Faculty Council Meeting Minutes

CENTRE FOR THE ARTS AND COMMUNICATIONS
FACULTY COUNCIL
May 9, 2013
440, CFAC
10 a.m. – noon

Chair: Denise Roy

Attendees: Allan Gilliland, Darci Mallon, Leslie Sharpe
           Rose Ginther, Kathy Neiman, Tom Van Seters
           Jim Guedo, James Parker, Leslie Vermeer
           Marcel Hamel, Bill Williams, Robert Walsh
           Jim Head, Chandelle Rimmer, Wayne Williams
           Rita Long, Peter Roccia, Robert Zylstra
           Iain Macpherson, Rey Rosales
           Nichole Magneson, Kent Sangster

Ex-Officio members: John Corlett, Mike Sekulic

Guests: Karen Boros, Kathleen Byrne, Jason Malenko

Regrets: Rose Clancy, Brian Gorman, Doreen Piehl
           Ray Baril, Lucille Mazo, Hoyne Santa-Balazs
           Rose Clancy, John Montague, Dianne Westwood
           Coleen Finlayson, Dianne Nicholls, Karen Zypchyn
           Geoff George, Constanza Pacher

Minutes: Christine Valentine

1. Approval of the agenda
   The agenda was approved.

2. Approval March 28, 2013 minutes
   A request was made to include regrets in the attendance.
   
   **MOTION** to approve the March 28, 2013 Faculty Council minutes.
   
   **FFACFC-01-05-09-2013**
   Moved by Chandelle Rimmer, seconded by Leslie Vermeer.
   
   **MOTION CARRIED**

3. Review of April 23, 2013 Executive Committee minutes
   A draft of the April 23, 2013 Executive Committee minutes was reviewed. There was no discussion.

4. Chair’s update
   As the last Faculty Council meeting of the 2012-13 academic year, Denise recognized all faculty members for their commitment through a challenging year.

   AGC elections have concluded. Jim Head and Rose Ginther were elected as CFAC members and Peter Roccia and Lucille Mazo will continue their terms.

   There have been several retirements this year, namely Debbie Fenton,
Connie Nagy, Lary Benson, Sandy Gunderson, Coleen Finlayson, and Alana Broomfield. We will be welcoming some new faculty members. Michael MacDonald has been hired as an Assistant Professor in Music. Another offer has been made in the music department and will be announced soon. There is an ongoing search for a new chair of Design Studies.

The new faculty name for the Centre for the Arts and Communications will be the Faculty of Fine Arts and Communications, effective July 1, 2013. Reminders will be sent out closer to this date to encourage faculty and staff to change their e-mail signatures and business cards. Changes to internal documents and web work are already in production.

5. **Code of Conduct –Karen Boros**

*Code of Conduct*

The Office of the Auditor General made a request to enhance communication of the University’s existing policies and to promote a culture of ethical conduct. The University responded by creating the [Code of Conduct policy guide](#), which can be accessed through the myMacEwan portal. The policy guide provides information in six areas:

- Respect for the law and university governance
- Fair treatment of people
- Professional behavior
- Care and diligence in fulfilling responsibilities
- Ethics in research
- Safe disclosure

*Conflict of Interest and/or Conflict of Commitment*

The [Conflict of Interest and/or Conflict of Commitment form](#) is available through the myMacEwan portal. Declarations are to be submitted to the dean to determine if a conflict exists, and the Dean makes declarations to the Provost and VP Academic.

*Confidentiality Agreement*

The Confidentiality agreement form was recently revised and is now in use for all new hires. It covers all conflict of interest and/or conflict of commitment situations. Questions can be directed to the following contacts in Human Resources: Rupi Malhi, HR Director; Karen Boros, Director of Client Services; and Mary-Ann Wilkinson, AVP HR.

6. **Admissions criteria**

Mike Sekulic provided an overview of a document prepared by the Admissions and Selections Committee. This committee was charged by AGC to look at the admissions criteria for university certificates and diplomas. Currently, many of these programs require a high school diploma or a 65% in a selection of five courses, which does not make sense because these standards are higher than degree admission requirements. The goal of these revisions is to make standards more consistent throughout the institution. The committee is proposing the following standard for admission to certificate and diploma programs:

Applicants must have a minimum grade of 50% in the following high school courses:

- ELA 30-1 or ELA 30-2
Social 30-1 or 30-2
Any 20-level Math
Any 20-level Science
5 credits in any other 30-level course

This is a general standard and does not prevent programs from adopting additional admissions requirements and/or variations in the minimum grades required.

There were concerns that this gives the perception of a devaluation of the diploma. However even at the degree level, 30-40% of students enter university either at a mature level or by presenting five required courses rather than a high school diploma.

The proposed admission criteria changes will come forward to AGC in the fall. AGC is accepting written submissions and concerns from Faculty Council members to gauge the reaction to the suggested changes. Input can be sent directly to Denise or an AGC representative.

