and Audited Statements to June 30th, 2010.
>
> CARRIED
> Unanimous
> MOTION: 1486

7.2 Governance

The Chair of the Governance Committee was not in attendance at the meeting to present a report, however the Board Chair outlined considerations that will be on the workplan for the Governance Committee in the coming months (those being development/ completion of the Conflict of Interest, Code of Conduct Annual Sign off for Board members, Policy review and succession plan).

7.3 Human Resources
The Human Resources Committee met to discuss the proposed Collective Agreements from both ACAD's AUPE local and from ACAD's Faculty Association. Congratulations were extended to the bargaining committees on both sides for the work that they did to reach these settlements.

> MOVED by Sheila O'Brien and SECONDED by Sue Anne Valentine that the Board of Governors approve the proposed Collective Agreement with the ACAD Faculty Association as presented.
>
> CARRIED
> Unanimous
> MOTION: 1487

> MOVED by Sheila O'Brien and SECONDED by Kris Weinmann that the ACAD Board of Governors ratify the proposed Collective Agreement with AUPE Local 71 Chapter 06 as presented.
> .
> CARRIED
> Unanimous
> MOTION: 1488

7.4 Relocation Committee
No report at this time.

8. ACAD STUDENT BOARD MEMBER REPORT
Mr. Kris Weinmann presented the report as per Attachment A below.

9. ACAD FACULTY BOARD MEMBER REPORT
No report at this time.

10. ACAD STAFF BOARD MEMBER REPORT
Kate Peterson, Staff Representative to the Board of Governors, officially welcomed Dr. Daniel Doz to his role as President and CEO on behalf of the members of AUPE. Ms. Peterson also reported that there was positive feedback from AUPE members on the Collective Agreement that the Board ratified this meeting and that the AUPE members ratified on October 6, 2010.

11. PRESIDENT'S REPORT
Daniel Doz referred the following outline as discussion for his report to the Board of Governors.

Facilities:
- Entrance (Showcase - celebration)
- Security – Reception
- Student Services (Consolidation)
- Satellites
- Strategies to maximize our occupation rate

Government Relations:
- Provincial (Edmonton)
- Calgary

Community Engagement:
- Academic Institutions
- Mount Royal University
- Red Deer College
- Bow Valley

- AICAD Annual Meeting (Cincinnati)
- Cultural Institutions
- Alberta Craft Council
- 1 Yellow Rabbit (High Performance Rodeo)
- ACAD
- Creating venues for dialogue and information sharing

Mechanics of the institution:
- Rigor in processes (see Audit)
- Fairness and transparency
- Academic Administrative operating framework

Role of Art & Design Institutions:
- From cultural institution to educational institutions (see AICAD)
- Leveraging liberal arts education

Academic Plan:
- ACAD Vision 20/20: Developing a process (draft)
- Where does ACAD want to go…
- Where does ACAD need to go…
- Impact of context (social, economic, academic, political…) (See Campus Alberta Planning Framework p. 40)
- Investigation:
- How does ACAD leverage the Alberta context?
- How does ACAD leverage the richness of the aboriginal artistic communities?
- How does ACAD engage the global communities?
- How does ACAD become a value added proposition (a resource not only for the artistic community but also for the academic community)?

FYI: - Approval of Mandate (from Minister)

12. BOARD PRESENTATIONS

12.1 David Aldrich, Vice-President of Student Experience and Admissions presented information to the Board of Governors on the revisions to the recruiting process currently being undertaken in Student Experience and Admissions (as per Attachment B below).

13. ADJOURNMENT

> MOVED by Sheila O'Brien that the meeting be adjourned at 7:30 pm.
>
> CARRIED
> Unanimous
> MOTION: 1489

Original signed by Chair, ACAD Board of Governors and ACAD President + CEO

James Peacock, QC
Chair, ACAD Board of Governors

Daniel Doz
President + CEO, ACAD

Attachment A

October 27, 2010

Alberta College of Art + Design Students Association: Board of Governors Report

ACADSA Board of Governors Representative:

Kristopher Weinmann, President of Alberta College of Art and Design Students' Association

Elections:

On September 29, 2010 ACADSA held the annual Fall elections for the Student Legislative Council as well as to elect a new Vice President Academic to fill the position that had come available following the resignation of Casey Hughes.

