

EDUCATION COUNCIL MINUTES

Mar. 17, 2003

Strategic Plan Draft 2 Discussion

Present:	Caroline Daniels Dawna DeAdder Greg Erikson Jack Finnbogason Dana Goedbloed (Chair) Jody Gordon Lorraine Irvine Gary Jones Anita Kranz	Judith McGillivray Karen Metzger (Recorder) Bob Perkins Tom Radesh Alexandra Richmond Skip Triplett Harry Yang
Regrets:	Lisa Coan Marge Damon Derek Francis Jamie-Lynn Jamieson	Steven Lee Gerry Lengert Larry Rhodenizer
Guests:	Robin Russell	

0. The Chair called the meeting to order at 4:05 pm.

1. Confirmation of Agenda

Moved by Alexandra Richmond, seconded by Judith McGillivray, to approve the agenda.

2. Curriculum Approval

Moved by Greg Erikson, seconded by Bob Perkins, THAT Council approve the following new and revised outlines:

New:

FINA 1126 Canadian Art: 1600 - Present

FSDN 1000 Textile Studies for Teachers: Pattern Drafting & Garment Construction

FSDN 1001 Textile Studies for Teachers: Portfolio Development, Fashion Drawing & CAD

MATH 2341 Introduction to Statistics

POLI 2140 Comparative Politics of Asia

POLI 3146 Government and Politics of India

Revised:

ACCT 4780 Advanced Managerial Finance

ABEE 0070 Intermediate English (Grade 10 equivalent)

PSPE 1070 Intermediate English (Grade 10 equivalent)

ELTN 1115 Applied Physics I

ELTN 1215 Applied Physics II

LBED 3120 Study of Cultures

LBED 3130 Critical Thinking, Logic and Scientific Reasoning

LBED 3131 Deduction and Induction

LBED 3140 Science & Technology – An Historical & Philosophical Overview

LBED 3310 Power Relationships I

LBED 4210 Ethics and Social Issues

LBED 4810 Innovation and Creativity

LBED 4900 Community Involvement and Contribution

ANTH 1260 First Nations Peoples & Cultures of Canada

ANTH 1220 First Nations Peoples & Cultures of B.C.

PSYC 3940 Adult Education

MOTION CARRIED.

3. English Entrance Requirements: Graphic Design for Marketing, Journalism, and Public Relations

programs

Judith McGillivray and Jody Gordon presented on behalf of Barbara Duggan and clarified that this change is requested to reflect the emphasis on communication and writing skills required for the program, and that it brings the entrance requirements for these programs in line with other Kwantlen programs.

Moved by Caroline Daniels, seconded by Anita Kranz, THAT Council approve the English entrance requirements for the Graphic Design for Marketing, Journalism, and Public Relations programs as follows:

“Because effective communication and technical writing are fundamental components of graphic design, applicants must have a Kwantlen University College English placement test for recommendation to ENGL 1100 or 1110, or Level 5 of the Language Proficiency Index (LPI) with an essay score of 30, or successful completion of ENGL 1100 or 1110.”

MOTION CARRIED.

4. Strategic Plan Draft 2 Discussion

Gordon Lee introduced the discussion of the Strategic Plan Draft 2 and gave an overview in the form of a PowerPoint presentation. (attached) He explained that the current draft has incorporated a broad range of input from the Kwantlen community re the kind of institution Kwantlen is and would like to become. The final draft will incorporate the feedback from Education Council as well as from others in external communities, and will include financial and budget components.

The Board has recommended that the current seven values statements will be reduced to five on the basis of further Kwantlen community input via focus groups.

The final plan will be presented to the Board of Governors at their May meeting.

Gordon Lee was complimented specifically on the readability of the document and on his work with the strategic plan generally.

Comments and Concerns:

1.1 Educational Mix:

Faculty have expressed concern re increased tuition and how it relates to drop in enrolment in specific areas, and the impact of tuition increases particularly on the low-income population; Judith McGillivray's office is beginning to track that. There is also concern that spending on preparatory courses and programs is disproportionate to regular post-secondary courses and programs. Judith McGillivray explained the formula used to arrive at projected educational mix figures.

