

Meeting of School of Business Council
Monday, September 27, 2021, 3:00 – 5:30 p.m.
Webex
MINUTES

1.0 Call to Order (Dean C. Kuziemy, Chair)

- The Chair called the meeting to order at 3:00 p.m. as the quorum of 18 was met and exceeded.

2.0 Indigenous Ceremony

- C. Kuziemy read the land acknowledgment, and a recording was played from Indigenous Knowledge Keeper Elder F. Whiskeyjack to open the meeting with an Indigenous Ceremony.
- C. Kuziemy held a moment of silence for R. Tootoosis, G. Lucyk, B. Venables, and a Bachelor of Commerce student that passed away.

3.0 Approval of Agendas

3.1 Motion – Meeting Agenda

- **SOBC-01-2021-09-27**

Carried

Motion: It was moved by D. Feils and seconded by R. Rudko 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 School Council: Minutes, June 21: For approval
- 3.2.2 Annual Report for BPCC – For information
- 3.2.3 2021 Election Results – For information

- **SOBC-02-2021-09-27**

Carried

Motion: It was moved by E. Muralidharan and seconded by K. Al-Jarrah to adopt the Consent Agenda as presented.

5.0 Stewardship Items

5.1 Business Programs and Curriculum Committee (A. Wesley)

5.1.1 Termination of Bachelor of Applied Business Administration-Accounting (BABAA)

SOBC-03-2021-09-27

Carried

Motion: It was moved by K. Al-Jarrah and seconded by D. Feils to recommend the termination of the Bachelor of Applied Business Administration-Accounting (BABAA).

- This program received ministerial approval for suspension in July 2016 and is due for its final approval for termination.

5.1.2 Fall 2022 Programs of Study

5.1.2.1 Human Resources Management Certification and Diploma

SOBC-04-2021-09-27

Carried

Motion: It was moved by M. Annett and seconded by E. Perez that School of Business Council approves the Fall 2022 Human Resources Management Program of Study as presented.

- An elective in Term 2 has been changed to an open elective which gives students more flexibility in their course selection. The elective required in Term 3 has also been revised from a non-business elective to an open elective. LEGL 312 was also moved from the diploma to the Human Resources Management Major.

5.1.2.2 Legal Studies in Business Major and Minor

SOBC-05-2021-09-27

Carried

Motion: It was moved by N. Erickson and seconded by E. Muralidharan that School of Business Council approves the Fall 2022 Legal Studies in Business Major and Minor Program of Study as presented.

- The course title for LEGL 310 changed to Legal Aspects of International Business. LEGL 470 Jurisprudence was added as a new course to the list of available courses in this major and minor.

5.1.2.3 Marketing Major, Minor and Honours

SOBC-06-2021-09-27

Carried

Motion: It was moved by F. Angulo-Ruiz and seconded by E. Muralidharan that School of Business Council approves the Fall 2022 Bachelor of Commerce Marketing Major, Minor, and Honours Programs of Study as presented.

5.1.2.4 International Business Major, Minor and Honours

SOBC-07-2021-09-27

Carried

Motion: It was moved by E. Muralidharan and seconded by F. Angulo-Ruiz that School of Business Council approves the Fall 2022 Program of Study for the Bachelor of Commerce – International Business Major, Minor, and Honours as presented.

- The faculty have revised and restructured the major, minor, and honours. Changes include the revision of the core requirements of the major along with the creation of new courses, creation and addition of the Global Mindset/International Experience requirement, removal of the Regional Specialization organization of courses, revision of the elective list, revision of the minor and addition of major learning outcomes.

5.1.2.5 Bachelor of Commerce – Core & Regulations

SOBC-08-2021-09-27

Carried

Motion: It was moved by F. Angulo-Ruiz and seconded by W. Wei that School of Business Council approves the Fall 2022 Program of Study for the Bachelor of Commerce as presented.

- The range of credits required in the primary major was revised to reflect the change in size of the International Business Major. The range of majors is now 21 to 30 credits.

