# Faculty Council Meeting Minutes

**FACULTY OF FINE ARTS AND COMMUNICATIONS**  
**FACULTY COUNCIL**  
September 24, 2014  
440, CFAC  
5:30 – 7:30 p.m.

<table>
<thead>
<tr>
<th>Chair:</th>
<th>Denise Roy</th>
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<tr>
<td>Attendees:</td>
<td>Ray Baril</td>
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<td>Carole Charette</td>
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<td></td>
<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>Jim Head</td>
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<td>Paul Johnston</td>
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<td>Michael MacDonald</td>
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<td>Ex-officio members:</td>
<td>John Corlett</td>
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<td>Debbie McGugan</td>
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<td>Guests:</td>
<td>Kathleen Byrne</td>
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<td>Michelle Lavoie</td>
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<td>Regrets:</td>
<td>Robert Andruchow</td>
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<td>Craig Brenan</td>
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<td>Rose Clancy</td>
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<td>Melissa Cuerrier</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 September 24, 2014 Faculty Council agenda.  

**FFACFC-01-09-24-2014**  
Moved by Carole Charette, seconded by Rose Ginther.  

**MOTION CARRIED**

## 2. Approval of June 25, 2014 Faculty Council minutes  
Doreen Piehl made suggestions to clarify Theatre Arts’ five action plans and emphasized that the action plans are the result of the external review and not solely the action items recommended by Neil Donohoe.

1. Implement a recruitment and enrolment strategy, as the program currently only accepts in-person auditions in Edmonton, which deters (not excludes) out-of-province students from auditioning  
2. Increase the number of full-time faculty  
3. Adjust current program curriculum and learning outcomes: learning outcomes did not embrace all aspects of the program, including musical theory (not musical theatre). Donohoe advocated that students wanted more training in dance and less in musical theatre acting. There was
significant dance (not acting) training in the program and acting training that is not limited to acting for musical theatre

4. Corrected to 'increase alignment with other FFAC programs': Clarified that the self-study and the external reviewer suggested increasing the alignment so MacEwan can work effectively and efficiently with the Theatre Production program and that the prospect of the creation of a MacEwan BFA degree offers the possibility of two majors: acting and technical training

5. Corrected to 'a BFA degree for theatre arts'

The Theatre Arts section of the FFAC academic plan was revised to state that the program would like to see a BFA in Music Theatre Performance.

**MOTION** to approve the June 25, 2014 Faculty Council minutes, as amended.

**FFACFC-02-09-24-2014**

Moved by Leslie Sharpe, seconded by Jim Head.

**MOTION CARRIED**

3. Review of September 10, 2014 Executive Committee draft minutes

There was no discussion.

4. Chair's update

Denise welcomed new student members, Brittany Pitruniak from the BCS program and Chris Ryan from Music, new music faculty member Paul Johnston and guests, Michelle Lavoie, John Mahon and Hoyne Santa-Balazs (sessional faculty) and Ken Ristau from IAP. Denise also welcomed new Design Studies faculty member Robert Andruchow who was not able to attend the meeting.

Darci Mallon and Peter Roccia successfully applied for the title of Associate Professor. Ray Baril, Chandelle Rimmer, Bill Richards and Constanza Pacher achieved the rank of Assistant Professor. The titling process will begin again soon, and any faculty who want to apply need to do so by October 1.

Members are encouraged to submit nominations for the President's Medal (deadline October 8) and the MacEwan Medal of Excellence, formerly the Distinguished Citizen Program (deadline December 15).

A tentative date for the ground breaking ceremony for the new building has been set for November 4 at 11:00 AM. Shuttle busses will be available between campuses during that time.

5. Program updates

**Arts and Cultural Management**

- Received confirmation that visiting scholar Richard Evans will be joining us in February and March, and he will be giving a faculty-engaged presentation on adaptive change

**Communication Studies**

- Thirteen journalism students are in Chicago after being granted $22,000 in Student-led Initiative funding to attend a
workshop and conference hosted by the Online Youth Association

• Journalism is starting a website to which fourth-year students will be contributing

Design Studies

• The Program is planning for a Design Studies degree
• There are two Brown Bag Lecture Series this October in room 203. Edmonton-based designer Adolfo Ruiz is presenting on October 15 and Eleanor Lazare is coming on October 23 to present on the topic of visual narrative and storytelling

