

Item: Board of Governors Minutes, February 2004  
Call Number: Board of Governors Fonds UA-1, 29.12

Additional Notes:

This document is a compilation of Board of Governors minutes, staff matters and miscellaneous documents for February 2004. The documents have been ordered chronologically and made OCR for ease of searching. The original documents and additional materials for this year which have not yet been digitized can be found in the Dalhousie University Board of Governors fonds (UA-1) at the Dalhousie University Archives and Special Collections.

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**Proposed Agenda  
Board of Governors  
Dalhousie University  
February 17, 2004, 3:00 p.m.  
Lord Dalhousie Room, A&A Building**

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Presentation of Canada Millennium Scholarship winners

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|----|---|--------|
| 1. | Approval of Proposed Agenda   |        |
| 2. | Approval of minutes for the December 16, 2003 Board meeting (Enclosure) |        |
| 3. | Report of the Chair   | Cowan  |
| 4. | Report of the President   | Traves |
| 5. | Report from the Dalhousie Student Union                                 | Wasko  |

Standing Committee Reports and Items Requiring Decision

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|----|---|--------|
| 6. | Reports of the Standing Committees                              | Chairs |
| 7. | Appointment to the Board of the Halifax Student Housing Society | McKee  |

Presentations

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|-----|--|--------|
| 8.  | DSU Response to the Budget Advisory Committee Report (Enclosure) | Wasko  |
| 9.  | Report on integrated marketing                                   | Godsoe |
| 10. | Report on student finances                                       | McKee  |
| 11. | Report on enrolment  | Scully |

In Camera

- |     |  |        |
|-----|--|--------|
| 12. | Staff Matters  | Traves |
| 13. | Progress report: Life Sciences Development Association | Latham |

**Report of the  
Academic Affairs Committee  
to the  
Board of Governors  
Dalhousie University  
February 17, 2004**

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The Academic Affairs Committee continues to meet monthly and have recently approved the following:

Routine Staff Matters which include the following appointments: new full and part-time, Professor Emeritus, post-retirement, Chairs, Directors, Killam Research Professorships, and extensions.

Approval was granted on the following new programs:

- PhD in Biomedical Engineering
- Bachelor of Arts & Combined Major in Canadian Studies; Bachelor of Science Minor, Double Major, and Combined Honours in Canadian Studies
- Bachelor of Arts in European Studies

Program modification

- Bachelor of Science (Health Education) has been renamed Bachelor of Science (Health Promotion)

Creation of an Institute

- The Marine and Environmental Law and Policy Institute

A ongoing discussions continue about how academic programs are reviewed and evaluated, and issues of compliance and complement based on the requirements as agreed to in the DFA Collective Agreement.

Alasdair Sinclair  
Chair

**Board of Governors Meeting  
Dalhousie University  
Motions to be Proposed  
February 17, 2004**

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Be It Resolved:

Item #

7. THAT the Board of Governors approve the appointment of Mr. Mateo Yorke to replace Ms. Kathie Wheadon-Hore as one of the representatives of the Board of Governors to the Board of Directors of the Halifax Student Housing Society.

**Board of Governors Meeting  
Dalhousie University  
February 17, 2004**

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Participating were:

Mr. James Cowan

Chair

Ms. Elizabeth Beale

Mr. Wesley Campbell

Mr. Gerald Clarke

Hon. Lorne Clarke

Mr. Murray Coolican

Mr. Ezra Edelstein

Dr. Mo El-Hawary

Mr. Jay Forbes

Dr. Richard Goldbloom

Chancellor

Ms. Jillian Houlihan

Ms. Lynn Irving

Dr. Lucy Ellen Canary

Mr. Colin Latham

Ms. Cathy MacNutt

Dr. Sunny Marche

Mr. Don Mills

Mr. Robert Radchuck

Ms. Suzanne Rosson

Dr. Michael Shepherd

Dr. Alasdair Sinclair

Dr. Jim Spatz

Mr. Bruce Towler

Dr. Tom Traves

President

Mr. Kevin Wasko

Regrets from: Dr. Daurene Lewis, Mr. John Risley, Mr. Peter Stuart, and Ms. Nancy Tower.

Also participating were: Mr. Bryan Mason (Vice-President Finance and Administration), Mr. Eric McKee (Vice-President Student Services), Dr. Sam Scully (Vice-President Academic and Provost); Ms. Karen Crombie (University Legal Counsel); Ms. Ann Janega (Director, Community & Public Affairs), Mr. Jeff Lamb (Director, Facilities Management), Ms. Gillian Wood (Director, Government Relations); and Ms. Sharlene Drake (Secretary).

