

# LANGARA COLLEGE

## MINUTES Langara Council Meeting held on Tuesday, June 1, 2010 Room C408 at 0935 hours

### Members:

Fraser Archibald  
Linda Arnold  
Lynn Carter (absent)  
Chris Chow  
Jason Costa (left at 10:15 a.m.)  
Laura Cullen (absent)  
Caitlin Davidson-King (absent)  
Deanna Douglas  
Charlotte French  
Martin Gerson (arrived at 10:15 a.m.)  
Margaret Heldman  
Ian Humphreys  
Ken Jillings (absent)

Gerda Krause  
Grace Makarewicz  
Michael Marriott (absent)  
Gordon McNeil (absent)  
Ajay Patel (left at 10:35 a.m.)  
Kevin Paul  
Brian Pendleton (absent)  
Joanne Rajotte  
David Ross  
Roger Semmens (left at 10:15 a.m.)  
Doug Soo  
Tomo Tanaka (left at 10:15 a.m.)

### Guests:

Julia Denholm, Representative, Langara Faculty Association  
Korena Jang, Executive Assistant to the President and Board of Governors  
Pierre-Andre Santin, Associate Director, Application Development,  
Information and Educational Technology Services  
Linda Turner, Program Manager, Health and Human Services, Continuing Studies

## 1. REVIEW OF AGENDA

The agenda was approved as presented.

## 2. REVIEW OF MINUTES AND BUSINESS ARISING

### a) Draft Minutes of the Meeting held May 4, 2010

The Minutes of the Meeting held on May 4, 2010 were approved as attached to the agenda.

## 3. FOR INFORMATION

### a) Branding Update

I. Humphreys made a presentation on Brand Renewal noting its relevance to the Strategic Plan. He noted that a brand perception survey was conducted with the external community and that an external consultant was retained to conduct Brand Convictions Workshops with faculty, administration, staff and students and to develop brand concepts. The consultants subsequently developed the brand ideas and selected fonts and colour treatments and applied them to a number of the college's standard brand elements. Discussion ensued and the following points were noted:

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- The colour treatment selected has a history of longevity and persistence, and isn't expected to "date" the institution.
- Unveiling hopefully to occur at the "40 Years on 49<sup>th</sup> Celebration" in October 2010.
- A brand conversion will take time (possibly years) to complete being mindful of fiscal responsibility.
- Website redesign will take into account the new brand identity.
- Street banners will be replaced when their two-year cycle is complete (approximately Spring 2011).
- Annual printing will gradually incorporate the new brand as items come up for renewal.
- Supplies (i.e. letterhead, business cards, etc) will be replenished with new brand as required.
- The Heraldic Design process should not be affected by the re-branding given that Heraldry represents continuum and is a separate identity from the brand.
- The Board of Governors will receive a written submission on the Brand Renewal at the Board meeting being held on June 24, 2010.

Members were asked to communicate their thoughts and ideas on the proposed Brand Renewal to I. Humphreys, at their earliest convenience.

There being no further business, the meeting was adjourned at 10:50 hours (10:50 a.m.).