School of Continuing Education Council Meeting

MINUTES

Thursday, March 10, 2016
3:30 pm – 5:00 pm
Room AC 409, Stollery Hall

1. Call to Order
The meeting was called to order at 3:40 pm. Quorum was met pursuant to the Bylaws approved on October 20, 2015: Section 7.5 – Quorum for the School Council shall be one-third of the number of voting members of the members entitled to vote as of September 1 of each year. (Total voting members: 57; Quorum: 19; Attendance: 36)

School Council Chair, Heather McRae, introduced the Executive Committee and elected members of council and guest, Kim Warkentine, AGC.

2. Approval of Agenda
MOTION: SCESC-10-03-2016
Motion to adopt the agenda moved by Dorte Weber and seconded by Maureen Ha.

Motion to amend the agenda
Item 7 – Append the bylaws of the SCE School Council to remove the Standards Approval Committee.
Item 10 – Behavioural Interventions Certificate of Achievement – Motion to approve the proposed Behavioral Interventions Certificate of Achievement, effective Fall 2016, as recommended by the School of Continuing Education Executive Committee (February 29, 2016).

Motion to amend carried.

Agenda adopted as amended.
3. **Overview of the School Council**

Heather McRae provided an overview of the School Council. The purpose of the council is to primarily foster discussion, share information, approve recommendations from its committees, and make recommendations related to the School of Continuing Education.

- School Council is required to meet three times per year, meetings will typically be held in February, May and October.
- School Council committees include the Executive Committee, Program and Curriculum Committee, Professional Development Committee and the Conservatory of Music Committee.
- School Council may strike other standing committees and ad hoc committees as needed to conduct its business.
- Quorum for meetings is 1/3 of the members as of September 1 of each year.
- School Council positions yet to be elected include a PRF and Committee members. Two student representatives will be appointed by SAMU.
- The role of the Executive Committee is to ensure that the agenda is prepared and distributed; to preside over all meetings of the School Council; to represent the School Council and act as liaison with AGC and other Faculty/School Councils.

The Executive Committee met on February 29th to discuss the terms of reference and set the agenda for the School Council meeting.

Minutes of the Council meetings will be posted on the AGC website. All records of School Council meetings will also be available to SCE staff in the SCECommon folder, or also by contacting Colette Freitas at freitasc@macewan.ca.

4. **Terms of Reference for the Executive Committee**

The Executive Committee is currently working on the draft Terms of Reference. The proposed Terms of Reference will be presented to School Council for approval at the May, 2016 meeting.

5. **Overview of the Process for the Establishment of School Council Committees**

The Executive Committee assumes responsibilities as a nominating committee. Nomination forms for the School Council committees were made available at this meeting, and will also be distributed electronically to all voting and non-voting members. You may self-nominate or be nominated by someone with your permission. The Ballots will be sent out electronically during the week of March 23rd and will be accepted until the end of the business day on April 1st. The results will be distributed electronically following acceptance by the successful candidates.

The SCE Marketing Committee has been formed outside of School Council Committees and includes representation from individual program units.
Proposals for additional committees must be presented to the Executive Committee for consideration prior to School Council approval.

6. **Overview of the Process for Electing a Professional Resource Faculty**

On March 2nd a Call for Nominations notice was sent to Student Affairs, Libraries, and Health and Community Studies to announce the availability of a PRF position for the SCE School Council. The deadline for nominations is March 21st with elections to follow.

7. **Append the Bylaws of the SCE School Council to Remove the Standards Approval Committee (8.1.4)**

**MOTION: SCESC-10-03-2016**

Moved by Marty Tucker and seconded by Debbie Lenton that the bylaws of the SCE Council are appended to remove the Standards Approval Committee (8.1.4).

The motion was carried.

Discussion:

Standards Approval Committee was originally part of AGC’s responsibility under the University Rank and Title Committee. Following the last collective agreement negotiations, the Standards Approval Committee was reassigned to the direction of the Provost’s office.

8. **Presentation on the Curriculum Development Process**

Ewa Wasniewski presented on the curriculum development process.

Highlights of the presentation included:

- A number of new SCE program initiatives are being considered and developed to include international and credit/non-credit programming.
- A framework for new program curriculum development approval levels has been designed in response to the certifications process.
- The **New Program Development Process** outlines the following responsibilities/process levels:
  
  i. Idea/Initiative for new program > Program Manager/Instructor
  
  ii. Approval to proceed with proposal > Director of Educational Development
  
  iii. Initiate and complete Proposal of Intent > Program Manager/Instructor (Subject Matter Expert), Director of Educational Development
  
  iv. Steering Committee Recommendation > Director of Educational Development
  
  v. Review by Curriculum Development Sub-Committee
  
  vi. Initiate and develop full proposal > Program Manager/Instructor (Subject Matter Expert), Director of Educational Development
  
  vii. Approval of full proposal and recommendation > Curriculum Development Sub-Committee
  
  viii. Full proposal for final approval > School Council
  
  ix. New program development process completed, curriculum development process initiated > Director of Educational Development
The Steering Committee includes H. McRae, D. Weber, J. Lee, R. Janjic and E. Wasniewski.

Credit course proposals are forwarded to AGC for information only. We are able to approve within the school.