Dr. Traves welcomed this year's winners of the Canada Millennium Scholarships to the meeting and Mr. Cowan presented them with their awards. These are in-course excellence awards which are provided to outstanding students based on academic achievement, community service, leadership, and interest in innovation. Dalhousie had eleven winners: Lilly Briggs, Alison Butko, Sarah Chisholm, Chris DeLaLis, Karen Foster, Lena Jovicic, Anne MacNeil, Brendan Osberg, Tanya Pelerine, Matthew Reid, and Angela Thibodeau.

**1. Approval of Proposed Agenda**

The agenda was approved as presented.

**2. Approval of minutes for the December 16, 2003 Board meeting**

The minutes were approved as distributed.

**3. Report of the President**

President Traves reported on the following:

- The Faculty of Management had recently received its accreditation by the Association to

Advance Collegiate Schools in Business International. It is the first school in Atlantic Canada to receive this honour.

- Dalhousie received praise for its affirmative action portfolio during a recent site visit by federal contractors, a requirement for federal government funding.
- Construction of the new 500 bed residence is on time and on budget.
- A Community Relations Committee, composed of 25 people, has been formed and will advise the President on issues of concern to the neighbours.
- No word has been received from the Provincial Government regarding funding for the upcoming year.

#### **4. Report from the Dalhousie Student Union**

Mr. Wasko reported on the following:

- The DSU, in association with other Nova Scotia universities, continues to lobby the Provincial parties and the Federal government regarding the student loan program and other related student financial issues.
- The DSU held an Awareness Week to raise awareness of its functions.
- Members of the DSU participated in the Day of Action to bring attention to the rising costs of tuition fees.
- Members of the DSU have travelled across the campus during Academic Integrity Week to make students aware of the implications of plagiarism.
- DSU elections will conclude on March 12, 2004.

#### **5. Appointment to the Board of the Halifax Student Housing Society**

Dr. Traves moved and Mr. Coolican seconded a motion THAT the Board of Governors approve the appointment of Mr. Mateo Yorke to replace Ms. Kathie Wheadon-Hore as one of the representatives of the Board of Governors to the Board of Directors of the Halifax Student Housing Society. The motion carried.

### **Items for Information**

#### **6. DSU Response to the Budget Advisory Committee Report XXVIII**

Mr. Wasko presented a report on behalf of the DSU in which he argued that the Province is not adequately committed to undergraduate education as evidenced by the substantially higher tuition fees in Nova Scotia than in other provinces. The DSU commended the University for hiring a government relations officer (Gillian Wood) but felt this was only one part of what should be a comprehensive government relations strategy. The DSU requested that the Council of Nova Scotia University Presidents communicate the negative effects of the high cost of tuition fees on students, that Dalhousie take measures to promote accessibility to Nova Scotia students, including a recommendation that Dalhousie adopt a needs-based financial program rather than the current scholarship program.

#### **7. Report on Integrated Brand Marketing**

Dr. Godsoe and Ms. June Davidson (Acting Director of Communications and Marketing) presented an update on Dalhousie's integrated brand marketing initiative which began in January 2003. The final positioning statement, brand promise, brand components, strategic tagline, and word mark have now been approved.

#### **8. Report on student finances**

Mr. McKee, using government and university consortium statistics, reported that 66% of Dalhousie students graduate with debt, the average being \$30,000. Students from Nova Scotia are more likely to have debt than those from other provinces and students in Health Professions are more likely than those in other programs to owe money. Forty-nine percent of students finance their education by working. Mr. McKee also reported that Dalhousie's spending on student support has increased over 67% in the last decade to \$30 million.

**9. Report on enrolment**

Dr. Scully reported that while enrolment has been steadily increasing, concern exists about the ability to sustain this growth. The growing dissatisfaction by students is also a concern and noted that the University does not want to increase enrolment at the expense of the quality of the student experience. This year's enrolment goal of 750 was surpassed by seventeen students. All faculties saw growth and the number of international students increased by 20%. The future focus on the Enrolment Management group will be on recruitment, marketing, student life/experience, research on enrolments, student needs and interests. Dr. Scully also reported that the Learning Connections project, sponsored by the David and Leslie Bissett Learning Centre, is moving forward under the direction of Mr. McKee with a goal to connect, inform, support and engage students in campus life.

The meeting then moved to an *In Camera* session where the reappointment of Dr. William Maes as University Librarian and the appointment of Mr. Andrew Cochrane as Dean of the College of Continuing Education were approved. Mr. Latham then provided Board members with information regarding the plans under discussion by the Life Sciences Research Development Association.

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Don Mills  
Honorary Secretary

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James Cowan  
Chair

The meetings of the Board of Governors are recorded and the tapes are available for review in the office of the Secretary.