RYERSON UNIVERSITY

SENATE MEETING AGENDA

Tuesday, March 2, 2010

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4:30 p.m.   Light dinner will be served in The Commons, Jorgenson Hall, Room POD-250.

5:00 p.m.   Meeting starts (POD-250).

Partnerships and International (and National) Mobility Programs

Motion #2: *That Senate approve the amendment of Policy 155: Approval of Collaborative Academic Program Agreements*

7.3.2   Academic Standards Committee Report #W2010-2
Motion #1: *That Senate approve the revised Global Management Minor.*

Motion #2: *That Senate approve the revised Nonprofit and Voluntary Sector Management Minor.*

Motion #3: *That Senate approve the revised Marketing Minor.*

Motion #4: *That Senate approve the revised Human Resources Management Minor and the new Organizational Leadership Minor.*

Motion #5: *That Senate approve the renaming of the Information Technology program to Business Technology Management.*

Motion #6: *That Senate approve the Certificate in Demographic Analysis.*

Motion #7: *That Senate approve the Certificate in English Literature and Popular Culture.*

Motion #8: *That Senate approve the revised Certificate in Strategic Marketing.*

8.   Old Business

9.   New Business as Circulated

10.   Members' Business

11.   Consent Agenda

12.   Adjournment

MINUTES OF SENATE MEETING
TUESDAY, JANUARY 26, 2010

MEMBERS PRESENT:

Ex-Officio:	Faculty:		Students:
K. Alnwick	A. Anderson	A. Mitchell	T. Hassan
C. Cassidy	A. Bal	G. Mothersill	J. McLarnon
G. R. Chang	V. Chan	C. Mooers	A. Nofal
M. Dewson	Y. Derbal	M. Panitch	S. Reaburn
D. Doz	M. Dionne	A. Saloojee	L. Salvador
G. Fearon	D. Elder	A.M. Singh	C. Samuelsson
U. George	A. El-Rabbany	C. Stuart	A. Sharif
K. Jones	S. Espin	N. Thomlinson	O. Taha
A. Kahan	P. Goldman	K. Tucker Scott	A. West
M. Lachemi	F. Gunn	J. Turtle	
H. Lane Vetere	M. Haider	K. Webb	
M. Lefebvre	G. Kapelos		
S. Levy	V. Lem		
A. Shepard	J. Leshchyshyn		
P. Stenton	A. Levin		
A. Venetsanopoulos	A. Lindgren		
M. Yeates	N. M. Lister		
M. Zeytinoglu	J. Macalik		
Senate Associates:			**Alumni:**
P. Monkhouse			A. Rasoul
C. Smith			P. Nichols
F. Tang			
REGRETS:		**ABSENT:**	
D. Checkland		A. Ahmed	
F. Donald		M. A. Aumeer	
L. Grayson		K. S. Baig	
M. Kolios		P. Corson	
O. Ijiwoye		T. Jhuman	
		N. Rawdah	
		V. Quan	
		A. West	
		N. Williams	

Pre-Senate Discussion: Financial Update: Paul Stenton made a presentation to Senate.

1.   Call to Order/Establishment of Quorum

2.   Approval of Agenda

3.   **Announcements:**
            There were no announcements

4.   **Minutes of Previous Meeting**
            Motion: *That Senate approve the minutes of the January 26, 2010 meeting.*
            A. Nofal moved, N.M. Lister seconded.
            Motion approved.

5.   **Matters Arising from the Minutes:**
            There were none.

6.   Correspondence:
            Correspondence listed in agenda noted.

7.   **Reports:**
            7.1   **Report of the President**
            7.1.1   President's update: Other items of note
                    ▪ AODA Customer Service Act training is underway at the University.
                    ▪ United Way surpassed its goal. M. Dewson and B. Marks were thanked.
                    ▪ The Ryerson Community was thanked for their response to the earthquake in Haiti.
                    ▪ Kyle Rae has decided not to run for Councillor in the Ryerson neighbourhood.
                    ▪ It is hoped that a debate can be hosted for the candidates for the George Smitherman's vacated seat.

            7.1.3   Ombudsperson's Report – 2008-2009 was presented by N. Farrell.

            7.2   **Report of the Secretary:-**
            7.2.1   Special Senate meeting:
            The Secretary reminded members of this meeting to be held on Tuesday, February 9, 2010, at which the Report of the Provost's Commission on Academic Structures will be discussed.

