1. Approval of the agenda

MOTION to approve the April 6, 2016 Faculty Council agenda.

**FFACFC-01-04-06-2016**
Moved by Rose Ginther, seconded by Melissa Cuerrier.

MOTION CARRIED

2. Approval of March 8, 2016 Faculty Council minutes

MOTION to approve the March 8, 2016 Faculty Council minutes.

**FFACFC-02-04-06-2016**
Moved by Ray Baril, seconded by Paul Johnston.

MOTION CARRIED

3. Review of March 30, 2016 Executive Committee draft minutes

There was no discussion.

4. Chair’s update

Denise welcomed Annetta Latham, a new Arts and Cultural Management faculty member, as well as guests Aimee Hill, John McGrath and Cynthia Zutter.
Denise reminded faculty that final grades must be submitted five business days after their last class or final assessment, or no later than April 26. A chair retreat and annual report workshop for faculty will be planned for early June. There is also interest in discussing the recently approved policies on intellectual property and academic freedom and a separate session may be planned to discuss these topics.

The Bachelor of Design proposal passed APPC and will be reviewed by AGC on April 19. We are in the negotiating stage with a new hire for the Communication department. There will be a BBQ in honor of the career milestones recipients following the May 10 Faculty Council meeting.

5. Department updates

Art and Design
- Design instructor Amanda Schutz was nominated for an artistic leadership award at the Mayor’s Celebration of the Arts
- Design graduate AJA Louden was nominated for the Telus Courage to Innovate Award
- Current Design student Lillia Wan won an ACE Student Award and Amanda Ozga won an ACE Student Award of Distinction
- Fine Art graduate Gillian Willans currently has a show at the Stony Plain Multicultural Centre
- Fine Art grad show opens Saturday, April 16
- Design grad portfolio show is on April 27

Arts and Cultural Management
- Annetta Latham joined the department
- Graduate Miki Andrejevic was nominated for an award of excellence at the Mayor’s Celebration of the Arts
- 18 classroom students and online students began placements in the spring term from Vancouver to the Gaspe Peninsula

Music
- Tom Van Seters, music faculty and students have played in a new ensemble that has started in Edmonton called the Yardbird Suite Jazz Orchestra. Their first gig is on Sunday, April 17 at the Yardbird Suite

Theatre
- Heathers The Musical has been very successful and closes Saturday night

There was no update for the Department of Communication.

6. AGC update –Rose Ginther

Rose Ginther gave a brief report on AGC.

Key updates
- The fall 2015 Faculty Evaluation Report was presented for information
- There is a proposed Education Behavioural Interventions Certificate of Achievement offered in collaboration between the Faculty of Arts and Science and School of Continuing
7. New business

7.1 Role of Vice-Provost – Cynthia Zutter

The Vice-Provost is a new position in the university that will be continuously evolving. Cynthia will be working with the Provost and faculty on a number of projects. One of her first responsibilities will be moving the research agenda forward so it aligns better with its role as a university. Cynthia will be looking from input from faculty and administration, beginning with the retreat with Research Council in May.

7.2 Overview of new building committees – Rey Rosales

Rey Rosales explained the roles of the various committees that are looking after the development of the new CFAC building:

- Steering Committee
- Project Communication and Change Management Committee (PCCM) including a sub-committee on Communications
- CFAC working groups – Composed of faculty and staff; includes Logistics, Commissioning, Records Management, Occupancy, Student Advising, and Visual and Performing Arts. The New Campus Consultation Committee will coordinate the work of these groups

Questions

- Has there been any word on a change to the name Centre for Arts and Culture?
  - The Centre for Arts and Culture is a working title for the building. The name may change once a donor is secured
- There was a request to create a one-page organizational chart and to make the committee terms of reference available

7.3 Institutional Learning Outcomes update – Rose Ginther

An Institutional Learning Outcomes working group has been struck and will be consulting widely. Rose Ginther will be looking for volunteers to join this working group shortly.

7.4 Marketing Task Force report and next steps – Melissa Cuerrier, Aimee Hill, and Rose Ginther

Melissa Cuerrier re-capped the Marketing Task Force’s progress to-date. She explained that two themes emerged over the past year: the need for consistent and clear communication, and for the departments to invest in the security of their future. There are many initiatives and ideas that make the Marketing Task Force feel optimistic about the next year. A total of $140,000 in funds have been spent will be spent between December 1, 2015 and June 30, 2016 on FFAC advertising.

