

**Minutes of Vice President's Academic Council (VPAC)
Friday, November 16, 2007 at 9:00 a.m.
NWC Boardroom**

In Attendance: Jan Lindsay (Chair), Laureen Dailey (Recorder), Jan Carrie, Rosilyn Coulson, Kathy Denton, David Duke, Joy Holmwood, Ted James, Silvia Wilson

Regrets: Mike Tarko, Sandy Vanderburgh

Guests: Bob Cowin, Brad Barber, Sean Kelly, Mia Gordon, Tom Whalley

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| <p>1. Approvals</p> <p>1.1 The agenda was approved as distributed.</p> <p>1.2 The minutes of October 26, 2007 were approved as distributed.</p> | |
| <p>2. Business Arising</p> <p> There was no business arising.</p> | |
| <p>3. New Business</p> <p>3.1 Budget VPAC discussed AVED's recent announcement regarding funding for the expansion of online, aboriginal and health programs and what opportunities might exist for Douglas College. An update on the 08/09 budget was also provided.</p> <p>3.2 Academic Planning Framework Draft #2 J. Lindsay reviewed the changes made to the first draft of the academic planning framework based on VPAC's feedback. She commented that timelines have been extended due to the delay in the Ministry presenting their recommendations based on the Campus 2020 report. A suggestion was made to also include Douglas College employee demographic information in the environmental scan.</p> <p>3.3 Environmental Scan B. Cowin provided a progress report on what he has assembled to date for the Academic Plan environmental scan, and requested VPAC's feedback and guidance on the format and process to use. Initial feedback from VPAC included:</p> <ul style="list-style-type: none"> • Look at the use of technology; i.e. what students are expecting of us, how to engage them in the future • Environmental scan of trends in the sectors we serve is crucial • Consider external factors, solicit community input • Provide a pithy summary for people to read • Look at the demographics of the lower mainland population • Would like to see statistical information on how our lives are better as a result of post-secondary education; i.e. liberal arts trends • Consider a progression analysis; e.g. satisfaction or engagement data | |

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| <p>J. Lindsay envisions posting the environmental scan on the VPAC website around Jan. 2008, ideally with an interactive link so that people can comment on the strategic plan. It was agreed that B. Cowin will extract the key data from the main support documents so that Deans can choose what areas need attention, and will email a summary to Deans before the next VPAC meeting. Bob will attend the Nov. 30th VPAC for further discussion, review of the main areas, and finalization of the format for the Environmental Scan.</p> | <p>BC Agenda</p> |
| <p>3.4 <i>Marketing Plan – New Branding Campaign</i> B. Barber and S. Kelly from CMO joined the meeting to discuss the new branding campaign for the College. Their vision is to create a powerful, crisp platform so that potential students will view the College as the best place to get an education in BC. Most important is the classroom experience with the instructors, and “great teachers” will be a consistent part of the message. Suggestions for building this reputation included:</p> <ul style="list-style-type: none"> • Make a connection between the teacher and their discipline or area of expertise because students are attracted to experts in their field • Post a series of successful student stories on the DC main webpage • Promote the College more, emphasize the hands-on experience, show video clips of students and instructors working together • Develop TV/radio ads so that prospective students can see/hear what they could experience at Douglas College <p>It was noted that Behavioural Interventionist instructors are being video taped in the classroom, and that perhaps clips of the video tapes could be used by CMO. Video clips of the simulation instruction in Nursing were also mentioned. Another idea was to have a C&BA class produce, as part of their curriculum, a video/podcast to provide CMO with data for marketing purposes. Brad and Sean thanked VPAC for their thoughtful ideas and suggestions, and will consider these as they continue to define the message.</p> | |
| <p>3.5 <i>Central Registry for Conduct/Violence Issues</i> M. Gordon presented a proposal to create a central registry for student conduct/violence issues, and highlighted the registry’s purpose, who would have access to the data, and implementation of the system. Questions were addressed, and workload and human rights issues discussed. Deans are to provide further feedback to Mia via email for consideration.</p> | <p>Deans</p> |
| <p>3.6 <i>Scholarly Activity Fund Adjudication Results</i> T. Whalley advised eleven out of fourteen proposals received for scholarly activity funds are being recommended for funding by the Adjudication Committee. Of the eleven proposals recommended, five are for faculty to deliver papers at conferences. Tom observed there are teams of researchers developing in the College, especially in the science disciplines. It was raised that VPAC needs to continue to review the scholarly activity funding criteria</p> | |