            7.2.2   Senate elections:
            The Secretary informed the meeting that the Senate elections are underway.

            7.3   **Committee Reports:**
            7.3.1   Report #W2010-1 of the Academic Governance and Policy Committee –
                    7.3.1.1 **Motion #1:** *That Senate approve the amendments to Senate Policy 158: Program Advisory Councils as attached.*

                    C. Stuart moved, A. Nofal seconded.
                    Motion approved.

7.3.1.2   Freedom of Speech – Draft document discussion
Action: This document will be posted on the University website for community comment.

7.3.2   Department of Professional Communication – Name Change:
Motion #2: *That Senate approve the proposed name change for the "Department of Professional Communication" to "School of Professional Communication".*

Action: The Academic Policy and Governance Committee should have a broader discussion of the protocols for naming of academic units.

D. Doz moved, A Mitchell seconded.
Motion approved.

7.3.3   School of Graduate Studies:
M. Yeates moved all motions.

7.3.3.1 **Motion #1:** *That the Senate approve the submission of the proposal for a PhD in Computer Science to the Ontario Council on Graduate Studies for Standard Appraisal.*

M. Lachemi seconded.
Motion approved.

7.3.3.2 **Motion #2:** *That the Senate approve the submission of the proposal for a PhD in Biomedical Physics to the Ontario Council on Graduate Studies for Standard Appraisal.*

C. Samuelsson seconded.
Motion approved.

7.3.3.3 **Motion #3:** *That the Senate approve the submission of the proposal for a PhD in Molecular Science to the Ontario Council on Graduate Studies for Standard Appraisal.*

M. Lachemi seconded.
Motion approved.

7.3.3.4 **Motion #4:** *That the Senate approve to commence the proposal for a PhD in Economics.*

C. Cassidy seconded.
Motion approved.

7.3.3.5 Complex Course Changes in Documentary Media, and Applied Mathematics

8.   Old Business: None

9.   New Business as Circulated: None

10.   Members' Business: None

11.   Consent Agenda: None

12.   Adjournment: Meeting adjourned at 6:40 p.m.

Respectfully submitted,

Diane R. Schulman, PhD
Secretary of Senate

MINUTES OF SENATE MEETING
TUESDAY, FEBRUARY 9, 2010

MEMBERS PRESENT:

Ex-Officio:	Faculty:		Students:
K. Alnwick	A. Anderson	A. Levin	A. Ahmed
M. Dewson	A. Bal	A. Lindgren	T. Hassan
D. Doz	V. Chan	N. M. Lister	T. Jhuman
G. Fearon	D. Checkland	J. Macalik	O. Ijiwoye
A. Kahan	P. Corson	A. Mitchell	J. McLarnon
M. Lachemi	Y. Derbal	C. Mooers	A. Nofal
H. Lane Vetere	M. Dionne	M. Panitch	N. Rawdah
M. Lefebvre	F. Donald	A. Saloojee	L. Salvador
S. Levy	A. El-Rabbany	A.M. Singh	C. Samuelsson
A. Shepard	S. Espin	C. Stuart	A. Sharif
P. Stenton	P. Goldman	N. Thomlinson	A. West
A. Venetsanopoulos	F. Gunn	K. Tucker Scott	N. Williams
M. Yeates	M. Haider	J. Turtle	
M. Zeytinoglu	V. Lem	K. Webb	
	J. Leshchyshyn		
Senate Associates:			**Alumni:**
P. Monkhouse			A. Rasoul
C Smith			P. Nichols
F. Tang			
REGRETS:		**ABSENT:**	
C. Cassidy		M. A. Aumeer	
G. R. Chang		K. S. Baig	
U. George		D. Elder	
L. Grayson		V. Quan	
K. Jones		S. Reaburn	
G. Kapelos		O. Taha	
M. Kolios			
G. Mothersill			

The President convened a Special meeting of Senate met on February 9, 2010 to discuss the Provost's Academic Structures Committee *Academic Restructuring at Ryerson University: White Paper.*

Respectfully submitted,

Diane R. Schulman, PhD
Secretary of Senate

Office of the
Prime Minister

Cabinet du
Premier ministre

Ottawa, Canada K1A 0A2

February 2, 2010

Dr. Diane Schulman
Secretary of Senate
Ryerson University
Suite JOR-1227
350 Victoria Street
Toronto, Ontario
M5B 2K3

Dear Dr. Schulman:

On behalf of the Right Honourable Stephen Harper, I would like to acknowledge receipt of your correspondence of December 7 regarding the new Ryerson Sports and Recreation Centre. I regret the delay in replying.

