



**Minutes of the  
OPEN Session of the Board of Governors  
February 3, 2020**

---

Present: J. Lieberman, Chair  
J. Leclerc, Secretary

D. Barnard K. Clarke L. Hyde J. Knysh K. Lee C. Loewen  
A. Mahon T. Matthews C. Neumann K. Osiowy S. Prentice J. Sanderson

By Telephone: J. Anderson

Assessors Present: S. Woloschuk

Regrets: S. Bonner-Proulx J. Linden M. Hudson (Assessor) M. McNicholl  
L. Reimer J. Sanderson J. Taylor

Absent: D. Hunter

Officials Present: C. Cook S. Foster D. Jayas J. Kearsey  
L. Zapshala-Kelln

Officials Sending Regrets: J. Ristock

Guests: L. Yarchuk

**1. ANNOUNCEMENTS**

The Chair congratulated President Barnard on being awarded the CASE VIII 2020 Leadership Award at the CASE VIII international conference held recently in Seattle. He explained that the Council for Advancement and Support of Education (CASE) is the global association for professionals in advancement, who recognized Dr. Barnard for his outstanding leadership and support of education.

Mr. Lieberman welcomed Dr. Catherine Cook, Vice-President (Indigenous) to her first Board of Governors meeting.

The Chair reminded members of the Board of the annual retreat coming up on March 13 at 5:30 p.m. and March 14 at 8:30 a.m. He said that further details and the agenda will be circulated in the coming weeks. He added that the focus of the Friday evening session would be Indigenous Teachings and Saturday's focus will be faculty bargaining and the presidential transition.

## 2. PRESENTATION

### 2.1 Update on the Branding Initiative

Mr. Kearsey introduced Ms. Lori Yarchuk, Associate Vice-President, Marketing Communications. He said Ms. Yarchuk has been at the University of Manitoba for 14 years and received the President's Award for Excellence two years ago. He added that she has been instrumental in the development of the Trailblazer campaign and in the new brand concept as well. He noted that she will be retiring as of May 31 of this year.

Mr. Kearsey stated that work had begun on this new brand expression with multiple consultations in November of 2017. He said there had been many different types of consultations were held and over 7000 inputs were received from diverse groups of people.

Ms. Yarchuk started her presentation with a review of the progress made to date on the branding initiative. She noted that the consultation, research, and discovery phases of the process began many months ago and the themes that arose were developed into a strong brand strategy. She said that this feedback was focused into an actionable creative direction. She added that implementation began with the introduction of the brand in communications, infrastructure, and operations.

Ms. Yarchuk said the visual identity has been well received and a transition to the new logo is now underway. She added that work is also being done around the brand voice and visual expression can be expressed in the University's broader marketing efforts. She explained the idea of "collision" arose from the northern lights, the University's brand essence. She stated that the northern lights are a collision of elements that create an awe-inspiring effect, just as the close and connected community at the University enables a collision of ideas, perspectives, expertise, and experience. Ms. Yarchuk shared a number of sample billboards, print advertising, airport pillars, and a large airport spectacular with the tagline: "What inspires you can change everything".

Regarding the next steps, Ms. Yarchuk said that the sample ads will be made into real ads with actual students and the real themes of the brand. She added that the new brand expression will be prominent in all the University's promotional and recruiting items.

Mr. Kearsey said that Board members will start seeing this theme expressed in the Front and Centre Campaign wrap-up event, which will be followed by convocation, then the transition to the new president, and, before long, a new strategic plan.

In response to a question, Ms. Yarchuk said that the last time a new logo was introduced was 20 years ago and the Trailblazer campaign began approximately five years ago. Dr. Barnard commented that the Trailblazer campaign injected a lot of energy into the collective work of the University over the past number of years, and it helped people to see the value of the University. He noted that a great deal of positive feedback was received on that campaign and

this campaign will likely inspire the same positivity both on and off campus. He thanked and complimented the team on the creativity that went into this work.

A Board member commented on the beauty of the sample advertisements and asked if collaboration, teamwork, and synergy could be highlighted in the promotional materials.

Mr. Kearsey said that the University's website is the primary tool to connect with current and future students, as it is often where they first interact with the University. He added that the University also markets to alumni because, in many cases, they influence future students. He added that the University's Alumni are its greatest ambassadors and advocates so it is important to connect with them.

The Chair expressed his thanks to Ms. Yarchuk on behalf of the Board.

