

Meeting of School of Business Council
Wednesday, January 29, 2020, 3:30 – 6:00 p.m.
Room 7-284, City Centre Campus
MINUTES

1.0 Call to Order

- The Dean called the meeting to order at 3:35 p.m. as the quorum of 21 was met and exceeded.

2.0 Indigenous Ceremony

- Following a reading of the land acknowledgement statement, the Dean made a presentation of protocol to Arnold Alexis, an Indigenous Knowledge Keeper from the community. In response to the Dean's request, Arnold Alexis opened the meeting with an Indigenous ceremony.

3.0 Agendas**3.1 Motion – Meeting Agenda**

- **SOBC-01-2020-01-29**

Carried

Motion: It was moved by C. Hancock and seconded by S. Subramani to adopt the agenda as presented.

3.2 Motion – Consent Agenda

The following items were for approval, were approved, or were received as information, on the Consent Agenda:

3.2.1 Minutes – November 18 meeting of School Council

3.2.2 Executive Committee:

Minutes – January 21, 2020 meeting of Executive Committee

- **SOBC-02-2020-01-29**

Carried

Motion: It was moved by A. Riley and seconded by C. Lemaire to adopt the Consent Agenda as presented.

4.0 Presentations**4.1 A MacEwan-developed replacement for Scantron** (Cameron Macdonell, Associate Professor and Chair, Computer Science)

- Capstone project undertaken by students to create a bubblesheet scanning alternate to Scantron
- Highlighted features of the system
 - User designed answer sheet, scanned in house using regular printer scanner
 - Offering support for some proportion of faculty for scanning services and sending back results within a few days
 - Alternatively, can show how to process yourself
 - Provides an output that can be submitted back to students as well as a spreadsheet of all results and statistical information for each question
- Has been piloted in Arts and Sciences across 5 departments
- Business case is being studied in the ORGA course with Dr. Bocatto and then will be exploring potential opportunities to expand this further
- Great collaboration with Computer Science and the School of Business

The presenter answered questions from members of School Council relating to the functionality of the system, the inputs, outputs, logistics of what can be supported, and the designed bubblesheet.

5.0 Strategic Priorities for the School of Business

- The Dean introduced why bringing forward this conversation and how it relates to EPAS
- We are currently in the process to go through the EPAS assessment – critical for reputation of the School of Business
- Have been working with an advisor that provides advice in completing the self-study and preparing for the on-site assessment
- Went through diagram of the foundation for EPAS accreditation that was shared by the advisor
 - Strategy as foundation, with pillars of industry, ERS, international; quality is overarching
 - Will be gathering information/evidence relating to all these elements as part of our self-study document
 - Will need concerted collaborative effort by everyone to successfully get through this process
 - Education process, data gathering process to tell the story of MacEwan School of Business
 - Associate Dean William Wei will attend each Department council to discuss more in detail the requirements/standards for the EPAS process.

- Need 3-5 strategic priorities to agree upon
- Will work with previous strategic priorities and determine 3-5 new ones
- Will assign one strategic priority to each department to fine tune
 - Department council can outline the goals, tactics and measure for those goals for their assigned strategic priority
- Can align to those of the university
- The Dean also spoke to the values worked through at last years retreat and the result of the work done
 - Provided the values statement and its alignment to the university
 - **ACTION:** Will provide the values statement to all members of School Council

The Dean answered questions from members of School Council regarding alignment of EPAS with the overall strategy of the university, the EPAS accreditation process, and the values statement.