Please be assured that your comments have been carefully reviewed and are appreciated. I have taken the liberty of forwarding copies of your letter to the Honourable James Flaherty, Minister of Finance, and the Honourable John Baird, Minister of Transport, Infrastructure, and Communities, for their information.

Thank you for writing to the Prime Minister.

Yours sincerely,

A. Opalick
Executive Correspondence Officer

Canada

Ryerson University
Senate

President's Update
for the meeting of: March 2, 2010

United Way: Thanks to the generosity of our campus community, this year's Ryerson United Way campaign was very successful, achieving 13% over our target of $140,000 with a total of just over $158,475 including a 30% increase in leadership donors and an increase in first-time donors and overall participation. Special thanks to longtime co-chair Michael Dewson, who is turning over the role after many dedicated years, and to Terry Marks, who will continue as part of the United Way campaign leadership team, with the addition of new co-chairs Jane Saber, Assistant Professor of Marketing with the Ted Rogers School of Management; Tony Conte, Director, Office of the Vice Provost Students; and John Corallo, Director, Ancillary Services.

Report of the Taskforce on Anti-Racism: I would like to express my thanks to the members of the Taskforce, which released its report on February 8th its dedicated efforts (see the report at http://www.ryerson.ca/antiracismtaskforce). My response to the report can be found on the Ryerson website at http://www.ryerson.ca/about/president/documents/statement_feb8.pdf.

Accessibility for Ontarians with Disabilities Act (AODA): With the Customer Service Standard associated with this legislation coming into effect on January 1, 2010 I would like to thank our AODA team led by HR at Ryerson for their important work, and encourage everyone to complete the training if they have not already done so (see www.ryerson.ca/accessibility).

Black History Month: On February 3rd I attended *Black Leaders Speak: Finding the Door in the Wall - Overcoming Barriers to Success* hosted by the Ryerson Diversity Institute in Management and Technology. This is one of a number of events taking place on campus over Black History Month (see http://www.ryerson.ca/news/media/General_Public/20100204_MABlackHist.html) and I am proud to recognize the leadership of all groups in organizing a range of activities and experiences to raise awareness and celebrate achievement.

Capital Update: On February 10th we announced Zeidler Partnership Architects of Toronto in association with Snøhetta of Oslo, Norway and New York City as the co-architects for the Ryerson Student Learning Centre (SLC). For stories and videos, click the *Ryerson Today* button on the News and Events page of the Ryerson website, and visit February 10th, 12th and 17th in the archive.

Advancement: As we begin to plan the Ryerson athletic facilities in Maple Leaf Gardens, there is interest in the broader community to help us with fundraising. While this is still in the very early stages, on January 29th Vice President University Advancement Adam Kahan and I met with John Sewell to have a preliminary discussion.

Ted Rogers Memorial Conference – Ryerson students are doing a great job taking the lead in planning the conference to be held March 4-6, 2010 (see http://ryersontrmc.ca/). We are grateful for the involvement of sponsors, participants and delegates supporting our signature event honouring Ted Rogers himself, and the exceptional connection of our two names. As the theme suggests, through his own example Ted Rogers provides inspiration for education and research to "take risks, embrace innovation, and defy the status quo."

Platinum Athletes Breakfast – I was very proud to host a special occasion on January 27th for Ryerson Varsity athletes who achieved an average of 80% or higher last year. Those who play a CIS sport (basketball, hockey, volleyball, soccer) are named Academic All Canadians, and in Ontario University Athletics sports (figure skating, fencing, badminton, rowing) are OUA Academic Achievement Award winners.

Associations and Government Relations:

Ministry of Health Promotion: The Hon. Margarett Best, Minister of Health Promotion, met the community at the Student Campus Centre on January 20th to promote National Non-Smoking Week 2010, as part of the campaign to encourage Ontarians to become smoke-free.

Ministry of Training Colleges and Universities: We have had a number of occasions to meet with the Ministry, and host visits to campus, with regard to shared issues and Ryerson planning.

