## Faculty Council Meeting Minutes

**FACULTY OF FINE ARTS AND COMMUNICATIONS**  
**FACULTY COUNCIL**  
February 10, 2016  
440, CFAC  
5:30 – 7:30 p.m.

<table>
<thead>
<tr>
<th>Chair:</th>
<th>Denise Roy</th>
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<tbody>
<tr>
<td>Attendees:</td>
<td>Robert Andruchow</td>
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<td></td>
<td>Ray Baril</td>
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<td></td>
<td>Craig Brenan</td>
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<td>Carole Charette</td>
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<td>Rose Clancy</td>
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<td>Melissa Cuerrier</td>
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<td>Eric Doucet</td>
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<td>Allan Gilliland</td>
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<td>Rose Ginther</td>
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<td>Brian Gorman</td>
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<td>Ex-officio members:</td>
<td>Debbie McGugan</td>
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<td>Guests:</td>
<td>Kathleen Byrne</td>
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<td>Ruth Freeman</td>
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<td>Regrets:</td>
<td>Jim Guedo</td>
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<td></td>
<td>Marcel Hamel</td>
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<td>Nichole Magneson</td>
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<td>Kyle Muzyka</td>
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<td>Kathy Neiman</td>
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<td>Minutes:</td>
<td>Christine Valentine</td>
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### 1. Approval of the agenda

**MOTION** to approve the February 10, 2016 Faculty Council agenda.  

**FFACFC-01-02-10-2016**  
Moved by Bill Richards, seconded by Allan Gilliland.  

**MOTION CARRIED**

### 2. Approval of January 20, 2016 Faculty Council minutes

**Suggested changes:**

- Revise p. 6 to ‘Ken Ristau clarified that the IAP report makes no determination on viability. The report only indicates that ‘there is no a priori reason that the Faculty could not remain viable’ (submitted by Ken Ristau via e-mail)
- Revise p. 6 ‘Ken Ristau responded that the question about resources is beyond the scope of the IAP report and that it would be up to the dean and his staff’s discretion to decide what to do with respect to resource allocation. As it pertains to the report, the advantage of better academic alignment is noted but Ken also noted that the report points out other ways to go about addressing resource allocation and the problems that Communication has identified’ (submitted by
MOTION to approve the January 20, 2016 Faculty Council minutes, as amended.

FFACFC-02-02-10-2016
Moved by Darci Mallon, seconded by Scott Spidell.

MOTION CARRIED

3. Review of January 27, 2016, 2015 Faculty Council Executive Committee draft minutes

There was no discussion.

4. Chair’s update

A call went out recently for spring 2016 AGC committee nominations. There are some committees that have assigned positions for Faculty of Fine Arts and Communications faculty, such as the Faculty Development Committee and Research Council. There are also vacancies that could go to an FFAC faculty member on the Academic Planning and Priorities Committee, Committee on Admissions and Transfer, Research Ethics Board, and Student Services Committee. An explanation of these committees can be found on the AGC website. The deadline for nominations is February 22. Christine Valentine will circulate the original e-mail from Donna Harbeck to faculty members after the meeting.

In terms of our own faculty committee nominations, we are looking to have an election in April to fill committee vacancies. There is some work to do ahead of time to revise the terms of reference as there may be changes to committee compositions. An e-mail will go out shortly to faculty currently serving on committees to let them know if their term is expiring. A subsequent nomination package will go out closer to April.

APPC has decided to create a new working group solely dedicated to Institutional Learning Outcomes. A call is expected to go out regarding consultations once this new working group is formed.

Progress is continuing on the new Centre for Arts and Culture. There are tours happening every second Friday, with the next tours scheduled for February 19 and March 11. Some faculty have expressed that Fridays do not work well with their teaching schedules, and have asked for a different day to be found for a tour. This date will be announced as soon as critical mass can be reached for an alternative date. A number of items were on the deferral list relative to the new building, one of which is the large ensemble room for Music in the southeast corner of the building. There was a request for the room to be made functional. Unfortunately, this request went forward to the CFAC Steering Committee and it was not supported. Any changes to orders at this point have an exponential cost, so for now the ensemble room remains deferred.