Grant MacEwan University Policy C1005 – Credentials
- Institutionally approved credentials:
  - High School Equivalency Diploma
  - Certificate of Achievement
- MacEwan University Documents
  - Certificate of Attendance
  - Professional Development Certificate


9. Motion to Approve the Global Logistics Professional Development Certificate of Achievement

MOTION: SCESC-10-03-2016
Moved by Ewa Wasniewski and seconded by David Nixon that the School of Continuing Education Council approve the proposed Global Logistics Management Professional Development Certificate effective Fall 2016, as recommended by the SCE Executive Committee (Feb 29, 2016).

Overview and Discussion:
- The proposed certificate is a collaboration between the Supply Chain Management Association (SCMA) Alberta and SCE.
- The successful completion of 8 courses will result in a Professional Development Certificate from the School of Continuing Education.
- The main target audiences for this certificate are practicing supply chain management professionals and SCMP designation holders.
- A combination of a Bachelor’s Degree in Business or practical work experience would also be considered an asset for success.
- D. Nixon remarked that there is a potentially bigger market for this beyond the province. E. Wasniewski commented that we will be looking at developing online program delivery to capture a larger market.

This motion was carried.

10. Behavioural Interventions Certificate of Achievement

MOTION: SCESC-10-03-2016
Moved by Martin Tucker and seconded by Dave Nixon that the School of Continuing Education Council approve the proposed Behavioural Interventions Certificate of Achievement, effective Fall 2016, as recommended by the SCE Executive Committee (February 29, 2016).
Overview and Discussion:
- The intent of the program is to provide students with the course content requirements leading to Board Certified Assistant Behaviour Analyst (BCaBA) certification as certified by the Behavior Analyst Certification Board, Inc® (BACB®).
- There is a growing need for certified Applied Behaviour Analysis (ABA) professionals in Alberta to enhance the quality of services for individuals with developmental disabilities.
- Target audience includes students that are currently enrolled in an undergraduate program (concurrent students), and applicants holding an undergraduate degree from a qualifying accredited institution.
- J. Reeves asked whether there is potential for a practicum component with this CoA. E. Wasniewski responded that BCaBA will be offered as a pilot program for the first year in order to determine if we have capacity to offer a practicum component in our school.

This motion was carried.

11. Dean’s Report

11.1. Mission
The mission of the School of Continuing is to provide high quality learning opportunities for diverse learners that are engaging and relevant, align with the strategic goals and pillars of MacEwan University, meet the needs of our community, and to accomplish this within a cost-recovery mandate.

11.2 Cost Recovery
Within post-secondary institutions cost recovery units are expected to cover the costs of their operations including staffing, instructors and program related expenses. The expectation for the School of continuing Education is to become a cost-recovery operation by the 2017/18 academic year and to cover all operating costs through tuition and project revenues.

11.3 The past two years
In 2014-15 a number of initiatives were undertaken to position the School as a cost recovery enterprise. This included automating the registration system, reorganizing the School, developing a budget model and a marketing strategy.

11.4 Registration system
We have developed an automated registration system specific to our programming needs. We now have a web-driven instant enrolment system, with the ability to attach finance codes to each of the units and soon we will have an online application form and the ability to enter student attendance records directly on PeopleSoft rather than manually.

11.4 New organizational structure
Units assigned to the School were organized into three units based on form and...
function: Academic and Language Preparation; Professional and Continuing Studies (PCS) and the Conservatory of Music. New administrative positions were established – the Director of Educational Development and the Manager of Marketing along with the Registration and Information Services unit and 2 Functional Analysts. A strategic management committee has guided the work with representation from EAL, UP, PCS, Marketing, Educational Development and Registration Services.

11.5 Alignment of budgets
Over the past year, the Dean’s office has been working with the management team to identify budget targets and separate base budgets from cost recovery budgets. The budget target for the School is to achieve 40% revenues over expenses in the program and instructional areas in order to cover our costs. Given the increase in wages, the next year’s budget is tight and is being subsidized with one-time funds. We need to have conversations regarding budgets to stay closely aligned with our revenue and expense projections.

11.6 Marketing
We have gone from 11 separate and distinct publications and a series of different web pages to one primary publication, a focus on social media marketing through Facebook and Google AdWords and a single searchable webpage linked to other MacEwan sites. Our webpages are driven by data from PeopleSoft which makes it dynamic and reduces the amount of manual input. Marketing Manager, S. Wilfong-Pritchard, is on leave for an undetermined period and R. Janjic will be assuming responsibilities for coordinating the guide content for the fall issue.

11.7 Plans for 2016/17
The management team has identified a list of goals for the School that include curriculum development projects, increases in the numbers of international study tours and new partnerships, a focus on general interest and professional development courses that meet the financial targets, 12 month long international professional development programs that combine business courses with English language learning and continuous improvements in our marketing and customer service approaches. There will be additional changes in the School, but we expect that the downturn in the economy will provide us with an opportunity to assist learners with achieving their goals relating to education and their careers.

12.0 Question Period
M. Buhr spoke on the forthcoming plans for University Preparation to become cost recovery, what effect the new arrangements with Alberta Works will have on student enrolment and whether we will continue to offer level 10 courses. H. McRae added that changes to Alberta Works will be effective April 1, 2016. We are receiving information from the Ministry of Human Services about these changes. Commencing April 1st prospective students will apply directly to our programs and then will request Learning Income Support. Our course offerings will be based on market driven programming, and any program changes will occur in 2017-18 as we have already scheduled programs for 2016-17.
S. Parmar is working on a curriculum model (Foundation Year) that will provide students coming from other countries who are interested in upgrading with the opportunity to get acquainted with the Canadian model of instruction. We have already received inquiries from Nigeria.

13.0 **Adjournment**
The meeting adjourned at 4:47 pm.