MPP Toronto Centre: On January 25th I met with Glen Murray in the context of his campaign to engage him as early as possible in Ryerson key issues, and sent congratulations on behalf of the university community on his February 4th election.

Toronto Board of Trade: On January 19th I attended a breakfast with the Canadian Council for Aboriginal Business; as well as the January 25th Toronto Board of Trade Annual Dinner.

President's Congratulations – I am proud to recognize Ryerson achievements reported since my last update, and ask everyone to let me know about new accomplishments. More information is available on the ***Ryerson Today*** web page at http://www.ryerson.ca/ryersontoday.

❖ February 26-28, 2010: Riva Finkelstein (Master of Journalism '09) has had her documentary film *Healing Voices* chosen for screening at the 2010 Peace on Earth film festival in Chicago.

❖ February 19, 2010: Denise Law, 4th year Journalism, is one of 12 winners of the Overseas Press Club Foundation Scholarships for 2010 and the first student from a Canadian university – among winners from the Columbia University Graduate School of Journalism, Stanford University Graduate School of Journalism, and New York University Graduate School of Journalism. The OPC announcement indicates "200 applications from more than 60 different colleges were received in the most competitive year the Foundation has seen since inception."

❖ February 9, 2010: Patricia Walcott, Advisory Council member and instructor in the Politics and Public Administration program, is the recipient of the 2009 Lieutenant Governor's Medal of Distinction in Public Administration, Ontario's highest honour for public service.

❖ February 8, 2010: Professor Sohail Rashid, Department of Psychology, was announced as one of the Top 10 finalists of the TVO 2010 Big Ideas Best Lecturer Competition chosen from more than 300 nominated lecturers. Prof. Rashid's lecture airs on March 13th, and the winner (based on viewer voting and rating by a panel of judges) will be announced on April 17, 2010.

❖ February 8, 2009: Four Seasons Hotels and Resorts, led by Chairman and CEO Isadore Sharp (Arch.Sci. '52, Doctor of Commerce *honoris causa* 2003) was named one of Fortune Magazine's "100 Best Companies to Work For" continuing on the list since inception in 1998.

❖ January 26, 2010: The Danier Design Challenge was won by [3rd] year Fashion students John Hillifer ([1st]), Pamela Card ([2nd]) and Tanya Wiebe ([3rd]). The Ryerson-Danier competition attracted 65 entries from which industry judges selected 15 for online voting by the public to choose the top three. The Hillifer design will be featured in the Danier Fall 2010 collection.

❖ January 27, 2010: The Canadian Institute of Planners (CIP) granted full accreditation to the Master of Planning (Urban Development) program for five years, beginning with the 2009-10

academic year. CIP works with academic institutions to ensure that educational programs effectively prepare students for the real world of planning. There are 11 universities across Canada with accredited planning graduate programs.

❖ January 22-25, 2010: The Ted Rogers School of Management team placed third overall in the Jeux de Commerce (JDC) annual competition. Previously held only in western Canada, Ryerson students Melissa Piacente, Natasha Williams and Andrea Parry organized the inaugural JDC Central case competition at Ryerson, hosting more than 400 students from nine southwestern Ontario universities and one from Quebec.

❖ January 22-24, 2010: The [Ted Rogers School of Management](#) DECA Ryerson student group won the biggest award at the DECA U Provincials, Chapter of the Year, as well as 18 medals in individual events, competing against 14 universities in the annual case competition.

❖ January 21-24, 2010: At the annual Interior Design Show (IDS10) 2nd year Ryerson School of Interior Design students Hayley Moore, Kieran Meschino, Rochelette Dumbrique, and Simone Ferkul exhibited the *Kin Bin,* a new and improved recycling bin made out of antibacterial materials inspired by the modular connection of Lego.

❖ January 21-24, 2010: Faculty members Filiz Klassen and Lorella DiCintio, and graduate Christina Ott (Interior Design '03) participated in the 7th annual Come Up to My Room design event at the Gladstone Hotel. Ryerson was further involved in the curation of the event and website design by Jeremy Vandermeij (Interior Design '06).

