

Special Meeting of Senate Minutes

January 24, 2014
CS-104

Chair, D. Lionais, called the meeting to order at 2:05 pm offering a welcome to visitors and gave a brief overview of the meeting's proceedings.

1. Presentations

Dr. Bailey thanked all Senators and visitors for participating in the meeting. He noted for all in attendance that the document has been updated to provide added substance and is available through the Senate SharePoint site. All questions, comments, and suggestions were welcomed.

President Wheeler introduced the strategic documents. Discussions on the fundamental strategies and choices with a view of the future were strongly encouraged and welcomed.

Planning and Review Committee Chair, Geoffrey Carre introduced the pre-budget report as a document reflecting the core values of CBU with a view of future spending and allocations of research funding. G. Carre advised that the comments today would be incorporated into the continuing discussions of the committee with respect to the pre-budget planning.

2. Discussions

Chair, D. Lionais, opened the floor for comments or questions. Highlights of these discussions are as follows:

- Various enrolment scenarios and possible impacts of an increased reliance on an international student base.
- Various recruitment strategies and how to increase domestic and off-island domestic groups.
- Reputation building through current students and Alumni.
- Stronger presence in the local high schools; with an emphasis on earlier intervention.
- The exploration and development of niche programming to attract and build on the success of the current international sub-populations.
- Strategies to reveal quantitative research as to why completion is not always a success and how to strengthen the retention process.
- Increase effective communication and marketing through the development of microsites.

Responses offered on the topics of international recruitment and growth scenarios emphasized the importance of international recruitment. However, more attention must be given to domestic students and it was noted that national recruitment is also an area for possible growth. The US is not seen as a targeted recruitment priority at this time. Growth scenarios presented were detailed as reasonable targets which could be obtained. The ultimate goal is not to contract but rather maintain or grow with the underlying premise of maintaining and enriching our program diversity.

Alumni, fundraising and recruitment are viewed as under resourced at present. With a large number of

CBU graduates living within the CBRM, a stronger emphasis should be placed on efforts to monopolize this group.

Informal and formal connectivity with local Cape Breton Island schools through various outreach initiatives were all viewed as positive and necessary. Bridge building, staying connected, engaged, and visible in local schools are avenues of strengthening CBU's reputation within the P-12 system.

Initiatives to achieve projected enrolment numbers as outlined were identified as increasing program diversification, flexibility and blended learning. Further thoughts and ideas that would enhance the quality of any program are most welcome.

It was noted that some funding for the Strategic Research, Innovation, and Commercialization Plan could be reallocated from the RP system. In order to achieve all recommendations detailed however, the ORGS would require additional budget allocations.

Adjournment

With no further questions or comments for the Special Meeting of Senate, Chair, D. Lionais thanked the authors of the documents, the panel and all participants in the meeting.

The meeting was adjourned at 2:33 pm.

Godwin D'Cunha, Secretary