



UNIVERSITY
OF MANITOBA

Minutes of the Meeting of the Board of Governors
Open Session
March 15, 2011

The meeting was held at 4:00 p.m. in the Alan A. Borger Sr. Executive Conference Room, E1-270 EITC.

Present: J. Lederman, Chair
J. Leclerc, University Secretary

M. Ates D. Barnard A. Berg T. Bock P. Bovey E. Bowness
E. Collins R. Dhalla J. Embree M. Forsen N. Halden G. Hatch
J. Hoskins M. Labine H. Laube B. Passey M. Robertson D. Sauer
H. Sector R. Zegalski

Assessors Present:

B. Austin-Smith J. Sealey

Officials Present:

J. Alho D. Collins J. Danakas S. Foster D. Jayas D. McCallum
A. Simms

Regrets:

S. Jasper J. Kearsey J. Keselman

Also Present:

P. George G. Thompson

1. Announcements

Ms. Lederman welcomed Mr. Peter George, CEO of Winnipeg-based ad agency McKim Cringan George, and Mr. Gary Thompson, Director of Active Living.

2. Presentation

Peter George from the ad agency McKim Cringan George
"The University's Spring Marketing Campaign"

Mr. George delivered a presentation on the new marketing campaign for the University of Manitoba. A new theme has been developed to carve out an identity for the University that resonates not only locally but also nationally and internationally. The theme embraces what sometimes is seen as a negative (Winnipeg's location) and spins it into a positive. The first execution of the campaign will be an ad in the Globe and Mail on Saturday March 19. Other ads in the Globe will follow. These are not recruitment ads; they are ads intended to raise awareness of the University nationally with influencers and decision-makers. Other materials will be developed using the new theme for recruitment and other purposes.

3. Approval of the Agenda

It was moved by Mr. Robertson and seconded by Mr. Bowness:

THAT the agenda for the March 15, 2011 Open Session be approved as circulated.

CARRIED

4. Minutes

4.1 Open Minutes

It was moved by Ms. Forsen and seconded by Ms. Bovey:

THAT the minutes of the January 11, 2011 Open Session be approved as circulated.

CARRIED

5. Unanimous Consent Agenda

The Chair asked whether any member had concern with any of the items on the Consent Agenda. It was agreed that 7.4 and 8.4 will be removed from the Consent Agenda and considered separately.

It was moved by Mr. Zegalski and seconded by Ms. Bovey that the Board of Governors approve and/or receive for information the following:

That the Board of Governors authorize interim spending guidelines based on 97% of the current 2010-11 baseline operating budget from April 1, 2010 until the Board of Governors approves the 2011-12 operating budget.

THAT the Board of Governors approve eleven new offers, four amended offers, and the withdrawal of three offers as set out in Appendix A of the Report of the Senate Committee on Awards – Part A [dated December 16, 2010].

THAT the Board of Governors approve the Report of the Senate Committee on Awards – Part B [dated December 16, 2010].

THAT the Board of Governors approve ten new offers, eight amended offers, and the withdrawal of two offers as set out in Appendix A of the Report of the Senate Committee on Awards – Part A [dated January 24, 2011].

THAT the Board of Governors approved one new offer as set out in Appendix A of the Report of the Senate Committee on Awards [dated February 2, 2011].

THAT the Board of Governors receive for information the report of the University Disciplinary Committee for the period of September 1, 2009 to August 31, 2010.

THAT the Board of Governors receive for information the Statement of Intent: Masters of Social Work (Indigenous Knowledge).

THAT the Board of Governors receive for information the Implementation of Bachelor of Science Genetics (4 year Major).

CARRIED

6. Report from the President

The President reported on his recent trip to the Truth and Reconciliation Commission Conference with fifteen to twenty other University of Manitoba representatives. The University is interested in becoming a part of the establishment of a research and legacy centre, which will fit well with other work in human rights and Aboriginal issues. He added that the new Aboriginal Executive Lead position may soon be announced.