### **FOR ACTION**

#### **2. APPROVAL OF THE AGENDA**

It was moved by Ms. Lee and seconded by Mr. Knysh:

**THAT the agenda for the February 3, 2020 meeting be approved as circulated.**

**CARRIED**

#### **3. MINUTES (Open) Session**

##### **3.1 Approval of the Minutes of the November 19, 2019 Open Session as circulated or amended**

It was moved by Dr. Anderson and seconded by Dr. Reimer:

**THAT the minutes of the November 19, 2019 Open session be approved as circulated.**

**CARRIED**

In response to a question, Mr. Leclerc stated that follow-up to the Enrolment Capacity and Decisions presentation given at the November meeting of the Board would be provided at the March 24 meeting. He explained that the Provost was not able to attend the meeting today and would like to be present for the follow-up discussion.

##### **3.2 Business Arising – none**

### **FOR RECOMMENDATION**

#### **4. UNANIMOUS CONSENT AGENDA**

The Chair reminded members that this part of the agenda is used to approve routine matters that are not controversial and do not normally generate much discussion and said that if any member of the Board wants to ask a question, discuss, or oppose an item on the consent

agenda; they can request that in advance through the Secretary's Office or ask that it be removed before the Chair calls for a mover and seconder for the motion.

It was moved by Dr. Prentice and seconded by Mr. Osiowy:

**THAT the Board of Governors approve five new offers, thirteen revised offers, and the withdrawal of one offer, as set out in Appendix A of the Report of the Senate Committee on Awards [dated October 24, 2019].**

**THAT the Board of Governors approve two new offers, six amended offers, and the withdrawal of six offers, as set out in Appendix A of the Report of the Senate Committee on Awards [dated November 14, 2019].**

The Board of Governors received the following for information and/or discussion:

5.2.1 *Proposal to Establish a Professorship in Business Sustainability*

5.3.2 *Academic Schedule for 2020 – 2021*

5.3.3 *Closure of Doctor of Philosophy (Ph.D.) in Cancer Control*

**CARRIED**

## **6. FROM FINANCE, ADMINISTRATION, & HUMAN RESOURCES**

### **6.1 Information Security Policy and Procedure**

Ms. Lee reported that the Finance, Administration, and Human Resources Committee met on January 14 to discuss this new policy and recommends Board of Governors approval.

Ms. Zapshala-Kelln introduced Mr. Patrick McCarthy, Director, IT Security and Compliance, who would answer any detailed questions. She stated that the policy was intended to increase security of information and of the University's information systems.

Mr. McCarthy said that cyber threats are very fast and becoming more frequent. He noted that much of the University's Information Technology is distributed rather than centralized and this policy will help to improve consistency in practice and procedure. He added that the policy is meant to be inclusive so that it will cover the student associations as well as all staff and students. He added that there is a communications specialist in IT who will assist in the communications plan around the policy and procedure.

Mr. McCarthy noted that there may be situations where compliance is not possible because of older systems that cannot be patched. He said that in those cases, the environment would be isolated until it a patch is in place. He added that when a patch is not possible the architecture or infrastructure will be upgraded.

It was moved by Ms. Lee and seconded by Mr. Knysh:

**THAT the Board of Governors approve the new Information Security Policy and Procedure effective upon approval of the Board.**

**CARRIED**

6.2 Increase the Spending Rate of the University Investment Trust for Fiscal 2020-2021

Ms. Lee again stated that the Finance, Administration, and Human Resources Committee met on January 14 to discuss this proposed increase and recommends Board of Governors approval.

Ms. Zapshala-Kelln commented that the University Investment Trust (UIT) has been doing well. She introduced Mr. Lance McKinley, Director of Treasury Services, who could answer any specific questions.

Discussion ensued about the University's investment policy with respect to environmental sustainability and ethical investing. Mr. McKinley stated that the University's current investment policy does not stipulate which companies the University can or cannot invest in; however, the University does strive to ensure investments align with good governance, social, and environmental records. He explained that the University selects investment managers that are signatories of the United Nations Principles of Responsible Investing. He added that the University expects these managers to follow these principles when investing and find companies that have favorable environmental, social, and governance records.

In response to a request from members of the Board, Ms. Zapshala-Kelln said that a report and/or presentation could be brought to an upcoming Board meeting for discussion.

It was moved by Ms. Lee and seconded by Mr. Knysh:

**THAT the Board of Governors approve increasing the spending rate of the University Investment Trust (endowment fund) from 4.25% to 4.50% for fiscal 2020/2021.**

**CARRIED**

7. **FROM SENATE**

7.1 Establishment of an Institute for Global Health

Dr. Barnard said that Senate is recommending that the Board formally establish the Institute for Global Public Health, located within the Rady Faculty of Health Sciences. He said that the existing Centre will be established as an Institute, and administrative responsibility will shift from the Department of Community Health Sciences to the Rady Faculty of Health Sciences. He noted that the membership will be restructured to include researchers from across the Faculty and the University.

