

Item: Senate Minutes, January 2003  
Call Number: Senate fonds, UA-5

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**DALHOUSIE UNIVERSITY**

***APPROVED* MINUTES**

**OF**

**SENATE MEETING**

SENATE met in regular session on Monday, January 27, 2003, at 4:00 p.m. in the University Hall, MacDonald Building.

Present with Mr. El-Hawary in the chair were the following:

Blunden, Breckenridge, Caley, Campbell, Cochrane, Downe-Wamboldt, Earl, Emodi, Finley, Fraser, Galarneau, Guy, Huebert, Jalilvand, Jost, Kwak, N. MacDonald, MacLean, Macrae, Maes, McGrath, McIntyre, Meagher-Stewart, A. Mitchell, D. Mitchell, Moore, Pelzer, Phillips, Rheault, Russell, Scully, Sommerfeld, Stroink, Traves, Watters, Whyte.

Regrets: Binkley, Coffin, Cunningham, B. MacDonald, MacInnis, McNiven, Neves, Rajora, Rowe, Schroeder, Starnes, Stuttard, Ugursal.

**2003:001.**

Adoption of Agenda

It was agreed to move Item 6. Conferral of Degree - Faculty of Medicine to Item 2.

The agenda was ADOPTED as revised.

**2003:002.**

Conferral of Degree - Faculty of Medicine

Dean MacDonald confirmed that Ms. Azni Ahmad Munir had completed all the requirements of the degree of Doctor of Medicine, and was due to begin post-doctoral training on February 1, 2003, pending licensure for which the degree was required. It was moved by Ms. MacDonald and seconded by Mr. McGrath:

*That Senate approve the awarding of the Doctor of Medicine degree to Azni Ahmad Munir.*

The motion was CARRIED.

**2003:003.**

In Camera : Voting on Honorary Degree Candidates

The assembly moved in camera to consider and vote on two honorary degree candidates, following which the assembly returned to open session.

**2003:004.**

Draft Minutes of Previous Meeting

i) Approval

The minutes of the meeting of December 9, 2002 were ADOPTED as circulated.

ii) Matters Arising

There were no matters arising.

**2003:05.**

Chair's Remarks

Mr. El-Hawary commented that he was very pleased with the Senate Meeting of January 13, 2003, which was held as an open forum for senators and non-senators to discuss issues arising from recent reports of the Budget Advisory Committee, and organized by the Senate Academic Priorities and Budget Committee.

**2003:006.**

Question Period

Mr. Campbell enquired about the rationale for and costs involved in the "branding" exercise being conducted at Dalhousie. Mr. Traves responded that as a result of reviewing the marketing and advertising efforts as related to activities and recruitment efforts at the unit as well as University level, there had not been a coordination of these efforts in order to present the University as an integrated whole. To do so requires self-study in terms of determining what is the "best foot" to put forward, and how to present it textually and visually to market the University effectively, both internally and externally. After broad consultation and call for proposals, three firms were short-listed and interviewed. The firm, Educational Marketing Group (EMG) from Colorado was selected. EMG specializes in assessments for and development of advertising and marketing strategies for universities, and were highly recommended. EMG has been contracted to determine the character analysis or "brand" for the university which will be done through seeking input internally as well as externally to the university. The next separate step which had not yet be contracted for, will be the development of specific advertising strategies. The cost of the first phase of the project was \$85,000 and will be met through the Alumni funds and not the Operating Budget.

Ms. Galarneau commented that on February 5, 2003, some students will be mobilizing for a "Day of Action". Although not specifically supported by the Dalhousie Student Union, she enquired of Vice-President Scully if there was any University policy that would accommodate the missing of classes for such an effort. Mr. Scully responded that he knew of no such policy and if there were, it would be Senate policy. Mr. El-Hawary commented that it was up to individual professors to make any accommodation.

