



Members:

Antonella Alves
Linda Arnold
Lynn Carter
Laura Cullen
Deanna Douglas
Martin Gerson
Jim Goard (absent)
Ali Hassam
Marg Heldman
Linda Holmes, Chair
Jim Hooton

Ken Jillings (absent)
Terry Kornutiak
Wendy Low
Kevin Paul
Ken Pawlak
Brian Pendleton
David Pepper
Roger Semmens
Doug Soo (absent)
Nancy Wickham (absent)
LSU Representatives (x 1) (absent)

Guests:

Joanne Rajotte (for Jim Goard)
Larry Xiong

1. REVIEW OF AGENDA

The agenda was approved with the following addition:

4. Information Items

- b) Organizational Structure Change
 - Information and Educational Technology
 - Communications and Marketing

2. REVIEW OF MINUTES AND BUSINESS ARISING

- a) Draft Minutes of the Meeting held on May 15, 2007

It was moved by M. Heldman, seconded by M. Gerson

**THAT, the minutes of the Langara Council meeting held on
May 15, 2007 be approved.**

Carried.

3. ACTION ITEMS

- a) Accountability Plan and Report 2007/08 – 2009/10

L. Xiong referenced the Accountability Plan and Report 2007/08 – 2009/10 attached to the agenda and noted that in May 2007, the Ministry of Advanced Education

requested that all institutions combine the Service Plan and the Service Plan Report into one document entitled the "Accountability Plan and Report". The report provides Langara's Accountability Plan for the next three years and reports on how we met our last year's performance targets, and also contains a list of Ministry required performance measures as well as institutional performance measures.

It was moved by D. Douglas, seconded by L. Cullen

**THAT, the Accountability Plan and Report 2007/08 –
2009/10 be approved and forwarded to the College Board.**

Carried.

4. INFORMATION ITEMS

a) Campus 2020

L. Holmes noted that there were a variety of meetings held with the Ministry of Advanced Education regarding the recently released Campus 2020 report to find out what the Ministry's intentions were. She noted that the Ministry made an announcement that the recommendation that Colleges not be able to grant degrees will not be considered. She noted that Greg Lee, President, Capilano College has forwarded a recommendation to the Ministry that Capilano become a Regional University on their own. L. Holmes noted that she would like to forward a proposal to the Ministry of Advanced Education that a Vancouver Regional University be created as a consortium among Langara College, Vancouver Community College, Capilano College and Douglas College and asked Langara Council for their approval to do so. Discussion ensued and the following points were noted:

- The legwork for the recommended proposal was started many years ago as part of the OLA framework. The implementation model is available to anyone who would like to review it.
- Colleges need to get on a level playing field with universities.
- Universities could become finishing schools for baccalaureate degrees.
- International Students want a university degree.
- The Vancouver regional university would include all Lower Mainland colleges.
- Regional universities would offer 4-year degrees as part of the consortium.
- It was recommended that input be solicited from other Langara College constituent groups before sending the proposal to the Ministry. L. Holmes noted that she would be submitting the proposal in the fall so the input would be required prior to the submission.
- Langara and each other member institution would remain substantially the same, however, the Vancouver Regional University would offer all degrees from any of the members.

It was moved by M. Gerson, seconded by L. Cullen

THAT, Langara Council agrees that the President should put forward a proposal to the Ministry of Advanced Education that a Vancouver regional university be created as a consortium among Langara College, Vancouver Community College, Capilano College and Douglas College.

Carried.

b) **Organizational Structure Change**

L. Holmes distributed two documents at the table entitled "Organization Structure: Information and Educational Technology May 2007" and a copy of an email dated May 23, 2007 entitled "Graphics components" (a copy is attached to these minutes). A request was made if a copy of the email was available electronically and L. Holmes noted she would send a copy to the Chairs Listserve. She noted that a fair amount of consultation over a long period of time was done regarding the restructuring of Information and Computing Services and Communications and Marketing.

Information and Educational Technology Services (IETS)

On May 27, 2007, a notice was included in the By-The-Way which announced the renaming of Information and Computing Services to "Information and Educational Technology Services (IETS)". L. Holmes outlined the organizational structure of IETS noting that G. Kropninski and D. Fong have moved from Communications and Marketing to become part of the IMS group under IETS. She outlined their responsibilities within the IMS group noting that they will be taking care of all internally-focused requests for promotional materials. All externally-focused requests for promotional materials still need to go through Communications and Marketing Liaisons.

