

1. **CALL TO ORDER:** The meeting was called to order at 6:06 p.m.  
Present: D. Miles (Chair), C. Gibson\* A. Kitching, K. McKittrick, J. O'Connor, A. Peacock, I. Reygadas, M. Russell\*, N. Steinman\*, H. Taylor  
Ex-officio: S. Witter, S. Meshwork  
Administration: J. Lindsay, B. Jensen, K. Maynes, M. Exmann, B. Barber, C. Worsley, M. Murray  
Other: D. McCormack (BCGEU); S. Briggs\* (DCFA); J. Gojevic (DSU)  
Guests: C. Broatch\*, C. David\*, L. Giroto\*, G. Granstrom\*, B. Hulme\*, Y. Irani\*, G. Jacobson\*, K. Junck\*, J. Koette\*, M. Leibbrandt\*, T. Leonard\*, Y. Mostert\*, M. Munro\*, B. Pickard\*, D. Roberts\*, W. Waidson\*  
Regrets: B. Kendall, A. Taylor  
\* attended portion of meeting

2. **APPROVAL OF AGENDA:** The agenda was approved as distributed.

\_\_\_\_\_ There was no business arising  
from the minutes.

- 5.



.2 Board Member Liaison Report: There was no report.

**6.3 President:**

.1 President's Report:

L. Giroto, with the use of a PowerPoint presentation, provided an overview of the Energy and Environmental Initiatives undertaken by the College including electrical use reduction, gas use reduction, recycling program, environmental emission reduction, indoor air quality improvements and future plans. He explained how the Ministry's cyclical maintenance program works, and the College's 15-year cyclical maintenance plan, reviewed annually.

A period of questions and clarifications followed. In response to a question on the energy performance of the new building relative to the existing building, it was indicated that a federal Commercial Building Incentive Program (CBIP) grant is being applied for. In summarizing what had been heard, one Board member indicated that it seemed that we had people that know what is going on, who are in touch with the community, who are talking to us, paying attention to our cost constraints and are being attentive to what is going on in the world around us. The current process is to use these efficiencies, but not take the additional step that will put a plaque on the wall. This was considered an appropriate decision. The presenters, consultants and other representatives on the project were thanked for attending the meeting and for making the presentations.

.2 Presentation on 2006 Marketing Plan For Credit Programs: A summary was included in the agenda package. Brad Barber reviewed the new marketing initiatives for 2006, highlighting the challenges the College faces on a daily basis in attracting people to a particular range of programs and in reaching people of diverse backgrounds, various ages and personal interests. He focussed on building awareness of the plan and how to motivate potential students to take action; how integrated marketing methods are employed; the key messages that are stressed; marketing as a college-wide responsibility; the benchmarking and evaluation of the marketing plan to provide evaluative data which allows the College's recruitment efforts to be continuously refined; the regular monitoring that takes place, including what the College's market share is in the public post-secondary sector; and the cross-college efforts that are encouraged to convert inquiries into applications and then registrations.

Questions were asked on the cost of billboard advertising; the possibility of road signs pointing to Douglas College; reaching potential mature students; the date sensitivity of advertising material and the reusability of the material. The College tries to provide some consistency across a campaign. Resources are maximized and advertising that has been used before is updated, with consideration being given to feedback received.

It was stated that Brad Barber and his staff have diligently done market research and brainstormed the gathering of ideas across the institution. The Communications and Marketing Department now receives many more compliments on the publications handed out and the advertising mounted. Brad

inflationary grant for the 2005/06 year of \$300,000 from the Ministry. We have now been informed that we will not receive a grant for inflation at this time as this is the subject of an independent review (Perrin review) being undertaken by the Ministry of Advanced Education. The College has, however, received a one-time allocation of \$806,000 which is “intended to support the purchase of equipment, program development, student recruitment and retention initiatives or other one-time expenditures that would assist our institution in enhancing the supply and quality of post-secondary education.”

The recommendation that went to the Finance Committee from the Senior Management Team is to take \$300,000 off the top as the inflationary grant to balance the 2005/06 budget, as originally planned, and put the remaining \$506,000 in a new capital reserve to supplement the furniture, fixtures and equipment (FF & E) budget for the David Lam Campus expansion. The original FF & E budget for the expansion was “bare bones”. The additional money will make a big difference. In response to a question, it was explained that this money would not be used for any decrease in tuition fees as it is a one-time only grant, not an ongoing grant.

It was moved:

**THAT the College Board approve the \$806,000 one-time only grant received from the Ministry be allocated as follows:**

- **\$300,000 to balance the 2005/06 budget.**
  - **\$506,000 be placed in a separate capital reserve to be used for FF & E for the David Lam Campus expansion.**
- J. O'Connor/Carried**

.2 Notice of Intent – Amendment By-Law No. 83-5 (A18) “Fees and Charges for Instruction”: The By-Law in the agenda package No. 83-5 (A18) shows a 2% increase over the prior year’s By-Law No. 83-5 (A17). In accordance with Board By-Law 83-8 “Amendment of By-Laws”, written notice of a proposed amendment must be submitted to a regular meeting of the Board at least two weeks ahead of the actual amendment being approved. The 2% increase is in compliance with government direction. By-Law No. 83-5 (A18) will come back next month with a recommendation for approval. The 2006/07 Operating Budget includes the revenue from the 2% increase.

Discussion ensued. It was confirmed that the increase for a full-time student will be \$24 per semester. The total cost for tuition will be \$1,228.50 per semester for full-time students. Advertising will be tied in to emphasize the 40% savings over universities.

.3 DSU Compliance with Section 21 of the College & Institute Act: The Finance Committee agreed that one additional invoice to a facilitator be paid on behalf of the DSU.

.4 Monthly Financial Report: The financial report for the first eleven months ending February 28, 2006 was included in the package. There were no further questions.

.4 Planned Activities: The Committee is being attentive to budget matters as the end of this month is the deadline for receiving additional requests for changes.

7.2 Human Resources Committee: There was no report.

8. ANNOUNCEMENTS AND GENERAL INFORMATION: There were no further requests for information on this item.

9. BOARD MEMBERS: Diana Miles, Ann Kitching, Ben Kendall, June O'Connor and Adrienne Peacock attended the Groundbreaking Ceremony for Phase II of the David Lam Campus. Congratulations were extended to the College on a well organized event.

Karen McKitrick informed the Board that she is working with Susan Meshwork on the Student Educational Planning Committee. She announced that she is expecting a baby in July and wanted the Board to know that she plans to continue in her role as a Board member.

Heidi Taylor attended the International Women's Day Dinner on March 8. She reported that it was an amazing event with excellent speakers. Proceeds from the sold-out event went to