❖ January 21, 2010: A design challenge initiated by Mount Pleasant Cemetery requesting help to provide appropriate and ingenious bicycle racks for the cemetery grounds paired students in Andrew Furman's interior design course with teammates they could choose from any discipline across the university. First prize of $3,000 was won by Katy Alter, 3rd yr Interior Design, and Jeff Cogliati, Master of Architecture program; second place of $2,000 went to Shiwa Tseng, 4th yr Interior Design, Kenneth Lee, 2nd yr Master's in Mechanical Engineering, and Michael Goriup, 2nd year Mechanical Engineering; and the third prize of $1,000 was won by Michael Shafir, 3rd yr Interior Design, and Tommy Tso, 3rd year Architectural Science.

❖ January 19, 2010: The American Institute of Architects recognize**d** Kuwabara Payne McKenna Blumberg Architects with a 2010 Institute Honor Award in the Regional and Urban Design category for the Ryerson University Master Plan. Twenty-eight winners were selected from over 700 entries for excellence in architecture, interior architecture, and urban design. The award will be presented at the AIA 2010 National Convention and Design Exposition in Miami this June.

❖ January 14-17, 2010: At the Institute of Industrial Engineers (IIE) Canada 30th National Student Conference, Ryerson students won 1st place in the Engineering Design Competition (Jessica Chan, Patrick Mazzawi, Nahid Samadi, Christian Schlegel), and 1st place in the Technical Paper Competition (Ghadir Siyam and Mahsa Shateri). Siyam/Shateri will go on to represent Canada in the Undergraduate Technical Paper Competition International Finals at the IIE Annual Conference and Expo in June 2010 in Cancun, Mexico.

❖ January 9, 2010: Women's hockey coach Stephanie White won a gold medal at the MLP Cup in Germany as an assistant coach with Canada's under-22 women's national team, which had a perfect 5-0 at the tournament including a 9-0 win over Switzerland in the gold medal game.

❖ January 5, 2010: The Magnesium Division of the American Foundry Society Division Council has selected Ryerson University (Department of Mechanical & Industrial Engineering) as winner of the Outstanding Organization Award for "consistent research in the magnesium foundry area

and ongoing support of AFS." The award will be presented on March 21, 2010 at CastExpo 2010 in Orlando, Florida.

❖ December 8, 2009: Ryerson student Rene Biberstein (3rd yr Urban and Regional Planning) and University of Toronto master's student Laurel Christie were awarded a $500 Honorable Mention in the urban sustainability design competition, Brown to Green, which challenged students across North America to create a new vision for a south Philadelphia neighbourhood.

❖ December 2009: History professor Arne Kislenko and film instructor David Langer spent December in Israel as host and producer of a three-part National Geographic series called *Everyday Life in the Bible*, set to broadcast throughout North America in fall 2010.

❖ November 28, 2009: Judy Rebick, CAW-Sam Gindin Chair in Social Justice and Democracy, is the recipient of this year's CAUT Sarah Shorten Award, established in 1990 to recognize outstanding achievements in the promotion of women's rights at universities and colleges.

❖ November 2009: Ryerson earned two *Silver* awards in the 2010 CASE Accolades Awards for District II (advancement professionals in alumni relations, communications, and philanthropy): in the Individual Advertising category for **"**Everyone Makes a Mark" and in the Specific Media Relations Programs category for "Unveiling the Emoti-Chair."

❖ Varsity Achievements [Ontario University Athletics (OUA)]

  o Figure Skating, Ryerson-Toronto Winter Invitational, January 21-22, 2010
    Ryerson Rams achieved a number of milestones – first time scoring over 40 points as a team, first time in the top 5, first time winning 5 medals, and bringing gold back to the podium, and now goes on to compete in the OCUA Championship:
    ▪ Tara Bartolini and Alex Dabkowski won a Gold Medal in the Creative Dance event
    ▪ Jennifer Ji and Katie Docherty won a Silver Medal in Junior Silver Similar Dance
    ▪ Madeleine Jullian won two Silver Medals in Novice Short and Senior Silver Dance
    ▪ Justin Peacock won a Bronze Medal in the Men's Freeskate event
  o Fencing – Ryerson rounded out the season by qualifying for the OUA Championships and competing February 13-14 in the men's foil team and men's sabre team, with a strong season of individual results overall
  o Men's Volleyball – Coach Mirek Porosa achieved a milestone 100th career coaching victory on January 30th with the matches at Kerr Hall
  o Women's Basketball – capping off its best season ever, the team secured second place in the OUA East Division and hosts the semi-final on Saturday, February 20th
  o Men's Hockey – Ryerson enters the playoffs for the first time since 2001-02, and face the University of Toronto in the quarter-finals in a best of three series.
  o Men's Basketball – Boris Bakovic has become only the second play in OUA history to make 2,000 career points, and is now only 74 points from becoming OUA all-time leading scorer.