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| <p>as new initiatives are developed; e.g. applicants should be asked to indicate other sources of funding received similar to the Ed Leave criteria. Tom noted Douglas College has funded approximately \$200,000 in scholarly activity projects over the last three years. VPAC approved the eleven scholarly activity proposals, totalling \$28,766.77, as recommended by the Scholarly Activity Fund Adjudication Committee.</p> <p>3.7 <i>Coordinating Practicum and Service Learning</i> J. Carrie enquired how we can prevent the overlap of student practicums and service learning placements in the same agencies. It was decided to add “External Contacts” to the VPAC agenda as a standing item so that Deans can advise what outside contacts they’re making. Further communication can be done at the Chair/Coordinator level.</p> <p>3.8 <i>Academic Advising Duties</i> J. Lindsay shared a distribution list of “Academic Advising Duties” in an effort to ensure advisors are connected to individual faculties. Deans can ask the advisor assigned to their Faculty to attend Faculty meetings for better communication and understanding of needs.</p> <p>3.9 <i>VPAC Christmas Party</i> J. Lindsay will host this year’s Christmas party at her home on Sat. Dec. 15th. Everyone is asked to bring an appetizer.</p> | <p>Agenda Template</p> |
| <p>4. Information</p> <p>4.1 <i>Chronicle of Higher Education Article</i> – research shows strong evidence that taking college academic skills courses improve students’ success.</p> <p>4.2 <i>NSERC Eligibility</i> –a list of actions needed for NSERC eligibility was provided. This list was presented to SMT and support was expressed for the College to move forward with seeking eligibility.</p> <p>4.3 <i>Education Division Tactical Plan</i> – has been presented to SMT and the Board. These plans show SMT and the Board the educational activities being undertaken in the College, and development of the plans provides faculty and staff with an avenue for influencing administrative decisions and governance at all levels.</p> | |
| <p>5. Committee Reports</p> <p>5.1 <i>High School Contacts</i> K. Denton – SD#43 raised the issue of fees for concurrent studies students. J. Lindsay reported SMT has agreed to waive registration and application fees for concurrent studies students who are still attending high school.</p> <p>D. Duke – Coquitlam English teachers are coming to observe English creative writing and drama courses later this month.</p> | |

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| <p>5.2 <i>Provincial Articulation Meetings</i> Human Services (J. Carrie) – looked at strategic directions and identified issues. BC Care is hiring unqualified people and the provincial Deans are trying to be creative in developing a program that the field wants. Discussed aboriginal supports. Reviewed the current trend around fewer child protection programs. Still trying to get Ministry reps to their meetings.</p> <p>5.3 <i>VPAC Standing Committees</i></p> <p>ETTL (R. Coulson) – summarized accomplishments from last year and talked about adopting technology in the classroom. Faculty time release will not be effective – need ed tech facilitators for instructional support. Call for Innovative Funding is going out shortly (deadline Jan. 21/08).</p> <p>ETF (R. Coulson) – revised ETF Terms of Reference – going forward to next TPMC. Colour student printing is coming (50 cents/page).</p> <p>Academic Signature (K. Denton) – will resend information on how to fill out the course template to Deans to resend to faculty. Reminder that members of the committee are available to speak to Faculties by request.</p> | |
| <p>6. Next meeting: Nov. 30/07, 9:00 a.m., Boardroom</p> | |
| <p>7. The meeting adjourned at 12:30 p.m.</p> | |