The Letter of Intent for the Bachelor of Music Recording and Production Major was approved by the Board of Governors before Christmas. Tuition for the music degree will decrease because of an adjustment to reflect the median tuition between the diploma and degree tuition. This change in tuition cost will be in effect for students studying in the fall 2016 term.
The Provincial government granted MacEwan a 2% increase in our grant for this year and next year, but concurrently froze tuition. A supplement was given to us this year to make up for this foregone revenue. At the current point, the FFC budget is being loaded at the same level as last year. There is no perceived need to make cuts, though there is some concern that the 2% increase to our grant may be taken away. The Dean’s Office as begun to meet with department chairs to get a better understanding of their priorities for next year so in the event that there are additional funds.

5. Department updates

Art and Design
- The Department had strong representation at the recent Research Showcase
- Bruce Montcombroux and his Intermedia class contributed to the Flying Canoe Festival, which was a huge success
- Carole Charette’s exhibition is on at CAFÉ until Thursday
- Visiting Artist David Janzen is giving a free lecture titled Synecdoches of Dystopia on February 25
- There was a great turn out for the Visiting Artist Shary Boyle’s lecture at the AGC held in partnership with the AGA and the University of Alberta
- Design faculty member Curtis Trent has a photography exhibition called Detour from February 12 until March 1 at the Bugera Matheson Gallery
- A design student won the In Focus photography competition after receiving 400 votes for his work

Arts and Cultural Management
- Three students went to Ottawa on a student-led initiative to research particular aspects of national museums

Theatre
- Curtains runs until Saturday, February 13.

There were no updates from the Departments of Communication or Music.

6. AGC update – Bill Richards

Bill Richards gave a brief report on AGC.

Key updates
- Terminations of the Bachelor of Applied Communications in Profession Writing degree and the Design and Photography, Design and Digital Media, and Design and Illustration diplomas were recommended for approval to the Board of Governors, effective July 1, 2016
- The list of FFC courses for 2016 were approved as part of the consent agenda
- Various admission criteria were approved, including Bachelor of Arts, Bachelor of Science and Police and Investigations
- It was announced that the Provincial government granted us a 2% increase in our grant for next year
7. New business

7.1 Department of Communication’s minority report

Denise acknowledged the hard work of Lucille Mazo and Communication faculty for pulling together the minority report. Denise will forward the report to the Provost as soon as possible so he can provide clarity on next steps.

7.2 Budget presentation – Dianne Westwood

Dianne Westwood gave a presentation on the FFAC budget process. This information was provided in response to an interest expressed by members of the Faculty Council.

This presentation gave a high level breakdown of where our revenue comes from and how we allocate it, our expenses, and grants.

Key presentation points:

- The budget year begins on July 1 and ends on the last day of June
- Budget process – Denise takes forward requests to the MacEwan Budget Advisory Committee each year. The budget target is received, and once it is known, we have a better idea about whether we will be on par to meet that target. Full-time salaries are loaded first because they are a fixed expense. The next items are instructional hours based on approved POS since they support instruction directly. The remaining funds are allocated for faculty-wide activities, such as research, PD, small assets, etc. We must meet our target, and there is generally no further opportunity to ask for more money
- Graphs demonstrated the following breakdowns by department and by program:
  - Total FFAC expense budget by major categories
  - FLE breakdowns
  - Student headcounts
  - Courses
  - Sections
  - Instructional hours
  - Full-time and continuing teaching faculty
  - Sessional faculty

During the presentation, the following questions arose:

- How do surpluses work?
  - We do not generally budget for a surplus, but a surplus sometimes occurs when there are remaining funds at the end of the year, generally from the sessional faculty budget. If there is a need for new equipment, we try to budget for it, otherwise it is used to cover unexpected expenses
- Is there a strategic advantage to planning for new courses if we expect a significant increase in enrolment? (e.g. Increased enrolment expected in fine art courses since there is now a fine art requirement in the BA degree)
  - It is hard to predict what difference it would make because we do not get additional funding based on per student revenue. Increases are given through adjustments to base budgets
- What is the average intake in each section?
The faculty average is 24 or 25 in a lecture section and 19 in a lab section, though section sizes can vary from 1 to 70 (maximum capacity).

- Is it possible to get a breakdown of sections and how many students are in each?
  - This information can be provided, however, that data might not be easy to interpret because it leaves out critical information that is not represented.

**7.3 Feedback on Emeritus Policy**

Bill Richards explained that a new Emeritus Policy is being proposed by the Provost.

Feedback was requested on the two issues listed in the policy document:

1. Is this an appointment requiring application/nomination and achievement criteria to be adjudicated or an honorific made available to all or to a certain subset (e.g., minimum service at MacEwan University) without application being made or assessment of achievement being done?

   There was strong support that this should be an honorific (automatic) process after ten years—previous MacEwan processes have required an application process, and this additional step was thought to be tedious and redundant. About half of the Faculty Council were in agreement that the ten year requirement was about the right length of time, which is comparable to many other institutions.

2. Are faculty retirees at all ranks eligible for Emeritus status or is eligibility reserved only for those retiring at the rank of Professor?

   No members of the FFAC Faculty Council supported the proposal that eligibility be limited to full professors. It was recommended that a clause be included in the new policy to include Associate professors and in this case it might make sense to use an application-based process.

**Further discussion**

There was concern that under the current text of the revised policy, no exceptions are permitted to retroactively grant Emeritus status to retirees who may not have been able to achieve the required rank. There was a general consensus that there should be some kind of appeal or exception process in place in the new policy. One member was concerned about the possibility of litigation without access for previous retirees.

There was a suggestion related to AGC’s request for more research to be conducted on how similar universities offer Emeritus standing. It is important to have direct comparisons, rather than using the University of Alberta as a comparator because they have different standards for how Associate vs. Full professor is awarded.

While there was support for the ten year requirement, there needs to be clarification as to whether these ten years are meant to be
7.4 Feedback on Distinguished Teaching Award

–Michael MacDonald

Michael MacDonald provided a summary of the proposed process around the Distinguished Teaching Award. This process suggests that one distinguished teacher from each faculty/school can win the award, including one award for a non-continuing faculty member. In addition, one recipient is chosen as the overall winner and is recognized at convocation.

Faculty expressed concern about this proposal and recommended that all recipients be acknowledged equally. The current structure of the award needlessly creates two classes of distinguished teachers, which begs the question: what happens to the other five faculty members that received the award but were not selected as the “ultimate” winner to be recognized at convocation? Is this really a teaching award as it is currently structured?

3.2 states that recipients must “not have received the award within the last seven years”, and there was some question over whether this was a legitimate amount of time to wait to win the award again.

One faculty member expressed some concern over the terminology of using the word “winner” in 3.3, and there was a suggestion to use “recipient” instead.

4.2.4 is stricken from the document, but it’s worth considering whether nominators should retain the right to remain anonymous.