<u>RYERSON ACHIEVEMENT REPORT</u>
A sampling of achievements and appearances in the media by members of the Ryerson Community for the March meeting of Senate.

Events

President Levy announced the selection of Zeidler Partnership Architects of Toronto in association with Snøhetta of Oslo, Norway and New York City as the co-architects for Ryerson's new Student Learning Centre at a media briefing and stakeholder reception held later the same day. Speakers included **Linda Grayson**, Vice-President, Administration and Finance, **Alan Shepard**, Provost and Vice President Academic, and **Arzan Bharucha**, a fourth-year Ted Rogers School of Business Management student and member of the Ryerson Board of Governors. Councillor Kyle Rae also spoke at the reception. The focal point of both events was a presentation by co-architects, Tarek El-Khatib from Zeidler and Craig Dykers from Snøhetta. The announcement was covered in the *Globe and Mail, the Toronto Star, Architectural Record, Spacing* and *Novae Res Urbis.*

Media Appearances

The *National Post* profiled **President Sheldon Levy** in a feature story.

President Levy was quoted in an article on the state of Canadian universities that appeared in the *National Post, Regina Leader-Post* and kelowna.com

A *Canadian Health Magazine* article on Canada's top researchers profiled **Derick Rousseau**, Chemistry and Biology, and his research on salt reduction.

The *Peterborough Examiner* reported that **Bonnie Patterson**, the first female Dean of Ryerson's Faculty of Business, has been named to the Order of Ontario.

The *Toronto Star*, the *Globe and Mail*, the Canadian Press, 680News.com, ArcaMax Publishing and the EU News Network reported on the findings of the Task Force on Racism at Ryerson, as did CFMJ-AM, CJBC-AM, CXFN-FM, CJBQ-AM, CFTR-AM, CBC Radio's *Here and Now*, CFRB's *Live Drive with John Tory*, and *Ryan Doyle Show*, CIII-TV, CFMT's *Telejornal* and *Studio Aperto*, OMNI News: South Asian and Cantonese Editions, and Global News.

Sandeep Agrawal, Urban and Regional Planning, spoke to *Metro* about accreditation for Ryerson's Urban and Regional Planning program and the *Toronto Star* and *Mississauga News* about Indo-Canadian entrepreneurs making their mark.

Rob Wilson, Ted Rogers School of Management, spoke to Global News Morning about viral YouTube videos, and to the *Toronto Star* about the effectiveness of anti-aging creams.

Grace-Edward Galabuzi, Politics and Public Administration, spoke to the *Toronto Star* about Black History Month.

Myer Siemiatycki, Politics and Public Administration, appeared on CBC News: Toronto discussing Jack Layton. He also spoke to the Global News, CHFD-TV's First News, the *Globe and Mail, National Post* and *Toronto Sun* about Toronto's mayoral race.

Elizabeth Trott, Philosophy, spoke to Global News, CIII-TV and CISA-TV about food and sex.

A *Toronto Star* article by **Helen Henderson**, a Disability Studies student, quoted **Catherine Frazee**, School of Disability Studies.

The *Welland Tribune* quoted **Gervan Fearon**, Dean of the Chang School, on continuing education.

Wendy Cukier, Associate Dean, Academic at the Ted Rogers School of Management, spoke to *Mississauga News* about her report on Canada's labour market.

Maurice Mazerolle, Ted Rogers School of Management, appeared on CBC News: Toronto regarding the TTC and was quoted in the *Toronto Star* regarding the millions of work hours lost due to the flu.

Paul Knox, Journalism, spoke to the *Calgary Herald* and *Canoe Live* about the tragedy in Haiti.

Suanne Kelman, Journalism, and **Paul Knox** appeared on CFRB-AM's Bill Carroll Show discussing Haiti. She also appeared on CFRB-AM's The Ryan Doyle Show discussing the media's depiction of Haiti.

The *North Bay Nugget* profiled Ryerson Rams hockey coach **Graham Wise**.

The *Waterloo Region Record* made mention of a research study on poverty and unemployment by Ryerson and United Way.