6.0 Strategic Initiatives

6.1 Communication and transparency through the Dean's Office within the School of Business

- C. Kuziemyky shared that Executive Committee had a meaningful discussion on this topic and wanted to bring it forward to School of Business Council. C. Kuziemyky advised School of Business Council that he would like to ensure that decisions are communicated, and people have the opportunity to have their voices heard.
- Strong academic governance has to start with strong departments. Department Council meetings can be a place to share this information. There are representatives from each department on Executive Committee and Business Programs and Curriculum Committee, and the Chairs attend leadership team meetings. C. Kuziemyky shared that Executive Committee should be the governance engine of the School of Business that feeds into School of Business Council. These meaningful conversations should start in the departments and come up through the department chairs or committee representatives. This will give the School a good sense of communication, transparency, and accountability. It was discussed that communication and transparency should be tied to our strategic priorities.
- The question was raised on whether there was a common repository where all department council minutes could be kept to see what is going on in other departments and whether there is overlap. C. Kuziemyky shared that it would be looked at, but some conversations may happen at the department level that they may not want shared outside of the department. Departments should not be surprised about what decisions come out of committees. Each committee has a department representative that should communicate information back to the department.

7.0 Leadership & Governance Updates

7.1 Dean's Update

- The university had the option to implement the vaccination program, and by doing this, operate at full capacity. The proof of vaccination program is managed by Human Resources and will provide evidence that the campus is safe. The vaccination program will begin next week. Managers will receive a report from Human Resources, and faculty members will receive a roster of student vaccination statuses. Research can continue, and course delivery is flexible. The university has good filtration units and has expanded classroom cleaning. There are no plans to change things for the winter term. Accommodations must be through ADR.
- The CRC search was launched, and the Dean search will be launched in the next week or two. Faculty were asked to share the postings with colleagues they feel would be a good fit for these positions.
- The School of Business is looking to revitalize some of the programs and create more visibility/awareness. The first goal is what hybrid should look like. Since the School does not have the space to grow, hybrid delivery provides some opportunity to meet some enrolment targets that the President has set out. The School should also consider incorporating EDI into courses as part of the learning outcomes when thinking about programs.
- September 30 is the National Day of Truth and Reconciliation. The decision was made to keep MacEwan open, but KW will have a detailed program involving ceremonies and elements of Indigenous culture. Faculty members are asked to be flexible with their students.
- There are two GFC vacancies; one position is a one-year term and the other a two-year term. C. Macdonald will be sending out an email to everyone requesting nominations for the positions. Any questions regarding these positions can be sent to C. Macdonald.

- A. Wesley was congratulated for receiving the Distinguished Teaching Award. E. Perez was congratulated for receiving \$45,000 towards Data Analytics in Accounting Education in August. Mitacs has made a lot more funding available for undergraduate students.
- GFC approved the Strategic Direction, and it is going forward to the Board of Governors for final approval. Once that is approved, then we can think about what kind of School of Business we want to be.
- The School of Business Building Modeling Committee is in progress, with A. Taleb and C. Kuziemyk on the committee. There will be an opportunity for faculty feedback beginning this fall, but further details will be provided. The building has to be connected to how we teach and how we do scholarly activity. It was discussed that it is important to thoroughly review the contract for the new building to ensure it supports the School in moving forward.
- S. Elbarrad's title will be Associate Dean, Operations and Programs, and A. Taleb's title will be Associate Dean, Research, International, and Outreach. There is a lot of work that needs to be done yet, and the Dean's office is working on establishing a School of Business Advisory Council to essentially provide advice.
- C. Kuziemyk shared that EFMD will be contacting him on September 29, and the news will be shared with the School at that time.