Dr. Barnard stated that the University's work in Global Public Health is significant and well respected. He added that the Institute will allow this work to continue and grow, contributing to research and knowledge translation, public health education, and program delivery and technical collaboration, here and around the world.

It was moved by Dr. Barnard and seconded by Ms. Hyde

**THAT the Board of Governors approve the establishment of the Institute for Global Public Health, for a five-year term, from December 4, 2019 through December 3, 2024 [as recommended by Senate, January 8, 2020].**

**CARRIED**

7.2 Proposal to Create Departments of Occupational Therapy, Physical Therapy, and Respiratory Therapy in the College of Rehabilitation Sciences

The Chair asked Dr. Barnard to introduce this recommendation from Senate. Dr. Barnard stated that this proposal seeks to formally establish the departmental structure that has existed within the College for many years, but was not formally approved. He said there were no new resources required, as this is the codification of existing practice.

It was moved by Dr. Barnard and seconded by Ms. Hyde:

**THAT the Board of Governors approve the establishment of the Departments of Occupational Therapy, Physical Therapy, and Respiratory Therapy, in the College of Rehabilitation Sciences, Rady Faculty of Health Sciences, effective upon approval [as recommended by Senate, January 8, 2020].**

**CARRIED**

**8. FROM GOVERNANCE & NOMINATING**

8.1 Revision to the Terms of Reference of three Committees

Ms. Hyde stated that, as they currently stand, the terms of reference for the Executive Committee; Finance, Administration, & Human Resources Committee; and Management Resources and Compensation Committee include each of the four vice-presidents as a resource person. She added that because there is now a Vice-President (Indigenous), the list of resource persons in the terms of reference must be amended so that Dr. Cook, and her successors, can attend the meetings of those three committees. Ms. Hyde noted that the Governance & Nominating Committee considered this at its meeting on January 14 and recommends Board approval.

It was moved by Ms. Hyde and seconded by Ms. Loewen:

**THAT the Board of Governors approves the revision of terms of reference to include the Vice-President (Indigenous) as a resource person to the Executive Committee; the**

**Finance, Administration, & Human Resources Committee; and the Management Resources and Compensation Committee.**

**CARRIED**

**FOR INFORMATION**

**9. NEW BUSINESS**

**9.1 Report from the President**

Dr. Barnard highlighted a few items from the written report that was included with the meeting materials. He noted that like many Canadian universities, the University of Manitoba community lost a number of individuals from its community in the tragic downing of Flight PS 752. He said there had been moment of silence shared by many Canadian universities was held on January 15 to recognize the tragedy and to honour the victims. He added that a ceremony was held on January 17 by members of the Rady Faculty of Health Sciences who were colleagues of Dr. Forough Khadem, one of the victims who was an alumna and an accomplished Iranian-Canadian scientist. Dr. Barnard said he was honoured to speak at the ceremony and he listened as others spoke in a personal way about Dr. Khadem's vitality and potential, now lost. He noted that he was profoundly moved by the way her colleagues described her.

Dr. Barnard announced that the Sexual Violence Resource Centre had opened January 27, fulfilling an important recommendation of the report, "Responding to Sexual Violence, Harassment & Discrimination: A Path Forward".

Lastly, Dr. Barnard reported that the University will celebrate the success of the Front and Centre campaign and unveil the final campaign total at an event to be held on April 2, 2020. He noted that much excellent work continues in relation to the campaign, and recognized Mr. Kearsey and his team for their efforts and their success.

**FOR DISCUSSION**

**10. FROM SENATE**

**10.1 Request for increase to Admission Target, Bachelor of Kinesiology, Faculty of Kinesiology and Recreation Management**

Dr. Barnard explained that he received a request from the Faculty of Kinesiology and Recreation Management to increase its admission target in Kinesiology by 35 students, effective for fall 2021. He added that last year he had approved a temporary increase for 2019 and 2020. He explained that the Faculty completed an impact assessment of a permanent increase and has determined it can increase enrolment within existing capacity, with additional laboratory fees offsetting the associated cost increases.

Dr. Barnard stated that, under the policy, the President approves these changes after consulting with Senate and the Board. He added that he has consulted with the Senate and no concerns were raised and asked if Board members had any comments. One Board member commented that some of the required courses, anatomy and physiology, statistics, and psychology are already in high demand and can be difficult for students to get into.

**MOTION TO MOVE TO CLOSED AND CONFIDENTIAL**

It was moved by Ms. Lee and seconded by Mr. Knysh:

**THAT the meeting move into Closed and Confidential Session.**

**CARRIED**

---

Chair

---

University Secretary