Kwantlen has a good record re upgrading students, though there is concern about the proportionate mix of upgrading and regular studies.

As we raise the bar for entrance requirements, do we need to integrate more upgrading into our programs? (See also notes under 1.6 Education for Mature Students.)

The Career Technical Consortium (CTC) trades programs give students and their parents a planning and financial advantage.

It is hoped that longer-term planning will reduce the stress level and bring some stability to the institution.

1.4 Education – Degree Development

Now that Kwantlen can develop non-applied degrees, we must be clear on our mandate. Colleges were developed to be different from universities in serving the educational needs of a broader range of the population.

1.5 Education – Research

There's a perception that both the broader Kwantlen community and the outside community are under-informed of research taking place at Kwantlen. What is the definition of research? Books are being published and Kwantlen faculty speak at conferences, for example. Other scholarly work is being done. It was suggested that people would be surprised at the list of research activities submitted to AUCC re accreditation.

Acknowledgment and financial support would create a better climate for research without wearing faculty out.

1.6 Education for Mature Students

Anticipated increase in mature students may mean a heavier emphasis on upgrading, and may also mean an increase in other types of support needed.

2.0 Services

There was strong negative reaction from counsellors in that they were lumped in with advisors. There is a perceived deficit on the service side generally, and concern about how to meet increasing projected demands for assessment and placement services. Can we track what we really need in service areas?

2.4 Library

The Library runs over 8,000 students through library skills each year; there's concern about how library staff can increase the service level with no budget increase. Both librarians and counsellors are far below the recommended ratio of staff to students. The library has many resources for Web-based education that are under-utilized. There's a space crunch for books.

5. Marketing

SFU moving into Surrey increases the need for effective marketing.

Are we spending enough on marketing? There's a perception that we could do better. Suggestions that research activities being done at Kwantlen be included in marketing efforts.

Kwantlen may not be seen as first choice among some students; being seen as an institution for upgrading prior to going to another university affects Kwantlen's positioning.

6. Finance

There were questions about the role of the Foundation in funding educational programs. Kwantlen invests in the Foundations with the expectation that the Foundation will generate funds three times the amount of its support.

Priorities and resources should inform budget decisions. Educational priorities will be determined by the Board on the advice of Education Council through the recommendations of an ad hoc committee.

There is concern that deans may be expected to get involved in fundraising activities; the perception is that it is outside of their areas of expertise, that their workload is already heavy, and that they ought rather to focus on educational excellence than on fundraising.

There is concern about offering expensive vs. less expensive sections. There is anxiety through the college re the future; there's no long-term forecasting from the Ministry.

1.9 International Education

Some see International Education as providing important opportunities for our students to broaden their education with life-changing experiences.

As an institution, we got a late start on International Education.

China is one of the major senders of students, and specifies on the students' visas that the receiving institutions must be publicly funded. (re concern that private institutions offer serious competition for international students)

2.2 University College Experience

There was general discussion about the merits of dormitory living versus homestay arrangements for students re a sense of community.

There were also some comments about the state of faculty offices. Some find them too crowded, encouraging faculty to work from their homes, while others enjoy the collegiality of the current situation.

Missing issues/Wish lists:

1. That service areas keep up with demands placed on them by increased growth
2. That faculty have at least two periods per week with no classes to allow participation in other community activities
3. Counselling and libraries need more faculty in order to be more closely aligned with educational side
4. Expanded assessment and placement services
5. That both quantitative and anecdotal evidence be recognized and considered in the process

6. Benchmarking of success markers
7. Get rid of IMPARK!!
8. That quality of teaching and of the learning experience comes through in the decision-making process (qualitative vs. quantitative)
9. That the strategic plan tell us what not to do as well as what to do
10. This is a real strategic plan; it behooves us to get more people to understand it and to get involved in the debate; consensus is important.
11. That the third draft be done carefully.
12. That implementation be monitored re achieving what we set out to achieve.

The Chair thanked Gordon for leading the discussion, and she thanked Education Council members for addressing these important issues.

Next Regular Meeting: April 7, 2003

5. Adjournment: The meeting was adjourned at 6:15 pm.