7.2 President's Update

- The President shared her appreciation of those who participated in the dialogue sessions held to define a vision and strategic direction for the university. A set of directional statements will be presented to the Board of Governors on October 7th as follows:
 - Energizing MacEwan's commitment to exceptional undergraduate teaching
 - Maximizing flexibility to meet students where they are
 - Ensuring MacEwan graduates are relevant, versatile, and future-ready
 - Pursuing deliberate growth to meet demands and help shape Alberta's future
 - Amplifying scholarship to strengthen the value MacEwan adds to community
- The university is celebrating its 50th anniversary and is looking for stories to help celebrate the past. There is a digital timeline online to share these stories. There will be a series of events throughout the year.
- September 30 is the National Day of Truth and Reconciliation, which coincides with Orange Shirt Day. The campus will remain open on September 30. It is important as an institution of learning to be available to provide venues for discussion around issues of the day. It is important to be empathetic and open to our community and look for ways to integrate this discussion. General Faculties Council is considering how to address this day in the future and how best to incorporate it into the Academic Calendar.
- There is an accelerated team working on a number of initiatives around equity, diversity, and inclusion. To better understand the demographics, the team will be collecting and analyzing data. A survey will be sent out in October. There is also new language in recruitment ads that will facilitate hiring diverse faculty and staff. The university has expanded the number of Indigenous faculty with two joint term appointments with KW and a new faculty appointment in the school of Continuing Education. The President shared that she has been a part of a national group led by the University of Toronto to create a charter on anti-black racism.

7.3 Associate Dean's Update (S. Elbarrad and A. Taleb)

S. Elbarrad

- The advising office has fully supported students throughout the summer and began working on campus at the beginning of the term. Since September 1, advisors have responded to 931 emails, 180 voice messages, met virtually with 77 students, completed 19 program checks, and met 15 students in person. There have been around 23 student interactions per advisor per day. As of this week, students will use an online booking system to book their appointments with advisors. Currently, the advisors are working on grad checks for November graduations. There are a total of 271 applications.
- S. Elbarrad presented a chart showing enrolment comparisons from Fall 2020 to Fall 2021. Most programs dropped slightly, but Paralegal enrolment went up. Enrolment for the Asia Pacific Management and Travel programs are low.
- There will be more activities to attract new students. The School of Business is reverting to sending out packages to new students who apply to MacEwan that will include a bookmark, postcard, and welcome letter from the Dean as quite a few students did not realize they had an offer. It was discussed that there are limits to sending text messages to students due to confidentiality.

- Academic planning sessions are scheduled for new students. The Open House is scheduled for November 6 and will be a virtual platform. OCM and Registrar Office are working on visiting high schools – virtually. OCM is working on the promotional material for this.
- Meeting with department chairs to plan for 2022-23. The Security office is going to move to the Heart of the Robbins.
- It was discussed whether there were enrolment figures for major selection. It was discussed that the majors are declared in February, and updated numbers should be available at that time. It was discussed whether an analysis could be done on where students are being lost to. It was discussed that these numbers would be confidential and provided by the ministry. The Strategic Enrolment Management Committee will collect additional information.

A. Taleb

- At the School of Business Retreat, there was an update from the Dean and a workshop. Attendees were separated into four teams. Each team looked at what made MacEwan better than the U of A, University of Lethbridge, Mount Royal University, and Nait. Each team looked at the disadvantages and advantages in each comparison to come with positioning. The Dean's Office is working on synthesizing that information and will discuss it at a future meeting.
- A. Taleb shared that he sits on the 50th Anniversary Committee as chair. In preparation for MacEwan's 50th anniversary, a special fund for stakeholders has been set up of \$25K. The committee is asking for assistance in identifying community building with strong ties to the university. An email was sent out with information and suggestions can be sent to A. Taleb
- A seed funding email was sent out last week to faculty. The budget is \$100K and has a 12-month validity. It is open to all types of research, scholarship, and creative work. There will be four meetings throughout the year: October, December, March, and April. The deadline for the November awards is October 18th. Faculty members were encouraged to take advantage of the Seed Funding program. A. Taleb shared that he is working with Chairs and others to present and possibly hold a Case Development Workshop again.
- A. Taleb shared that he is working with E. Muralidharan and the Department of International Business, Marketing, Strategy, and Law. They will be offering INTB 311 Cross-Cultural Communication practical experience where they will be partnering with two other schools in Poland and Morocco as a pilot this winter. There will be teams of six which will include MacEwan students and people from different places. The question was raised on whether there are guidelines for international and domestic partnerships. It was discussed that this would be discussed with the leadership team, and guidelines would be developed.
- The Social Innovation Institute is holding the Enlightened Economy Summit 2021. They are offering free tickets to faculty.