Ms. Macrae asked Ms. Downe-Wamboldt, the Director of the School of Nursing, about the decision for second-year undergraduate students this year to be assigned to one of two clinical placements, one in May-June, and one in July-August, with some placements in May-June being

in the metro area but also some throughout Nova Scotia. She asked if this was the first year that the class had been split for clinical placements, whether they have been previously sent to areas other than metro or Yarmouth, and whether students had been given the option of which area they preferred for placement. Ms. Downe-Wamboldt responded that, as with most Schools of Nursing across Canada, the School of Nursing was pressed for appropriate clinical opportunities for students. Following examples used elsewhere as well as with other Schools within the Faculty of Health Professions, it was decided that an appropriate option would be to split the class for the clinical experience which is normally held in the May-June, to incorporate July-August as well, with approximately half the class in each, and with approximately half the May-June group being assigned to agencies outside of metro. She commented that students were notified in Spring 2002 that this would be occurring, and that the School had for a number of years used clinical placements outside of metro and would be continuing to do so. She responded that students are asked to state their preference for placement and they are accommodated as much as possible.

Mr. D. Mitchell asked Mr. Traves about his report of September 9, 2002, and subsequent messages, on the work of the university presidents to develop a strategy to obtain increased funding for universities in Nova Scotia. Mr. Mitchell asked about specific efforts taken and results obtained. Mr. Traves commented that while he has reported on this matter in an on-going manner, he specifically noted that he had written in the public press on university funding matters as had other university presidents in the province. They also have sponsored a series of four advertisements on 2-3 occasions in the province-wide edition of the Chronicle Herald, all of which were intended to raise the profile of the issue of no increase in public spending to universities over the last ten years, with the resulting need to raise tuition fees. The advertisements also highlighted some of the benefits and contributions that universities make to the province. In addition, there had been a series of meetings with the leaders of the three political parties in the province, the caucus of each of two of the parties, and individual meetings with cabinet ministers as well as deputy ministers in relation to the funding issues facing universities. As a result there is an indication that there may be some financial increase in funding whereas previously there was no increase.

### **2003:007.**

#### **Senate Academic Priorities and Budget Committee (SAPBC)**

##### **i) Modification to Faculty of Engineering Master's Level Programs**

On behalf of the SAPBC, Mr. El-Hawary moved:

**THAT the Senate approve the proposal to add an optional co-operative education stream to the M.A. Sc., M. Eng., and M. Sc. programs offered by the Faculty of Engineering.**

Ms. Pelzer asked, in regards to the proposal, how was a project that would be completed in the co-op experiences, be deemed suitable and who would decide what was suitable. She also asked for clarity on the financial impact on the students, specifically the salary the student would receive in the coop placement. Mr. Caley responded that all undergraduate programs in the Faculty of Engineering are co-op programs and salaries which students may receive are

negotiated between the student and the company providing the placement. He commented that these programs have all been successful and he anticipated that the graduate program would be as well. In regards to the project to be completed, it was anticipated that it would be part of the student's thesis work.

The motion was CARRIED.

ii) Modification to the Master of Urban and Rural Planning Program

On behalf of the SAPBC, Mr. El-Hawary moved:

**THAT the Senate approve the proposed modifications to the Master's program in the School of Planning, Faculty of Architecture and Planning, with the provision that the Faculty of Architecture and Planning make a one-time transfer of \$4,381 to the Library for the purchase of books required to support the program, as identified in the Library assessment.**

Ms. Pelzer asked for clarity regarding the number of proposed electives as listed in the proposal, as the number of required and elective courses seemed to be the same. Mr. Emodi commented that the only changes to the program being proposed were deletion of the thesis requirement and replacing it with an integrated project and one additional required course. Mr. Kwak clarified that all electives are or would have to be approved by the Faculty of Graduate Students, but actual offerings of the electives may vary from year to year.

