School of Business Council Meeting
Wednesday, February 4, 2015
4:00 – 6:00 p.m.
Room 6-152 CCC
MINUTES

1.0 Call to Order

The meeting was called to order at 4:05 pm. Quorum of 32 was met.

2.0 Approval of Agenda/ Consent Agenda

MOTION: SOBC-01-02-04-2015
Moved by Noufou Ouedraogo and seconded by Jon Capus that the School of Business Council approve the Agenda/Consent Agenda that was presented.

Bob Graves proposed an amendment to the Agenda, adding a motion regarding setting academic priorities.

Motion: SOBC-02-02-04-2015
Motion to add academic priorities under New Business, item 9.2 was moved by Bob Graves and seconded by Chris Hancock. This motion was carried.

This item was to appear under New Business as item 9.2.

The Main Motion as amended was then carried.

3.0 Presentation

3.1 Accounting Club: (Eric Lajczak, President)
- The goal of the Accounting Club is to improve student experience and ease the transition from student to professional life for those pursuing a career in accounting. The plan for the year is to focus on peer-based support and promote academic and community participation.
- There are currently over 400 members in the Accounting Club.
- Eric asked if all faculty could help promote the upcoming Tax Clinic to their students. It will take place Monday to Friday on March 16th to 27th from 10 am-6 pm in 2 locations on CCC. Over 70 volunteers are expected.
- Eric discussed past events and some new activities/events taking place this year. More information can be found on their website: www.muac.ca, Facebook and Twitter.

3.2 Human Resources Student Society (HRMSS): (Joshua Morris, President & Bailey Lawrie, Vice President)
- HRMSS is the student club for Human Resources Management and BCom Human Resources Major students and alumni.
- The purpose of the Human Resources club is to foster student Human Resource leadership development through the coordination of educational and awareness projects.
4.0 Announcements

- The club works with students to help improve their skills and get them ready for the workplace. Some of those skills are: professionalism, project management, time management, organization, team work and critical thinking.
- The club is planning on implementing activities such as: guest speakers, student nights, workshops, and networking mixers. New this year is a focus on innovation and critical thinking.
- Faculty members Launa Linaker and Raina Rudko are working with HRMSS for the HRC West Case Competition.
- Joshua and Bailey discussed the events that they are planning for this semester. More information can be found on their new website: clbsmu.wix.com/hrmssmacewan or Facebook, Twitter, Linked-in and Instagram.

- Mike Henry, chair of Academic Title Committee was notified that all recommendations submitted to University Rank and Title Committee have been accepted.
- Sherif Elbarrad announced a breakfast event called Connecting with Tomorrow to be held on May 11. Faculty from all accounting programs will be involved in partnering with CPA Alberta to provide communication with the business community, accounting professionals and students. Topics will be presented that relate to the latest advancement in accounting and finance.
- Rob Dean talked about the new newsletter for faculty and staff, In the Black, which was emailed the previous week. Rob expressed thanks to Shelly Brownlee for the idea and her team for the work in producing the newsletter. There are plans for a website to highlight news about activities, clubs and faculty initiatives. Faculty and staff are to provide the information they would like to share or any suggestions regarding the newsletter to Shelly, Donna Wong or through the feedback section in the newsletter.
- Gordon Lucyk shared news regarding the Edge Competition. The MacEwan team at the competition came in 1st. The team included our student member of SOBC, Jon Capus. Our team beat teams from Ivey, U of Toronto, U of Saskatchewan, U of Alberta, and U of Calgary.
- Michael Roberts informed faculty that pursuant to the Canada-Korea Free Trade Agreement that came into effect on January 1st, the Alberta government is looking at providing information to small and medium size businesses so they can take advantage of the CKFTA. MacEwan Business is involved in the Western Canadian effort to help educate the SME’s and get them ready. The School of Business won a contract with the Alberta Government to host Asia Competency Seminar, which will focus on South Korea. This event will be held on March 20th. The invitation went out to 900 SME’s.
- Randy Jenne gave an update on a new working group, the Academic Technology Forum. Randy is the School of Business representative, with Chris Hancock as co-chair with CIO John McGrath. The purpose of this committee is to improve communication and to help resolve a number of issues that faculty have with IT. The committee is made up of key people from the IT Dept. as well as representation from across the University. Randy discussed systems, devices and new technology. If members have any questions or concerns, they may contact Randy at jenner@macewan.ca or 497-5762.
- The Chair reminded members of the upcoming Student Business Conference to be held in the Robbins Health Learning Centre, February 27 from 3:00 pm to 8:30 pm.
The theme is leadership with keynote speaker W. Brett Wilson, CBC-TV “Dragon’s Den Emeritus” and a panel including current and former Allard Chairs - Ruth Kelly, Dave Mowat and Simon O’Byrne.