Overview of current marketing and recruitment activities

- Use Open House as a recruitment activity
- Create a pilot project with prospective student contact cards
- Reduce printed marketing materials
- Use social media and other online platforms to showcase faculty and student profiles
- Align information session weeks for collective advertising opportunities
- Roadshow
- Present workshops at Amplify Youth Festival, Skills Canada
and other student events

- Continue with advertising strategies
- Build a greater community of successful grads and testimonials
- Use data about applicants to drive recruitment
- Reduce cost and re-allocate budget
- Look to new areas for growth for recruitment efforts

Ideas for new initiatives

- Breakfast with the Dean
- Masterclass/professional development opportunities for high school, private teachers and senior students
- Coordinate a faculty-wide Student-For-A-Day
- Take advantage of university-wide Information Session weeks and include alumni
- FFAC-related cinema and Q&A panels
- Invite schools and students to concerts
- Invite schools/students to music concerts
- Annual “end-of-the-year” video
- Raise profile and brand of the performance seasons
- Re-examine opportunities in social media for programs
- Re-visit opportunity to engage high school teachers through GERCA
- Update content for website on a regular basis
- Improve continued lack of communication between faculty and OCM team

Key discussion points

- It was suggested that it may be beneficial to have a social media expert
- To improve communication, there is the possibility of creating a channel using Slack
- It is critical to get data to track down prospects and talk to them, which may mean some new roles for the advisors and faculty
- Need data from those that did apply and did not attend to find out the reason why

7.5 Committee procedures – Denise Roy

There are currently two vacancies for sessional faculty because Annette Wierstra has stepped down. There are five student representative vacancies (one from each department) as our current student representatives are graduating this year. Chris Ryan is unable to attend the remainder of the meetings, but he passed along his thanks to the Council for this opportunity.

We are transitioning to a model in which committees have representation from each department, as well as members-at-large in some cases. Those members who have only served a year of their two year term will be allowed to finish their appointments and thus provide some continuity. Department chairs, in consultation with their faculty members, will determine the process for coming up with their representatives. Departments must approve the final list. The proposed deadline for chairs to send names of committee representatives to Denise is April 18, after which there will be a call for members-at-large. Christine will send out a list of committees that require department
Kathy Neiman provided a number of reasons why she felt that Instructional Assistants should be allowed to hold voting positions on Faculty Council committees, including that they are full members of the Faculty Association and many of them have deep experience with the institution.

Moved by Kathy Neiman, seconded by Melissa Cuerrier to amend the composition in the Curriculum Committee Terms of Reference by striking ‘instructional’ from the departmental representative and members-at-large categories of membership.

MOTION CARRIED

MOTION to approve the Curriculum Committee Terms of Reference.

FFACFC-03-04-06-2016
Moved by Rose Ginther, seconded by Scott Spidell.

Lucille Mazo requested that her opposition to all amendments to the terms of reference be recorded in the minutes.

MOTION CARRIED

MOTION to approve the revised Executive Committee Terms of Reference.

FFACFC-04-04-06-2016
Moved by Robert Andruchow, seconded by Ray Baril.

MOTION CARRIED

MOTION to amend the Faculty Development and Sabbatical Committee Terms of Reference by striking “instructional” from the departmental representative and members-at-large categories of membership

Moved by Kathy Neiman, seconded by M. Cuerrier.

MOTION CARRIED

MOTION to approve the Faculty Development and Sabbatical Committee Terms of Reference.

FFACFC-05-04-06-2016
Moved by Rose Ginther, seconded by Paul Johnston.
1 opposed.

MOTION CARRIED

MOTION to approve the draft Research Committee Terms of Reference.

FFACFC-06-04-06-2016
Moved by Bruce Montcombroux, seconded by Paul Johnston.
### 7.10 Visiting Scholar and Artist Committee terms of reference –Executive Committee

**MOTION CARRIED**

**MOTION** to amend the Faculty Development and Sabbatical Committee Terms of Reference by striking “instructional” from the departmental representative and members-at-large categories of membership

Moved by Kathy Neiman, seconded by M. Cuerrier.

### 7.11 Bylaw revisions –Executive Committee

**MOTION CARRIED**

There was a suggestion to delete the definition of Professional Resource Faculty in 2.7 as this term does not appear anywhere else in the Bylaws.

A Notice of Motion will be distributed to faculty members with the revised Faculty Council Bylaws and a final vote will be taken at the May 10 Faculty Council meeting.

### 8. Committee reports

8.1 Curriculum Committee –Rey Rosales

Final syllabi changes for 2017-18 should come forward at the June 20 Curriculum Committee meeting.

8.2 Faculty Development, Research and Sabbatical Committee –Rey Rosales

There was no update.

8.3 Visiting Scholar and Artist Committee –Rey Rosales

The Committee will meet once more before the new call for 2016-17 goes out next month.

### 9. Open discussion and future agenda items

There was no discussion.

### 10. Adjournment

The meeting adjourned at 7:30 p.m.