The motion was CARRIED.

iii) Proposed Centre for Risk Management

On behalf of the SAPBC, Mr. El-Hawary moved:

**THAT the Senate approve the proposal by the Faculty of Management to establish a Centre for Risk Management, with the provisions that:**

**the Faculty of Management transfer to the Library a one-time payment of \$2,000 for purchase of core books identified in the Library Assessment,**  
plus

**an annual budget transfer of \$3,000 to purchase core journals, and that**

**as recommended in the memorandum from Bryan Mason (December 2, 2002),**

**the Faculty of Management together with the Vice-President (Finance and Administration) are to review the terms of the gift for the Herbert Lamb Chair**

**and, if necessary, obtain a legal clearance to ensure that expenditures from this account are permitted for the purposes specified in the Centre proposal.**

**Further, SAPBC encourages the Faculty of Management to continue to expand participation in the Centre by other Dalhousie Faculties and constituencies with interest and expertise in the area of risk management, and asks the Faculty of Management to report to SAPBC within two years, on the progress in achieving this objective.**

Mr. Huebert asked for clarity regarding the phrase in the SAPBC excerpt, "Its research would be descriptive and prescriptive". Mr. Jalilvand provided an explanation.

The motion was CARRIED.

**2003:008.**

Senate Committee on Academic Administration (SCAA)

On behalf of the SCAA, Mr. El-Hawary moved:

**That the Senate approve the academic costume colour peacock satin with white silk border for the Bachelor of Health Information Management.**

The motion was CARRIED.

**2003:009.**

2001-2002 Senate Library Committee Annual Report

Mr. El-Hawary invited Mr. Frank Smith to present the Report of the Senate Library Committee for 2001-2002, during which time he was the Chair of that Committee. Mr. Smith acknowledged the work and commitment of that Committee. He commented that he was pleased to see individual Faculties adding funds to the Libraries as new programs were being implemented, and hoped such amounts could be increased. He emphasized that the Libraries and their scholastic resources are at the very heart of the University and previous eroding of those resources needs to be halted. He commented that the University Librarian had continued to frequently make the case for increased resources for the Library to relevant audiences. He described an example whereby, due to lack of financial resources, the Library was unable to take advantage of an opportunity through Elsevier Press, to obtain valued increased electronic sources through the University Library Consortium of which Dalhousie is a member. Further, he commented that there were parts of the University community relying on monographs for scholarly work, and which were not available electronically, pointing out the need to maintain these collections as well. He stated that these issues have an impact on current scholarly activities as well as for recruitment and retention of faculty and students. Mr. Smith also commented on the achievements of the Library over the last year, including establishment of the Learning Commons in the Killam Library, which is planned for expansion to the Carleton campus and the Sexton campus. He also noted the need for more control of scholarly publication communication by scholars themselves.

On behalf of the Senate Library Committee, Mr. Smith moved, seconded by Mr. Maes:

**That the Senate adopt the 2001-2002 Senate Library Committee Annual Report.**

Mr. McGrath asked if the quality of study space in the Library was being investigated and whether the Library would be open for additional hours. Mr. Traves replied that his office has just begun a study on the availability and suitability of study space on campus with a view to understanding what students need and what resources are available, and based on that assessment, solutions could be developed. Mr. Blunden asked about details of the Elsevier Press matter. R. Maes provided the details of the Consortium agreement. He also stated that Library hours will be expanded in March as had been the case in November, and for September, all or portions of the Library may be available twenty-four hours by seven days per week.

The motion was CARRIED.

**2003:010.**

Report of the President

Mr. Traves reminded the assembly of the presentation on the branding exercise to be held Wednesday, January 29, 2003 at 4 p.m. in MacDonald Hall, and encouraged attendance and participation. He reminded senators that the BAC XXVI Report was available and encouraged serious consideration of it within its purpose and context and commented on how parts of the BAC XXV had been perceived out of context by the media. Finally, Mr. Traves stated that he would be sending out a document entitled *President's Strategic Focus* which is an attempt to integrate the discussion at the January 13, 2003 Open Meeting of Senate to discuss the BAC Reports, as well as other venues, and to incorporate possible solutions on these issues into a strategic plan for the next few years. He invited feedback on the document from members of the University.

Mr. Campbell applauded the initiative as an avenue to increase dialogue on the serious issues at hand, and which build on the efforts of SAPBC to encourage discussion and feedback on the recent BAC Reports.

**2003:011.**

Other Business

There was no other business.

**2003:012.**

Adjournment

The meeting adjourned at 5:40 p.m.

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Secretary

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Chair