5.0 Dean’s Report (Elsie Elford)

5.1 Integrated Strategic Plan Implementation – Academic Program Development

- The Academic Program Development document was presented to AGC by the Provost and approved by the Board. It shows how the Integrated Strategic Plan will direct Academic Programming over the next five years:
  - Sets out the expectation that all learning is at the “degree level.”
  - Sets out potential new academic programs (degrees)
  - Sets out potential creation of pathways among degree and diploma credentials
  - Mentions that within five years all students will enter a degree program with potential diploma exit.
  - There will be degree admissions. The School of Business will need to have a further look at harmonization of admissions criteria and early diploma exit.
  - Future discussions on Post Degree credentials, Degree Minors, degree structure will take place at the academic planning stage.
  - Each Faculty/ School will have to define their priorities with each department so that they can work their way through with curriculum committee, SoB, and then AGC.

5.2 Budget Update (Elsie Elford)

- Alberta Budget 2015 and how it affects MacEwan should be known by the end of March.
  - Some points on the philosophy of our approach:
    - Raise awareness of our past cost effectiveness and efficiencies that have been made within our School
    - Protect student engagement
    - Protect the quality of student experience
    - Ensure the right size of enrollment
    - Maintain or adjust student class size down
    - Follow the path of re-organization that the SofB has already designed
    - Remain open to innovation
  - Michael Roberts noted last year there were cost cutting measures in the past two years that affected research. He would prefer not to see any more cost cutting in this area.
  - Bob Graves asked whether there was a process for faculty to have input into setting the financial priorities for the School of Business.
    - The Dean responded that it could be put on the Executive Committee’s agenda to find a process to gather input. She noted there is very little discretionary spending in our budget as most is allocated to salaries. There is a budget planning process in place. The School’s priorities were put forward to the Budget Committee.
  - The Dean shared a document called “Budget 2014 Recommendations” from the Office of the President that she received from the Budget Advisory Committee. It showed what the committee had approved for funding for all the Schools and Faculties at MacEwan. The School of Business was allocated $100,000 to fund a
“coordinator position for Co-op programs.” To date, funding is uncertain in anticipation of the Alberta Budget.

6.0 **Update on AGC Meetings**: Nov. 25, Dec. 11, Jan. 20 (*Chris Hancock*)

- A synopsis of AGC's Nov. 25 meeting was sent out prior to the meeting. Noteworthy items included:
  - Budget document
  - Presentation regarding research priorities
  - New academic schedule for next year
- A synopsis for AGC's Dec. 11 meeting was unavailable
- A synopsis of AGC's Jan. 20 meeting was sent out prior to the meeting. Noteworthy items included:
  - Review of Business Case to put MacEwan into part 1 of *Post-Secondary Learning Act*. If this occurs it would affect the functions of School Council. This is also true for the AGC Review approved by AGC, the implementation plan for which is currently being developed.
  - Discussion concerning priorities for research funding this year.
  - Policy document framework from Michelle Plouffe (previously presented to School Council.)
  - In the future students will be able to request a co-curricular record that lists all of their service throughout the University, on a separate document.
- Members were asked to let Chris Hancock, or the other School of Business members on AGC – Dean Elford, Tom Carter, Norene James and Ali Taleb - know if you have any issues or concerns regarding agenda items for AGC.

7.0 **Committee Report:**

7.1 **Business Programs & Curriculum Committee Motions:**

7.1.1 **Public Relations & Selections Criteria Review** (*Colin Babiuk*)

**Motion**: SOBC-03-02-04-2015

Moved by Norene James and seconded by Theresa Costouros that School of Business Council approve and recommend to the Dean the review of the admission and selections criteria for the Public Relations program, as presented. This motion was carried.

- In the discussion, Colin noted the selection criteria in place focuses on writing, grammar and writing competency on the entrance exam which requires a passing mark of 70%. Over the last couple of years the exam has been strengthened with results showing success in the program and in the industry afterwards. He recommends that no changes be made to the entrance requirements for that exam.