Some consideration should also be taken into the current lengthy application process of applying for a Distinguished Teaching Award. Some faculty mentioned that they had known individuals who turned down the opportunity to be selected because they did not have the time to provide the required dossier.
- Three-year diploma students’ education has more of an emphasis on the social sciences and leadership but miss out on breadth and depth of design options, seminars, studios, social science electives and liberal arts education
- Degree students fulfill advanced learning outcomes, apply critical thinking to projects, and receive the full breath of a liberal arts education
- Students enrolled in the degree program declare a major in their second year. Students who have received the three-year diploma could transfer right into the degree program if it is launched fall 2018
- About 30 degree students are projected to graduate in 2023
- This program is distinct because it is the only full Visual Communication Design (VCD) program within the sector. The degree would prepare design practitioners and offers the only UXD major at the degree level in the prairies

- **Demand**
  - There is increasing industry demand for a Bachelor of Design in VCD and there is a significant gap between ACAD (Calgary) and U of A (Edmonton)
  - 42% of recent MacEwan grads said that they would come back to complete a degree
  - The Government of Alberta predicts a slim shortfall of designer positions available, though approximately 21% of design job postings in Alberta request a degree

- **Readiness to implement**
  - The current five continuing faculty can cover all aspects of the proposed curriculum
  - Want to recruit two new faculty for a total of seven continuing faculty, preferably at the Master’s level with expertise in UX/UI design and design software
  - The new Centre for Arts and Culture gives the program more than adequate facilities and resources to offer the degree

- **Consultation**
  - Design Studies has recently begun consultation with other faculties in MacEwan
  - Consulted with every diploma and degree granting public institution in Alberta and Emily Carr (IXD major)
  - Held focus groups with Graphics Designers of Canada, independent agencies and boutique design companies, in-house design service departments in small and large organizations, UX agencies, and web/IT in-house departments
  - Glowing external reviews were received from design experts Aidan Rowe, MDes, and Richard Buchanan, PhD
  - Received endorsements from Academic Advisory Committee, Graphics Designers of Canada (AB North Chapter), and Digital Alberta
In conclusion, the program is readily achievable with the current faculty complement, new facilities in 2017, and curriculum development with modest effort and investment.

During the presentation, the following questions arose:

- What is the difference between design and visual communication design?
  - Visual communication design is a sub-discipline of design
- Has there been consultation with computer science?
  - Consultation with Arts and Science begins in March
- What is the student-faculty ratio right now and what will it be once you add two new faculty members?
  - It is similar, about 22:1. By adding two new faculty members, the ratio would remain roughly the same because the number of students will also increase
- The term “social scientist” seems to imply community learning. Would “creative entrepreneurship” be a better word?
  - The intention is not to create social scientists, but this program will inform students about the methods they can use and what theories they can use to create designers. This degree applies the social sciences. They will be meeting with Arts and Science to discuss this language to ensure it portrays an appropriate relationship between their field and ours
- Are there issues or problems with no declaration of a major?
  - The intent was to offer an undeclared major for students who want a stronger liberal arts foundation. There are issues with calling this a “general” major, because there is uncertainty over what that means. Consider “general” or “interdisciplinary” major. If there is no major, does that mean there can be no minor?

MOTION to recommend that the Bachelor of Design proposal be approved by AGC.

FFACFC-03-02-10-2016
Moved by Rey Rosales, seconded by Craig Brenan.

MOTION CARRIED

8.1.3 Bachelor of Design proposal admission criteria – Rey Rosales
The proposal admission criteria will go to the Committee on Admissions and Transfer and then as part of the Bachelor of Design proposal to AGC. The requirements in the suggested criteria are aligned with other degrees with respect to requiring ENGL 30-1 and a minimum overall average of 65%. The addition of a minimum of 75% in ENGL 30-2 is not common, although the Music degree has taken this approach.

MOTION to recommend that the admission criteria for the proposed Bachelor of Design be approved by AGC.
Moved by Rose Ginther, seconded by Melissa Cuerrier.

MOTION CARRIED

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

The deadline for the SURF fund is February 14. Applications will be adjudicated within a couple of weeks.

8.3 Visiting Scholar and Artist Committee – Rey Rosales

The Department of Communication had a successful visit from a distinguished professor from CNN.

9. Open discussion and future agenda items

There was no discussion.

10. Adjournment

The meeting adjourned at 7:30 p.m.