Vice President Academic

This year we had three candidates running for the position of the ACADSA VP Academic and the winning candidate was Ryan Tang. Ryan is a fourth year MADT Major and so far has settled in well with the rest of the ACADSA team. He has taken on the position with great enthusiasm and confidence and we are sure he will prove to be a strong and reliable member of the ACADSA Executive.

Student Legislative: Council Department Representatives

ACADSA was very pleased this year to have an enthusiastic response to the elections. Several of the department representative positions were being completed for by multiple candidates. In a some cases such as with the Drawing and Ceramics position, it was agreed within the department and by those candidates to share the responsibilities of that position between 2 people but were only allowed one vote on the SLC. After meeting all the new representatives at our first SLC meeting on October 5, 2010, ACADSA is very excited to have such an enthusiastic and confident group of department representatives.

Ratified by SLC:

1. ACADSA Audited Financial Statements
2. ACADSA 2010-2011 Operating Budget
3. ACADSA Bylaw + Policy Procedure Changes
4. Official Student Groups/Clubs (7)

Marion Nicoll Gallery

Submissions for the new MNG programming year closed on Wednesday September 29, 2010. The MNG Coordinator melinda topilko was very pleased with the amount of submissions this year, especially having introduced a new electronic submissions process which is intended to make submitting to the MNG spaces more easier and comprehensive for students. This year the MNG Coordinator also provided a MNG Submissions Workshop to interested students in order to ensure a better understanding of the submission process and criteria.

Show and Sale: November 25, 26 & 27

This year the Show and Sale run by ACADSA and will be coordinated by our new full time project coordinator Katie Kimber. This year in an effort to enhance the quality of the work presented at the show & sale, the reputation of the students and the college as well as the professional development opportunities for students through this event, Katie will be holding a mandatory information session prior to the event for students wanting to exhibit /sell their work. The mandatory information session will be comprised of three components: Basic Show and Sale information & Changes presented by Katie Kimber, "How to price your work" presented by Dan Barnfield from the Student Resource Centre, and Show & Sale as Professional Development presented by Marianne Elder ACAD Student Advisor. ACADSA is confident that this new component to the Show & Sale event will assist in progressing the standards and reputation of ACAD students' work and reputation.

ArtAWearness: March 4 & 5

This year the annual ArtAWearness run by ACADSA is another event coordinated by our project coordinator Katie Kimber. This year Katie reported an enthusiastic response of high quality submissions to the call for submission that were due October 22, 2010. This year the event will also be held for two nights on account of the well attended two night event attempted last year.

Satellite Campus/Gallery Project

I met with Bradley Moore on Thursday October 23 to discuss the outline that ACADSA had produced for what was being referred to as the "Gallery Project". We were able to use the outline as a good basis for discussing the benefits, goals and ideas that could be put towards the discussion and development of an ACAD satellite venue/campus. ACADSA is very excited to have the boards interest in what could be an amazing addition to ACAD's facilities.

Canadian Art and Design School Alliance (CADSA)

ACADSA has to date been in contact with the Studnets' Unions of Emily Carr University, the Ontario College of Art & Design (University), and the Nova Scotia College of Art & Design (University) and will possibly be holding our first meeting to discuss the intentions of CADSA on October 28, 2010. This alliance is an ACADSA lead initiative currently being developed and coordinated by Kris Weinmann (ACADSA President) and Martha Affleck (ACADSA VP External) to establish a stronger network between the four specialized art and design institutions across Canada in order to help each other in areas of advocacy, program/curriculum development, community relations as well as to share general concerns and interests of their student memberships. This first meeting is an exciting first step in pursuing a stronger role in contributing to the development and innovation of art and design education in locally and in Canada.