7. Committee reports

7.1 AGC – Rose Ginther

The last AGC meeting, the following slate of nominees was ratified:
- AGC – Jim Head and Rose Ginther
- Academic Planning and Priorities Committee – Peter Roccia and Leslie Vermeer
- Academic Policies Committee – Chandelle Rimmer
- Information and Technology Committee – Geoff George
- MacEwan Sabbatical Leave Committee – Allan Gilliland
- Research Council – Rey Rosales
- Research Ethics Board – Karen Zypchyn
- Student Success Committee – Rose Ginther
- University Rank and Title Committee – Rey Rosales and Allan Gilliland

AGC meeting synopses are included in MacEwan Today and posted on the AGC website.

Policies were approved for Required English Course, Adjunct Faculty, and Distinguished Teaching Awards. The establishment of a university-level Appeals Committee for academic title was approved, although only to appeal the process itself. There will be a special session of AGC to discuss budget on May 9, 2013 from 2:30pm-4:00pm in room 9-103 at the City Centre campus, open to every Faculty member.

7.2 Curriculum Committee – Rey Rosales

Curriculum Committee will meet on May 27, 2013 to review the last music degree syllabus and others including courses for the new Design Studies diploma program. A schedule for the new academic year will be set shortly.

7.3 Faculty Development, Research, and Sabbatical Committee – Rey Rosales

The committee recently completed the review of all applications for workload recognition in relation to faculty research/creative activity.
Budget update

The budget for the 2013-14 academic year is not finalized yet. There have been regular updates from the President regarding the process.

Marketing functions will be centralized and this department is flagged as an area for potential savings of up to $1 million. We expect to see reduced marketing for programs that are running at full capacity as well as some rationalization in terms of staffing. The University’s needs for strong brand recognition so there is a clear message that transcends individual faculties, with one logo and one tagline. However, divisions should be represented as unique and distinct.

Some vacancy rationale forms were approved to hire in strategic areas and further approvals may be expected in the future. The Conservatory and Continuing Education are also being looked at as areas to break even or generate revenue.

CFAC update

Denise gave a brief PowerPoint presentation to summarize proposed budget reductions at CFAC. Initially we were asked to submit a plan for a 10% reduction, but this has been reduced to 5% ($490,000), making the 2013-14 budget approximately $9.8 million.

Key presentation highlights

- CFAC had not received $174,500 for 2 positions in the music department that it should have had. We will continue to operate without this money
- DAM (Digital Asset Management Program) had funding for 2 support positions which we are proposing not to fill, a savings of $164,000
- BCS and Music had funding for 2 support positions which we are proposing not to fill, a savings of $130,000
- Opportunities for savings in admin and programs will be $21,500, a minimal amount

Reductions at only 5% could mean that the university will carry a deficit this year and that there may be further reductions in the future.

Potential additional strategies for savings

- Increase Conservatory and Continuing Education profits
- Eliminate other unfilled positions
- Reduce Dean’s office budget
- Reduce capital and small assets fund
- Reduce visiting scholar, research and conference budgets
- Reduce online maintenance
- Reduce program budgets
- Collapsing sections
- Workload adjustments
- Other revenue opportunities

Revenue generation is a challenge because there are not a lot of areas in which to increase fees. For any reductions to program budgets, the chairs would be asked to identify areas that may be tightened up, such
9. Executive Committee strategic response to mandate discussion

Suggestions

It is important to keep the audience of this document in mind; generally speaking, arts education is supported by MacEwan, but there seems to be a lack of recognition at the provincial level. The Provincial government has made two things clear: they simply do not see any sense of coordination within the post-secondary system, and the more that we can demonstrate that there is collaboration, or at least show that there is not a lot of duplication in the system, the more we can show the value of our programs. We need to collaborate to create opportunities for students to get jobs. The arts always seems to struggle to make its case, and in a province consumed with thinking about oil and gas, the arts community does not always receive the recognition for the powerhouse it is. Provincially, it may be beneficial to demonstrate what the arts do for people. Providing the government with arguments to celebrate the arts is a more constructive strategy. We are all deeply invested in the arts, and the arguments seem logical to us, but if we can attach a monetary value to what we do, then we have a more constructive strategy. To make a business case and present a rational model, we need to do a better job of separating the different areas of the arts into design, communication, fine arts, etc. because many of these fields actually generate revenue quite well. We need to articulate and make the argument for what the ‘arts’ encompasses because the arts actually make quite a bit of money.

Statistical data from the AFA as well as arguments from urban studies theorist, Richard Florida should be included. The message should emphasize collaboration and cooperation.

Next steps

This document serves as a useful first draft. The Executive has taken a leadership role in driving these arguments forward. Another discussion meeting will be scheduled soon and a more complete draft of the response will be distributed on June 17, 2013. Contributions, feedback or ideas can be sent to Leslie Sharpe.

10. Introduction of John Corlett

Denise welcomed John Corlett, the new Provost and VP Academic.

John expressed his intentions to build a stronger and more collegial academic culture. He hopes that centralization of support areas will assist the academic side of the institution. He concluded by expressing his belief that without the arts, we lack vision and possibility.

11. Adjournment

The meeting adjourned at noon.