Consent Agenda Item 2.2 - Academic Governance Council Special Session Minutes - December 12, 2012

Wednesday, December 12, 2012
Room 9-201, City Centre Campus
Grant MacEwan University, Edmonton, AB

Chair: David Atkinson  
Vice-Chair: Chris Hancock

Members Present:  
Rafat Alam  
Craig Blatz  
Leslie Blyth  
Sharon Bookhalter  
Jane Duffy  
Elsie Elford  
Rob Falconer  
Craig Gnauck  
Jim Head  
Kevin Hood  
Muhammad Hossain  
Shahram Manouchehri  
Lucille Mazo  
David McFadyen  
Susan Mills  
Margaret Milner  
Pat Moore-Juzwishin  
Joyce Nethercote  
Brian Parker  
Janet Paterson-Weir

Members Absent:  
Rafat Alam  
Craig Blatz  
Leslie Blyth  
Sharon Bookhalter  
Jane Duffy  
Elsie Elford  
Rob Falconer  
Craig Gnauck  
Jim Head  
Kevin Hood  
Muhammad Hossain  
Shahram Manouchehri  
Lucille Mazo  
David McFadyen  
Susan Mills  
Margaret Milner  
Pat Moore-Juzwishin  
Joyce Nethercote  
Brian Parker  
Janet Paterson-Weir

Regrets:  
Gerard Bellefeuille  
Teresa Costouros  
Debbie Couves  
Rose Ginther  
Jenna Heinemann  
Colleen Maykut  
Ron Meleshko  
Jillian Pearse  
Brent Quinton  
Mike Sekulic  
Holly Symonds-Brown  
Nataliya Zadorozhna

AGC Secretariat:  
Kim Warkentine  
Donna Harbeck (Scribe)

1.0 Call to Order  
The meeting was called to order at 5:45 p.m.

2.0 Approval of Agenda  
Academic Governance Council (AGC) reviewed the agenda for the December 12, 2012 AGC Special Session.

AGC-01-12-12-2012  
Moved by P. Roccia, seconded by S. Manouchehri THAT Academic Governance Council approve the agenda for December 12, 2012 as presented.  
Carried

3.0 Report of the President  
3.1 Endorsement of Value Propositions  
David Atkinson, Chair of AGC, vacated the Chair, and Chris Hancock, Vice-Chair of AGC, presided.

D. Atkinson, President of Grant MacEwan University, presented the final version of MacEwan University Brand Pillars and Value Propositions for endorsement by AGC, to recommend their approval to the Board of Governors. It was noted that 525 individuals participated in the rebranding consultations over the past year. The approved document will have two purposes: 1) it will be the framework for comprehensive institutional planning; and, 2) it will reflect the core of what MacEwan University is and will shape the marketing, branding, and communications strategies. The President thanked AGC members who participated in the consultations. The following points arose during discussion:

- “MacEwan Spirit” brand pillar: It speaks about the future, but does not refer to our namesake, Dr. Grant MacEwan and his legacy, some of which is mentioned in the brand pillars, including sustainability, lifelong learning, and community service.
  - The brand pillars encompass the discussions from the consultation process. Even though Dr. MacEwan’s legacy was raised by the consultant, it did not get a lot of traction at this time.
- “Students First” brand pillar: The quality of the faculty that are drawn to MacEwan University who provide the type of learner-centred education the university is proud to offer should be mentioned. Also, the title “Students First” is different from “Learner-Centred”, and it may be misleading.
• “Student-Engaged Research” brand pillar: It does not seem to capture all types of research and scholarly activity conducted at the university. Some faculty raised this as a concern, because the brand pillars will form the framing document from which to prioritize decisions.
  o The President clarified that over the next few months, groups will be fashioning an integrated approach for MacEwan University to support, prioritize, and achieve the brand pillars and value propositions.
• Statement above the brand pillars, “Each of these statements represent both a commitment that all of us at MacEwan University can support and take pride in, and a guide for making critical decisions as we move forward.”: Does that mean that the document is the baseline for policy or is it just an advertising document?
  o It is far from an advertising document. It is fair to say that concern about our public image as a university rather than a college was what prompted the rebranding exercise. Last year, a survey was conducted to gauge MacEwan University’s image in the community since becoming a university and found that most of the public was unaware of the change to university status.
• How frequently will the brand pillars and value propositions be reviewed?
  o When they are no longer relevant, they will be reviewed. The subsequent planning exercise will look at a five-year horizon.

AGC-02-12-12-2012
Moved by D. Atkinson, seconded by J. Stock THAT Academic Governance Council endorse the MacEwan University brand pillars and value propositions, as outlined in Agenda Item 3.1, and recommend their approval to the Board of Governors.

Carried
(6 Opposed)

C. Hancock, Vice-Chair of AGC, vacated the Chair, and D. Atkinson, Chair of AGC, presided.

4.0 Committee Reports
4.1 University Rank and Title Committee
4.1.1 Revised Terms of Reference
Janet Paterson-Weir, Chair of University Rank and Title Committee (URTC), presented revised Terms of Reference and a revised model for individual applications for academic rank and title. At the October 23, 2012 AGC meeting, the Terms of Reference for the committee were rejected. At that time, concern was raised that the previously-approved motion to establish URTC as the second level of review was not appropriate to ensure meaningful peer reviews of individual applications for academic rank and title. It was felt second-level review should be at the Faculty/School level. To address this requirement, URTC proposed a new model, with first-level review at Department/Area Peer Committee, second-level review at Faculty/School Academic Title Committee, and third-level review at URTC as an auditing body to ensure process integrity and consistency. The following questions arose during discussion:

• Will the committee’s process documents be reviewed at AGC?
  o There are many process documents required to be written, which URTC can distribute to AGC members for their information, since the documents do not require AGC approval.
• Would URTC do random process audits on individual applications for academic rank and title?
  o URTC will be reviewing all individual applications for academic rank and title in their auditing role to ensure process integrity and consistency.
• Is it up to each department/area whether or not they want to utilize external reviewers at the peer-level review?
  o Yes, it is up to the department/area. Some departments/areas are very large and would not require external reviewers, but they may decide to do so. It is whomever they consider to be a peer.
• What would a department/area need to have in place in order to create a peer committee? Do we require a Terms of Reference in order to create first-level standards?
First, they would require approved department/area standards in place. All of the approved university standards for academic rank and title and department/area standards for title of Assistant Professor are posted on the AGC website, at: [http://www.macewan.ca/wcm/ExecutiveandGovernance/AcademicGovernanceCouncil/DocumentsandReports/index.htm](http://www.macewan.ca/wcm/ExecutiveandGovernance/AcademicGovernanceCouncil/DocumentsandReports/index.htm).

The department/area would define their department/area for peer review. For some, it will be interdisciplinary review of peers, and for others, it will be pure discipline review of peers. A departmental/area council is not required to be established in order to conduct peer reviews.

AGC-03-12-12-2012
Moved by S. Manouchehri, seconded by L. Blyth THAT Academic Governance Council approve the revised Terms of Reference for University Rank and Title Committee, as presented in Agenda Item 4.1.1.

Carried

5.0  Next Meeting – January 22, 2013
The next meeting will be held on January 22, 2013, at 5:45 p.m. - 8:45 p.m. in Room 9-202 City Centre Campus.

6.0  The meeting adjourned at 6:30 p.m.

Approved by Academic Governance Council
January 22, 2013 (Motion AGC-01-01-22-2013)