Enrolment Strategies

Total FYS1 Applications

- 2005 – 662
- 2006 – 691
- 2007 – 683
- 2008 – 720
- 2009 – 739
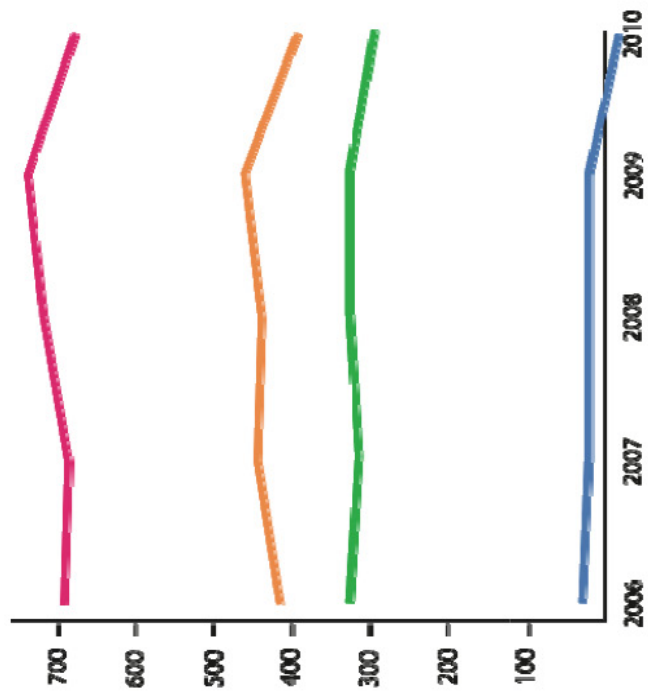- 2010 – 659

Total Qualified FYS1 Applications

- 2005 – 413 (62% of total applications)
- 2006 – 419 (61% of total applications)
- 2007 – 454 (66% of total applications)
- 2008 – 440 (61% of total applications)
- 2009 – 455 (62% of total applications)
- 2010 – 397 (60% of total applications)
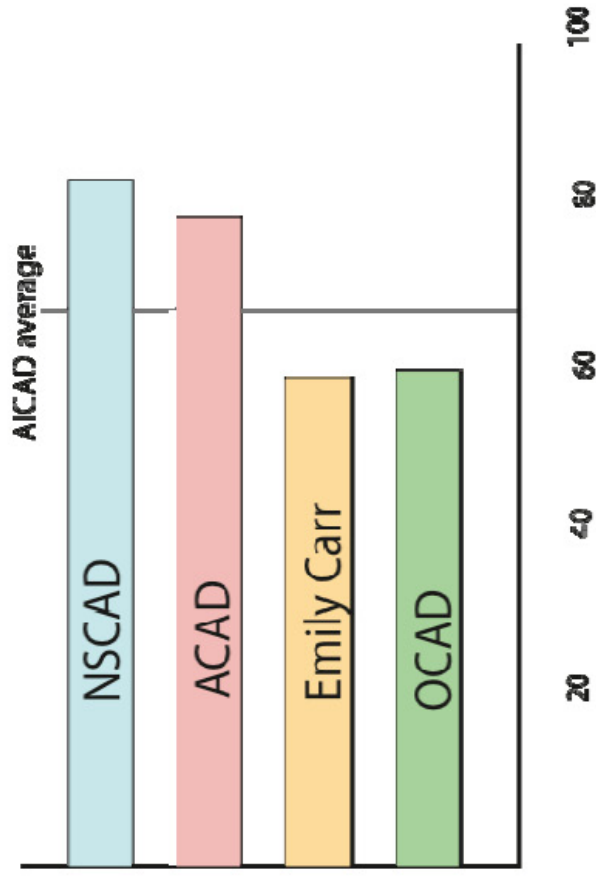
Total FYS1 Registrations

- 2006 – 329 (78% of qualified applications)
- 2007 – 323 (71% of qualified applications)
- 2008 – 329 (75% of qualified applications)
- 2009 – 326 (72% of qualified applications)
- 2010 – 305 (77% of qualified applications)

Total Qualified FYS1 Applicants Turned Away

- 2006 – 26
- 2007 – 21
- 2008 – 22
- 2009 – 17
- 2010 – -15

Completed Applications Accepted

Bar chart titled "Completed Applications Accepted" showing values for NSCAD, ACAD, Emily Carr, and OCAD, with a reference line labeled "AICAD average". Horizontal axis ranges from 20 to 100.