7.4 Department Chair Update (E. Muralidharan, R. Enstroem, W. Wei & M. Annett)

E. Muralidharan

- A. Pergelova, F. Angulo, M. White, and C. Deng had journal publications. The first Honours student, Sejal Tiwari, supervised by E. Muralidharan, also had a journal publication. A. Pergelova and William Wei also published case studies.

R. Enstroem

- C. Hancock is a new faculty member in the Department of Decision Sciences moving from the Department of Organizational Behaviour, Human Resources Management, and Management.

W. Wei

- Darlene L. retired at the end of August. A retirement party was held for her with members from the Department of Accounting and Finance. The CPA Committee wrote Terms of Reference, which were approved at the department council and will go forward to Executive Committee for approval.

M. Annett

- E. Bocatto, C. Hancock, L. Benson, and T. Huckell worked on the Property Management Minor over the summer, which will be going forward to BPCC.

7.5 GFC Member Update (B. Graves)

June 14 Meeting

- The Faculty Association President was added to the GFC membership.
- The Engineering Transfer Program was suspended.
- The following programs were approved: Interdisciplinary Film Minor, Songwriting Minor, and Digital Experience Minor.
- The revision of the departmental structure in FFAC was approved.
- The Grading and Student Advisory Committee policies were approved.

September 13 Meeting

- MacEwan's Vision and Strategic Directions were recommended to the Board.
- The Research Ethics policy was approved.

7.6 Faculty/School Council Representatives Update (M. Malin: Arts & Science; T. Salem: Faculty of Fine Arts & Communications; Representative Needed: Health & Community Studies; N. Erickson: Faculty of Nursing)

Faculty of Arts & Science

- Two action items are as follows: Ratification of Tenure and Promotion and the Student Advisory Committee procedure.

Faculty of Fine Arts & Communications

- Programs were approved.

Faculty of Nursing

- There is a new dean, and they are undergoing departmentalization as well as a lot of staffing changes. They are working on initiatives such as Bell Let's Talk and policy work on long-term care research.

7.7 Moodle Update (R. Jenne)

- Meskanas is the new digital learning environment. The steering committee has been meeting biweekly, and the project team has been meeting weekly since June. The pilot will run in the fall with seven faculty members and ten courses.
- Moodle does not have an email launching system, so the team had to find one that served their needs. They are looking for faculty champions - approximately 25 faculty to help promote and provide two-way communication with their departments and faculties.
- The project website is <https://macewan.sharepoint.com/sites/dleproject/>. The course conversion from Blackboard is not perfect. The team is currently crafting an RFP to explore conversion, but even if they select a vendor, the process will be imperfect, and there will be significant work to get courses in shape. There will be no new courses in Blackboard after April 30th.

8.0 Good News & Announcements by Members of Council – No announcements currently.

9.0 Question Period/Open Discussion/ Other Business

- F. Angulo suggested that the Enlightened Economy Summit could be a place where faculty members share related research findings and breakthroughs.
- R. Enstroem inquired about the outcome of the CPA education fund initiative. W. Wei explained that there are funds that support faculty and other projects. S. Elbarrad shared that the CPA grants were offered for several initiatives. Some of which are completed and others that are ongoing. There are several faculty members involved in these projects.

10.0 Future Agenda Items/ Next Meeting: November 15, 2021

- S. Subramani suggested that the new building be discussed.

11.0 Adjournment

SOBC-09-2021-09-27

Motion: S. Subramani moved to adjourn the School of Business Council meeting.

Carried