Dr. Barnard also informed the Board that a letter he had written about the University's views on Israeli Apartheid Week was not printed in the Winnipeg Free Press in its entirety or as had been intended, which may have led to misperceptions by readers of the paper. The text published in the newspaper was less nuanced than the unedited version had been and it was lacking the context necessary for readers to understand its intended message. Mr. Ates offered his compliments to the President on the letter, adding that the reaction from other students was overwhelmingly positive.

Mr. Dhalla asked whether the President read an article in the Jewish Post which highlighted work done by the University of Winnipeg to address Israel Apartheid Week. He asked specifically whether Dr. Barnard was aware of any programs spearheaded by Dr. Axworthy in response to Israel Apartheid Week, and whether the U of M had initiated or planned in the future to initiate any programs to provide a more balanced forum for this issue. Dr. Barnard responded that there were no such plans at this time. Dr. Barnard added that this is a complicated issue, particularly because if the University participates in the dialogue, it is no longer simply providing a forum for dialogue but would be shaping the dialogue. Dr. Barnard also indicated that it is not the role of the institution to ensure balance in the dialogue on campus.

7. FROM FINANCE, ADMINISTRATION AND HUMAN RESOURCES COMMITTEE

7.2 Active Living Centre (ALC) Project Proposal

Mr. Zegalski informed the Board that this item had been considered on two separate occasions by the Finance, Administration, and Human Resources Committee and that further consultation requested by students had now taken place so the item has come to the Board. He added that the project is an exciting one which will bring the University in step with other Canadian institutions. The Finance, Administration and Human Resources Committee considered the proposal carefully and recommend its approval by the Board.

Mrs. McCallum added that extensive consultation had occurred with students and student leaders and thanked the students for the invitation to make presentations to the Councils. She noted that the responses from students were positive and that copies of the questions and answers are included in the submission.

It was moved by Mr. Zegalski and seconded by Ms. Forsen:

That the Board of Governors approve the development of an Active Living Centre Project and its associated components including the preliminary budget of \$57.3 million and funding strategy as presented.

That the Board of Governors approve a recreation fee of \$75.00 per term for a full time student and \$56.25 per term for part time and summer session students to be implemented upon the completion of the ALC.

Ms. Labine stated that she was impressed with the University's movement to consult, communicate, and involve the students, and added that the presentations to students were well received. She then asked if there will be a committee formed to facilitate ongoing contributions from students after the project is complete. Mr. Thompson replied that the Bison Student Council will be the forum for student input, and added that he will speak with the GSA about being represented on that Council.

Ms. Laube echoed Ms. Labine's sentiments, stating that she looks forward to continuing discussions.

MOTION CARRIED

7.3 2011-2012 Residence Room and Meal Plan Rates

Mr. Zegalski stated that the proposed fee increase is a reflection of efforts to remain affordable while addressing rising costs. Ms. Labine asked whether students who live in the residences consulted for their input on fees, services, or quality. Mrs. McCallum responded that there are regular meetings with residence students, but that they do not discuss rate increases as they are set to cover costs with little room to negotiate.

Ms. Laube stated that increases in residence rate have increased by 53% over the last ten years, but that rent control guideline increased only 17.7% over the same time period, and other indexes, including CPI, wages, and utility costs have risen much less dramatically. She asked why there is such a difference. Mrs. McCallum stated that over the last years, residence rates have increased as follows: in 2006/07 by 7.5%, in 2007/08 by 4%, in 2008/09 by 4%, and in 2009/10 by 4.7%. Mrs. McCallum added that this is not a fair comparison as students living in

residence are paying for a unique living environment and lifestyle provided through the programming and staffing. Mrs. McCallum added that the residences do not fall under the rent control guidelines and that students pay for a period of eight months rather than twelve months which make it difficult to cover year round costs. Additionally, Mrs. McCallum emphasized that parents want a safe and secure environment for these students as it is typically their first time away from home. The live-in Resident Assistants provide 24/7 support and security to the students.