Goal for FYS1 student recruitment

- FYS1 Registration – 320 students per year

  – To register the top 68% of qualified applicants whose first choice is ACAD

  – 537 qualified applicants whose top choice is ACAD needed

    - @ 75% historical average of qualified applicants = 716 qualified applicants

    - @ 60% historical average of total applicants = 1193 applicants

To achieve 716 qualified applicants

- 10% in 2011: 659 to 725 FYS1 applications
- 15% in 2012: 725 to 834 FYS1 applications
- 20% in 2013: 834 to 1000 FYS1 applications
- 20% in 2014: 1000 to 1200 FYS1 applications

Objectives

- Develop knowledge management databases and ensure that all databases are utilizing and maintaining consistent historical data.

- More effectively targeting communication with prospective students and their parents/supporters, as well as art teachers, district art strategists, and counsellors.

- Improve relationships with people in key positions of influence in the student's decision making process

- Actively position ACAD as an accessible educational resource for the Calgary and Alberta K – 12 education community, with a track record of active engagement by that community.

- Raise the profile of ACAD within the AICAD network of educational choices

Develop knowledge management databases and ensure that all databases are utilizing and maintaining consistent historical data.

- Utilize **Lead Centre** in conjunction with **APAS, Banner reports** and the newly developed 2010 Excel **applicant spreadsheets** to centralize and rationalize current data and to begin compiling historically accurate databases.

- Utilize **Lead Centre** to develop and maintain a current database of high school art teachers, district art strategists, and counsellors for all areas of recruitment and track communications

- Identify top feeder schools and track annual progression of applicants from each.

More effectively target communication with prospective students and their parents/supporters, as well as art teachers, district art strategists, and counsellors.

- Utilize **Lead Centre** to fully track and manage all student leads and communications

- Implement **"Eight Points of Contact"**, identifying goals and outcomes for all points of contact

- Refocus recruitment efforts and resources to **art classroom presentations**, limiting ELAA participation to the top feeder schools events in the Calgary and Edmonton regions

- Focus classroom presentations on the **work of the graduating student** to emphasize the interdisciplinary opportunities inherent within the ACAD majors

- **Enhance Open House** to reflect the vibrancy of a studio-based learning experience

Alberta College of Art + Design
Board of Governors' Meeting
        Page 20 of 24
        October 27th, 2010

- Stronger presence online by **developing e-recruiting**
  - Create plan for continuing implementation, including how we utilize social media and Podcasts
- Develop and implement **a team of ACAD students/recent alumni** to give in-class presentations at high school art classes on their creative journey and personal experiences at ACAD
- Develop a **Parent/Supporters web page** on the ACAD website

- Develop a **strategic, geographic focus** to the allocation of recruitment resources and energies

- Domestic

  – Keep domestic focus on Alberta (particularly on Calgary and Edmonton feeder schools), BC and Saskatchewan

  – Develop and implement a plan to expand more aggressively into Ontario

  – Develop and implement a plan to increase ACAD's profile and provide for **alternative pathways for First Nations communities** in northern Alberta and the territories

- Strong focus on establishing presence in the US market
  - Establish and implement communications strategy that reflects travel and Creative Outlook outcomes
  - Identify magnet schools and coordinate school visits with NPDA events
- International focus on China, Korea, Venezuela, Ecuador, Columbia
  - Develop and implement a plan to effectively engage identified international markets
- Enhance recruiters discretionary **entrance awards**

Improve relationships with people in key positions of influence in the student's decision making process

- Invite art teachers to the **VIP receptions** connected with the IKG openings
- Send personal invitation to art teachers of openings of any of their students exhibiting in the **MNG shows**