7.1.2 **Program Suspension: Professional Golf Management Diploma, Effective September 1, 2015** (*Raina Rudko*)

**Motion**: SOBC-04-02-04-2015

Moved by Theresa Costouros and seconded by Nicolle Lemay that School of Business Council approve and recommend the suspension of the Business Management Professional Golf Major, as presented. This motion was carried. Raina Rudko abstained.

- In the discussion, Raina noted the enrollment in this program has been decreasing and getting quite low over the last few years. The PGA of Canada
has made it difficult to get certification as they have added courses only available through them. CPGA members have felt that these requirements are redundant and the changes were not received well.

- The Dean thanked Alan Riley for his dedication and hard work with the golf students. His continued support, energy, and engagement is appreciated as he will continue to teach management courses. School Council expressed their appreciation to Alan.

8.0 Business Arising from Previous Meetings (Elsie Elford)

8.1 Strategic Planning Update
- There are 4 Strategic Planning Action Group (SPAG) Teams in place that have been working hard on establishing priorities for their areas to present at the Summit meetings of all of the teams and members of the business community.
- Two Summit meetings were held in January and were well attended with external stakeholders, Advisory Members, Business Advisory Council members and Simon O’Byrne, the Allard Chair.
- There will be a Student Strategic Planning session on Feb. 12 for key student leaders and the faculty who presented at the Summits, to review draft plans and provide their feedback.
- The next process will be to draft a plan with all the school’s priorities for the next year and move forward with what we want to accomplish for the future.
- The chair thanked faculty and staff for all their input and engagement over the last 2 years. A special thank you to the liaison leads for all their hard work representing our school at the summit meetings.

8.2 School Reorganization Structure Update (Elsie Elford)
- Now that all 4 departments have been established, each department has an opportunity change its name. In order to get the name into PeopleSoft for next year, it would have to be done with the next week. The name should be provided to Rob Dean. If that cannot be done in this short time frame, the current department names will be in place for next year.
- Pursuant to the procedure in the Collective Agreement, the Dean asked the Provost to send letters terminating current chair positions. Once that is done, there will be a call for chair selection for those interested in becoming a new Chair and for those interested in serving on the Chair Selection Committees. The Dean would like all the new chairs to be in place by April-May so they can prepare for the July 1 start of the new departments.

9.0 New Business

9.1 Executive Committee Motion re: Student Participation Working Group Revised Report (Chris Hancock/Shelly Brownlee)

Motion: SOBC-05-02-04-2015
Moved by Chris Hancock and seconded by Raina Rudko that School of Business Council approve the recommendations and priorities identified for action by the School of Business, as presented. This motion was carried

- Chris commented on the Report of the AGC Student Participation Working Group. AGC had asked all Faculty and School Councils to report back to AGC on the recommendation and priorities in relation to their Faculty/School. A copy of the AGC Working Group report was provided in the agenda package.
Chris shared a document which formed part of the motion that set out the activities that the School of Business is already doing in relation to student participation, and further opportunities identified in the Report that would be explored. Faculty recommended that the following additional items be considered: defining “citizenship” and including as a current activity student tutors in labs.

9.2 Motion re: Setting Academic Priorities
Motion: SOBC-06-02-04-2015 (not carried)
Moved by Bob Graves and seconded by Mark Arnison that School of Business Council Executive Committee recommend to School Council, at its next meeting, a process for setting academic priorities of the School.

- It was pointed out to the Chair that quorum of 32 had been lost (before the vote had been taken.) The consensus of those remaining was to move this matter forward to the next Executive Committee meeting, as described in the motion.

10.0 Question Period
- Jim Hayes spoke about being involved in the Amazing Case Competition. He was the lead and Mark Arnison developed the case.
- The case was about an Edmonton Organization; Orchid Species Preservation Foundation.
- All students in year 1 and 2 from the Business programs were invited to participate.
- It is an excellent opportunity for students to develop and work on cases, team building skills, presentation skills and problem solving.
- This year about 30 students on 7 teams participated.
- Students enjoyed the experience and provided positive feedback.

11.0 Future Agenda Items/Next Meeting (Chair)
- Next meeting: April 1, 2015, 4:00 – 6:00 p.m., Kuhl Theatre.

12.0 Adjournment
The meeting adjourned at 6:10 pm

Minutes taken by Darlene Tymchuk