Mrs. McCallum also noted that the residence buildings are very old in most cases and University College and Mary Speechly were built in the 1960's and require major renovations. This is an expense which cannot be paid using operating funds because that would detract from academic programming, therefore costs must be covered by the fees that students pay. The increased fees will assist efforts to keep the buildings up to standard so they are available for students. Mr. Simms added that operations and maintenance of the infrastructure must come from fees, and that the rates are competitive with other Universities.

Mr. Ates indicated his sense that fees are set according to what the market will bear rather than the actual costs.

It was moved by Mr. Zegalski and seconded by Ms. Bovey:

That the Board of Governors approve the room and meal plan rate increases for 2011-12 for the Arthur V. Mauro Residence, Mary Speechly Hall, Pembina Hall Residence, and University College Residence as detailed in Tables 1 and 2 attached.

CARRIED

7.4 Student Referendum: Faculty of Kinesiology & Recreation Management

Ms. Labine asked what would be the rate on this endowment fund that will be communicated to the voting students. Mrs. McCallum replied that this type of revenue is not invested with a money manager in the same way as a donation would be, but is spent out in its entirety on an annual basis.

It was moved by Mr. Zegalski and seconded by Ms. Forsen:

THAT the Board of Governors approve that the students from the Faculty of Kinesiology and Recreation Management contribute \$2.50 per credit hour for a one year term to the Faculty of Kinesiology and Recreation Management Endowment Fund, beginning in the fall of 2011 - 2012.

CARRIED

8.4 Report of the Senate Committee on Awards part B Jan. 24, 2011

Ms. Forsen asked why the Shell Canada award is considered an exception when there is no reference to it being only for Aboriginal students. Mr. Leclerc replied that the reference on page 111 to ENGAP indicates the award is for students in the Engineering Access Program, which is only open to Aboriginal students.

It was moved by Mr. Zegalski and seconded by Ms. Forsen:

THAT the Board of Governors approve the Report of the Senate Committee on Awards – Part B [dated January 24, 2011].

CARRIED

FOR INFORMATION

9. UPDATES

9.1 Updates from the UMSU President & GSA President (oral)

Ms. Laube reported that the month of March is “Awareness Month” in UMSU which means that a particular issue is focused on each week. The four awareness weeks are women’s issues, environmental issues, LGBTTTQ issues, and Treaty issues. She also reported that the UMSU elections had just occurred and the new slate of officers were selected. They are Camilla Tapp as President, Matt Hepner as Vice-President (Student Services), Nour Rashid as Vice-President (Advocacy), Justin Quigley as Vice-President (Internal), and Julie Rempel as Vice-President (External). She added that the students voted in favour of the Manitoban referendum. This new executive will take office on May 1.

Ms. Laube also reported that negotiations about the lease for the Pub are going well and will continue. In addition to the AGM that will take place on March 31, a film about the survivors from the Andean plane crash is being shown in March and some of the survivors will be present.

Ms. Labine reported that the current GSA executive finishes their term on April 30, and added that the new president would accompany her to the next Board meeting. She also reported on some events held by the GSA, including a talk by the founder of Doctors without Borders, some workshops to help graduating students handle their job searches, and office renovation project, and a tax workshop. She added that a coffee house will be held on March 17 where new students and faculty can chat.

Ms. Labine stated that the autonomy agreement with UMSU is still in negotiations and that the Pub negotiations with UMSU and with the Faculty of Medicine are ongoing. Finally, Ms. Labine announced that the Gradzette would now be online in order to be more sustainable and it will include information about graduate research initiatives.

MOTION TO MOVE TO CLOSED AND CONFIDENTIAL SESSION

It was moved by Mr. Zegalski and seconded by Dr. Embree that the meeting move into Closed and Confidential Session.

CARRIED

MOTION TO ADJOURN

Chair

University Secretary