Communications and Marketing

L. Holmes noted that she had compared the structure of the Communications and Marketing department to the numbers of members at Capilano and Douglas. While they each have 12 people completing the work, Langara had 7.5. As a result of the multiple demands on Communications and Marketing, she has implemented the following:

- One (1) additional permanent Communications and Marketing Liaison;
- Two (2) additional multi-media web officers;
- One (1) Manager, Event Planning which has been posted and advertised. This position is not to take over event planning but will assist in ensuring functions run smoothly and on budget, and will do events such as Grad, All-College Forum, campaign events, etc.
- One (1) half-time Community Liaison

She also noted that a new promotional initiative is scheduled to start at the end of June/beginning of July and then again in August and will include hard sell radio ads with The BEAT, and ads on the inside and outside of buses entitled "Your Career/Life Starts Now." These ads will target students who have recently graduated from high school and have not yet applied for post-secondary education, or who were turned down by the universities. She noted the promotion is a result of looking at current applications (3,000) which are down from last year by 14%. She noted that the Registrar's Office will follow-up with students who have been accepted at Langara but who have not completed their application process. She noted that once the promotion starts, J. Hooton and K. Paul will track all the applications that come in and determine how the students heard about and chose to come to Langara. This will identify the effectiveness of the promotional initiatives. L. Arnold and M. Gerson have been asked to write a personal note to current students from the Deans' office thanking them for attending Langara College and

encouraging them to return in the fall. These will be personally handed to the students by their instructors.

L. Holmes noted that the launch date of the new website needs to be coordinated with the Registrar's office and the launch of the registration guide. An email will be sent to every instructional department asking them to identify if the information pertaining to their department is correct and feedback is likely required by Friday, June 15, 2007. It was noted that the website would be implemented in stages but that it was not identified what pieces would be multi-staged.

Other

K. Pawlak noted that on Monday June 11, 2007 he and Barbara Cole, Public Art Consultant, Laurie Schmidt, Brook + Associates, and Luke Blackstone, Langara Fine Arts faculty member met with the City of Vancouver Public Art Committee where the first part of the Public Art Plan - "Vision" - was presented. He noted that Langara's plan emphasizes an open process that is led by curriculum and student learning. He quoted Public Art Program Manager, Bryan Newson, who said "what is lacking in terms of a specific art piece will be gained by the development of art and artists at the College and in the City." He noted that the City approved in principal the "Vision" portion of the Public Art Plan and a copy of the presentation is available for anyone interested.

There being no further discussion, the meeting was adjourned at 1101 hours.

Subject: Graphics components
From: Linda Holmes
Date: Wed, 23 May 2007 09:01:35 -0700
To: lholmes <

The following are examples of the areas of activity for the Graphics component of IMS that will be assigned to George and Deb

- INSTRUCTIONAL media services, would include anything that individual instructors would wish to have to support them in teaching:
 - courseware
 - graphics components of courseware
 - posters at the single course level, when for INTERNAL audiences (like posting in our hallways)
 - includes bookmarks, flyers, handouts when for internal purposes (like handing out to other classes of interested students) etc.
 - (Anything for external marketing purposes needs to come through CM so that materials have the external look and feel, and are coordinated with other external key messages, etc.)
 - promotional materials which are internally-focused, regardless of instructional or not:
 - United Way campaign materials
 - SOS
 - All College Forum
 - New Student Orientation
 - New Employee Orientation
 - Athletics schedules, banners, programs, magnets, etc.
 - (external would be CM, like Summer Seats)
 - Student Services printed materials that are not integrated onto the website
 - graduation package (mostly the program) and credentials
 - scholarships & bursary awards ceremony materials -- programs, booklet, etc.
 - (Calendar is fully integrated onto the College public website, therefore stays with CM)
 - assembly of display panel information for the College as a whole (as they have the facilities for this) even if these files are sometimes created by CM as part of external promotion
- INSTRUCTIONAL media services would also include supporting student-oriented activities, such as:
 - Studio 58 productions (which showcase our student work), programs, flyers, ads, grad show head shot packages, etc.
- Administrative College graphic services that are not externally focused or involve key marketing/brand messages:
 - signage
 - campus maps

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Linda Holmes
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Organization Structure
Information and
Educational Technology
May 2007