6.0 Dean's Updates

- The Dean provided an update relating to the areas that are under review for efficiency and effectiveness including: finance, administration, advisors. A town hall was held for the finance review earlier today. Next steps and other town halls for the other areas will be forthcoming.
- Will be attending a full day dedicated to budget next week for the university
- Announcement that we are holding the first School of Business Career Fair taking place the day after the general Career Fair with 30+ businesses attending. Please announce this event in your classes and specify for students that they should wear professional attire. Faculty were encouraged to swing by the Career Fair at some point in the day (between 10:00 a.m. – 3:00 p.m.) to engage with students and the business attending
- The Celebration of Teaching and Learning is taking place on February 18, 2020 and faculty were encouraged to attend.
- Working on some MOU's with partners and will update Council as they materialize
- There will be two study tours taking place: Carla is taking students to Ecuador and Noufou is taking students to Ghana. Can also be thinking about next year study tours. Also working hard on partnering and improving international student enrollment

The Dean answered questions from members of School Council. Members who want to provide any input into the reviews being conducted by the university can submit them to the Dean who will then pass it onto the relevant parties.

7.0 Updates by Associate Deans (S. Elbarrad & W. Wei)

W. Wei:

- William provided an update and timeline for the EPAS accreditation process
 - Working towards a self-assessment report in May to provide to our advisor
 - Provided detailed understanding of the main pillars: Ethics, Responsibility and Sustainability, Internationalization, and Industry connection
 - William indicated that he will be presenting at the upcoming Department councils to speak to the standards of EPAS and the work to be done in preparing the self-study paper and the assessment.
 - William provided an overview of what will be asked of faculty and will send to faculty examples of what is required relating to the data.
- It is Global Awareness Week with presenters throughout the week
- Next week will be advertising for the study tours
- April 24, 2020 is scheduled for a research showcase
- Student Research Day is now open for applications until March 8. Please encourage students to apply.

S. Elbarrad:

- Sherif provided an update relating to advising services and the usage by students
 - Have had advisors reach out to students at risk of probation or RTW to help them get back on track (529 students in total)
- To increase efficiencies, created a sequencing of courses for each year for each major (in collaboration with Department Chairs and Deans office staff) and matched it to when sections are offered. Now a resource for planning for advisors and students
- Sherif provided an update on some enrollment initiatives including:
 - Visiting high schools to promote programs
 - Student for a day event –Faculty members were invited connect with Sherif to share ideas
 - Planning info sessions, and co-op awareness event
- Developed a communication plan for new and returning students to help students to embark on this journey

- The Dean raised that this is work the advisors did as a means to help with retention and an example of colleagues seeing an opportunity to enhance retention and recruitment of students. The Dean thanked the advisors for their work
- Provided an update on some changes made to course sections, and that a full communication plan to students affected by changes were developed by advisors
 - Have seen an increase in efficiencies this past fall and winter, having the highest efficiency this past winter (at 94.2%)
 - There is a slight decrease in course sections – but what is set now are not the final numbers as are offering the minimum sections that will run and once filled with a waitlist, will open more sections
- Continue with streamlining diploma courses with degree courses and we now have 4 diplomas that are 100% aligned (Paralegal, Library & Info Tech, Asia Pacific Mgmt., and Public Relations)
 - Encourage faculty to try to increase the number of degree courses in diplomas
 - The Dean raised that Sherif will come speak in more detail about this at Department Councils

8.0 Updates by Department Chairs (E. Bocatto, R. Enstroem, E. Perez, A. Pergelova)

E. Bocatto:

- Working on a partnership with Canadian School of Management that issues certification to become a Chartered Manager
- Meeting with local institution that takes care of landed immigrants. Possibility to partner entrepreneurs with business students to provide support to adapting to new business environment. There is also an opportunity to offer our tax clinic in different languages to support immigrants
- Alan Riley has retired

R. Enstroem:

- Congratulations to Rohit Jindal for receiving a research grant
- Have an insurance mixer, sponsored by industry taking place on March 12, 2020
- Received a steady stream of students asking about the new Business Intelligence Minor, so is very promising

F. Saccucci for E. Perez:

- Congratulations to Michelle Malin and Dorothee Feils for receiving a \$20,000 grant to deal with financial literacy
- CPA Alberta hosting a case competition in Calgary in early March and have a large roster of students to be part of team