Fine Art

• Darci Mallon achieved title of Associate Professor
• Darci Mallon will be in the exhibition 90 x 90 opening at the AGA on October 24
• Alumni from 2004 are in a group reunion exhibition at the Gray Gallery
• Prominent Canadian artist Jason de Haan will give a lecture on October 2 from 11:30 AM – 1:00 PM at CFAC in room 203
• The Fine Art action plan will be presented at the September 25 Curriculum Committee meeting
• There will be changes to the program of study
• Plans for a BFA degree are in the works

Library

• An ASAC has been created for the recruitment of a librarian with a music specialization. Craig Brenan will be part of this ASAC and will begin interviewing in October. In the interim, Anna Korus is the library manager and most requests can go to her. All library instruction classes for Music can go to Lindsey Whitson in Reference Services

Music

• Ray Baril had a fantastic recital in June, taking one more step toward his PhD
• Kent Sangster participated in a jazz festival in the summer and also travelled to Greece with the Obsessions Octet
• Craig Brenan and Jim Head both released new albums; Craig’s CD rated #1 on music charts
• Paul Johnston is a new hire, who has engineered and produced two Juno winning albums. In addition, an album produced by Paul was nominated for Best Folk Award
• Faculty will be at the Yardbird Suite on a number of occasions this fall
• Nine music students performed with legendary rock band Heart
• Students performed in Edmonton’s Jazz City Festival this summer
• Two students won a research award and were asked to speak at Music Conference Alberta
• Tom and Bill, along with someone from Alberta College will be performing at CAFÉ
• World-renown vocalist, Jeannette LoVetri is supporting the
music department in its interdisciplinary work with theatre students

**Theatre Arts and Theatre Production**
- The Theatre Network is presenting the modernist play Fat Boy, starring MacEwan alumnus, Tim Cooper and grad Scott Peters as the set/lighting director. Melissa Cuerrier designed the costumes
- Catch Me If You Can will run from October 29 – November 8

6. **AGC update**

6.1 **AGC report – Rose Ginther**

Rose Ginther provided a brief report from the September 23 AGC meeting.

**Key updates**
- There was a change to the GPA required to receive the President’s Medal of Academic Achievement and Student Leadership to 3.3, effective for fall 2014 convocation. Students are no longer required to meet the minimum 24 credits completed in the last two years of study in their program
- There was a brief presentation on academic integrity and there is an upcoming faculty forum at the U of A on October 17-18 to teach faculty how to make students more aware of the pitfalls of plagiarism
- The online institutional research repository has been launched, and Michael MacDonald is one of the first participants. There are issues in terms of the safety of copyright of creative works, which needs to be addressed. A presentation on the online repository is tentatively scheduled for the November 26 Faculty Council meeting
- MacEwan’s university status may change as the institution has asked to move from part 2 to part 1 in the Post-Secondary Learning Act, along with Mount Royal University. MacEwan will still be treated as a special case as we will not be viewed as a graduate, research-based institution, but we may see some re-structuring around the governing bodies of the university. A business case for creating a senate and appointing a chancellor will be presented to the government.

To read the full minutes, please visit the AGC website.

7. **Committee reports**

7.1 **Curriculum Committee – Rey Rosales**

The Committee met on August 25 and approved music and design syllabi and reviewed an initial draft of the academic priorities document. The Committee will be meeting tomorrow to review design and music syllabi, vote to endorse the academic priorities document, and review the Fine Art action plan. The Theatre Arts action plan was recently approved by APPC.

7.2 **Faculty Development, Research, and Sabbatical Committee – Rey Rosales**

The committee adjudicated the applications for research. Conference funding remains, and the deadline and application form will be finalized. The Research Council deadline is October 1 for faculty presenting at a conference. The deadline for sessional and supplemental funding is also October 1. The MacEwan-wide Faculty Development committee has created a webpage where faculty can
track their funding allocation, up to $1,000 per year. There will be
changes in the way individual applications are processed.

7.3 Visiting Scholar and Artist Committee – Rey Rosales

The Committee is in the process of approving artists, and there may be
additional funding. They will be meeting on October 2 to decide what to
do with the surplus.

8. New business

8.1 Faculty Council membership

8.1.1 Student members

The Student Association has recruited two students to join Faculty
Council: Brittany Pitruniak from the BCS program and Chris Ryan from
the Music program. Denise invited both students to introduce
themselves.