A. Pergelova:

- MacEwan selected to compete in Social Business competition (international competition) and placed 4th which really speaks to the quality of students and faculty at MacEwan
- Elsie Elford retired so wished her all the best in her future endeavors (she is also among first to get Dean Emeritus)

9.0 Update by Ad-Hoc Enrollment Management Committee: Recommendations (F. Angulo)

F. Angulo:

- The Dean created two Ad-Hoc committees, one was to enhance enrollment, one for revenue generation and have invited the enrollment management group to present their recommendations that we are implementing
- Fernando spoke to the work that the committee undertook
 - Recommendations are from the efforts of brainstorming with the committee
 - 16 short term, 3 medium term, 5 long term recommendations
- Highlighted key recommendations, including:
 - advertising scholarship opportunities, encouraging students in oversubscribed programs to different programs, working with the Indigenous center, increasing international student enrollment, faculty involvement with recruitment, doing self-study for the diploma programs, putting programs fully online, mentoring students on probation, increasing amount of scholarships – and others
- **ACTION:** Can share all recommendations with Council

The Dean and F. Angulo answered questions from members of School Council regarding enrollment data and understanding what is going on in the sector (experience from program to program and across institutions). Work is currently underway at the university level to improve the application process for students and how to keep students engaged while moving through this process. The institution is also looking at enrollment data in programs and across institutions to gain more understanding in this realm.

10.0 Update by a member of Bachelor of Commerce Program Review Self-Study Committee (M. Annett)

M. Annett:

- Thanked faculty for sharing their CV's
- In final stages of the report and have sought feedback from an open session
- In two weeks, there will be a final document, which will then be sent to ISP, then to the external reviewers
- External reviewers will look at if what is presented in the report is accurate, and delve into questions they may have for the report
- March 12, 2020 is a faculty session booked with the external reviewer. A calendar invitation will be forthcoming and faculty were encouraged to attend.
- Next phase will be the Dean determining an action plan based on the review
- Thanks to committee throughout the process

No questions were raised.

11.0 Update by Business members of General Faculties Council (J. Loh)

- Update from November 25, 2020 GFC meeting
- Acting President report on the budget and the strategies in place to deal with deficit including selling some investments, position cuts, limiting expenditures, reviews, increasing institution fees, transformation fund
- Provost presented items including support for academic governance, asking GFC members to have positive governance relationships, attendance at convocation, finding efficiencies in academic delivery, enrollment growth without added costs, efficiencies, and any program changes will be handled by academic governance
- Office Assistant (OA) program transfer from School of Business to School of Continuing Education
- Approved annual report
- Motions relating to GFC membership were passed: there will be additional members from Associate VP's, one librarian, two students, one alumnus, and one full time faculty appointment outside faculties, schools, and libraries - as well as 7 more faculty members (each non-academic membership addition will come with the addition of one faculty member)
- Membership will also be open to those in academic appointments

A question was raised as to why the OA program transfer did not come forward to School Council. The Dean stated that the Office Assistant transfer was an administrative decision, so it did not come to School council.

12.0 Updates by representatives to Faculty Councils (M. Malin: Arts & Science; T. Salem: Faculty of Fine Arts & Communications; L. Shamchuk: Health & Community Studies; B. Panganiban: School of Continuing Education)

- Update from Health & Community Studies Council provided in the package
- No other updates

13.0 Other Business

- No other business raised

14.0 Announcements by Members of Council

- Kymberly Sobchyshyn (Library Services) announced that there will be communication sent out next week about the status of the Re-sizing Project to make space for renovations happening in the library and as part of continual maintenance. There will be an opportunity to provide feedback on the physical items being removed from the collection. There will be no impact to online items.

15.0 Question Period/Open Discussion

- No questions raised

16.0 Future Agenda Items/Next Meeting: February 24, 2020 from 3:00 – 5:30 p.m. in room 9-201.

17.0 Adjournment

SOBC-03-2020-01-29

Carried

Motion: It was moved by F. Saccucci and seconded by P. Ghattas to adjourn the meeting.
Meeting adjourned at 5:35 p.m.