8.1.2 Election of sessional members

There are three sessional faculty positions and three sessionals were
nominated prior to the meeting: Michelle Lavoie (Fine Art), John Mahon
(AACM and Music) and Hoyne Santa-Balazs (Fine Art). Denise asked
for nominations from the floor, and Lucille Mazo nominated Annette
Wierstra (BCS), bringing the total number of candidates to four.

Results

John Mahon, Michelle Lavoie, and Annette Wierstra won the election.

All sessional faculty members will be invited to future Faculty Council
meetings so they feel welcome to attend.

8.2 FFAC academic priorities

The academic priorities process is progressing well. The version
presented in the agenda is not the most up-to-date version, but a more
complete document will be reviewed at the September 25 Curriculum
Committee meeting before coming to Faculty Council in October.

9. Recruitment and enrolment management

presentation – John Corlett

John Corlett gave a short presentation on recruitment and enrolment
management.

Over the last 4-5 years, there is a downward trend in enrolment
including declining applications and quality of students in some
programs. Less selection is occurring because overall applications
have dropped about 28%. The faculty is struggling to get our message
out about why students should take our programs. A healthy ratio for
our programs would be to select 1 out of every 4-5 students that apply,
but right now we cannot aspire to that because of low interest.

Downward application trends are not unique to Alberta. Universities in
BC and Ontario are experiencing a similar decline. In Ontario, there
was a decline by 5.6% in Fine and Applied Arts and about 4.5% in
Music. John has asked deans to provide plans to address this decline,
to figure out where we have room to grow and what resources we
could use to address these issues. This faculty needs to be actively
engaged, as they are the best representatives of our programs.

Summary of key responses

- Interdisciplinary learning and collaboration with other
  universities will be crucial to improving enrolment. Working
together may help raise the validity and status of the fine arts

- Students do not understand the career potential of some fields until the final year and this needs to be addressed
- Many MacEwan programs in other faculties (e.g. humanities or science) could benefit from an arts or communications collaboration. This could extend to arts based research as well
- The faculty would benefit from more targeted marketing. FFAC programs have lost visibility with the emphasis on the branding of MacEwan University.
- We may need additional support to make a case for why students should pursue an artistic education beyond high school
- Recruiters speaking to high school students about FFAC should be more closely aligned with this faculty and be able to deliver specific messages about our programming and careers in the arts and communications
- There is a need to make an argument for the value of university education as a whole
- All of our marketing materials should emphasize that there are careers for arts and communication grads
- Do more research about where students are coming from in terms of prior arts education
- Spread word about our programming through word-of-mouth by attracting people in the community to our performances, lectures and exhibits
- International recruiting might yield results from those areas where an arts education is considered valuable
- Some (but not all programs) are experiencing a drop in the quality of applicants
- A closer relationship with high schools is needed and access to these students is increasingly difficult
- Transfer opportunities could be expanded
- Curriculum and support services may need to be adjusted to assist those who are not well prepared for university level study
- Students could have more involvement in designing marketing materials to demonstrate their capabilities

**MOTION** to form a marketing think tank group to further explore how the faculty might improve enrolment.

**FFACFC-03-09-24-2014**
Moved by Rose Ginther, seconded by Lucille Mazo.

**MOTION CARRIED**

Further comments or suggestions can be sent to John Corlett or Denise Roy.

10. Reorganization into departments

There is a university mandate to re-organize faculties from their current program-based structure to a department-based structure. The Board is expecting a recommendation on reorganization plan by December 31, 2014. Michael MacDonald spoke on behalf of the Executive Committee and explained that they are recommending creating an ad
hoc sub-committee of Faculty Council to gather information and explore possible departmental models. The group will need to have a broader discussion of what exactly the term ‘department’ means and to discuss the advantages and disadvantages of various combinations of different programs. It will not be a decision-making body, but rather will bring ideas forward to Council for further discussion.

**MOTION** to create an ad hoc sub-committee on departmentalization consisting of one representative from each program.

Denise emphasized that the discussion around the reorganization into departments should not only be happening in the ad hoc committee, but should be ongoing at the program level.

**FFACFC-04-09-24-2014**
Motion moved by Michael MacDonald, seconded by Rose Ginther.

**MOTION CARRIED**

11. **Academic policy updates – Chandelle Rimmer**

   The presentation was moved to the October 30 Faculty Council meeting.

12. **Open discussion and future agenda items**

   There was no discussion.

13. **Adjournment**

   The meeting adjourned at 7:30 p.m.