Downtown Yonge reported on the School of Fashion winners of the Ryerson/Danier student design challenge.

Murtaza Haider, Ted Rogers School of Retail Management, spoke to the *Toronto Star* and appeared on OMNI News: South Asian Edition discussing the relationship between immigration and urban sprawl.

The Toronto Sun and CP24 both made mention of Ryerson's expansion.

Ryerson student **Stephanie Weibe**, appeared on the High School Show with David Grossman, alongside Ryerson alumnus Olympic Consortium President Keith Pelley.

David Amborski, Urban and Regional Planning, was quoted in the *National Post* and *Posted Toronto* about Toronto's vehicle registration tax.

Avner Levin, Ted Rogers School of Management, spoke to Global News and CFJC-TV's *Midday Show* about social media scams and was quoted in the *National Post* and *Nanaimo Daily News* about online privacy.

Neil Thomlinson, Chair, Department of Politics and Public Administration, spoke to the *National Post* about Toronto's mayoral race.

James Norrie, Associate Dean, Administration at the Ted Rogers School of Management, appeared on the *John Oakley Show* discussing an ad by a not-for-profit Christian group aired

during the Superbowl. He also spoke to the *Toronto Sun* about using social media to raise funds to help Haiti.

Brent Barr, instructor at the Ted Rogers School of Retail Management, spoke to Dose.ca about the relationship between recession and alcohol sales.

G4TECHTV mentioned the School of Image Arts and its programs.

DNA, the *Hindustan Times* and *One India* reported on the most recent book by **Colleen Carney**, Psychology, *Quiet Your Mind and Get to Sleep: Solutions to Insomnia for Those With Depression, Anxiety or Chronic Pain*.

The *Toronto Star* reported on designs created by Fashion alumnus **Farley Chatto** for The Book Lover's Ball.

The *Globe and Mail* reported that **Pamela Taylor**, a business law instructor at Ryerson, is running as a Progressive Conservative candidate in the riding of Toronto Centre.

The *Toronto Sun* reported that the course Journalism 805 taught by the Sun's **Mark Bonokoski** is coming to an end.

Greg Elmer, Radio and Television Arts, was quoted in the *Hamilton Spectator* and the *Chronicle Herald* about smartphones. He also appeared on CTV, ASN-TV, CFCN discussing social network fatigue.

CAW Sam Gindin Chair **Judy Rebick** and **Greg Elmer** spoke to the *Toronto Sun* about cell phone cameras making anyone a photo-journalist. She also appeared on CFRB-AM's Jim Richard Show discussing politics and spoke to the *Regina Leader-Post* and CBKT-T (Saskatchewan) about political activism.

The *Toronto Star* mentioned Ryerson's expansion around Yonge and Dundas.

The *National Post*, *Toronto Star*, CP24 and CityTV's *Breakfast Television* reported on a Ryerson and St. Michael's Hospital report identifying violent areas in Toronto.

David Greatrix, Aerospace Engineering, spoke to CTV about the origins of UFOs.

Jean Mason, Professional Communication, spoke to Global News Morning about the use of hand gestures in public speaking.

April Lindgren, Journalism, publishes a regular column in *Metro*.

Broadcaster reported that CBC Radio personality Jian Ghomeshi spoke at Ryerson as part of the FCAD Dean's Lecture Series.

CJBQ-AM, CJTN-FM and CIGL-FM reported that students from the School of Urban and Regional Planning offered planning ideas to Prince Edward County municipal administrators.

Arne Kislenko, History, spoke to *Canoe Live* (CXKT-TV) about Afghanistan.

Wayne MacPhail, Journalism, was quoted in the Vancouver Sun and Canada.com about Apple's announcement of the new iPad. He also took part in a globeandmail.com panel discussion about the new tech product.

The Canadian Press reported that **Boris Bakovic** of the Rams men's basketball team was nominated for a CIS award. He appeared on CFTO-TV, with coach Roy Rana, following a winning game in which he scored 44 points. The segment also appeared on CICI-TV and CKPR-TV.

Mediacaster reported that PodCamp Toronto 2010 would be held at Ryerson.

Ron Babin, interim director at the Ted Rogers School of Management, spoke to CFRB-AM's *Live Drive with John Tory* about outsourcing skilled labour.

Canadian Cyclist, Biking Toronto, City Centre Mirror, CJBC-AM's *Y A Pas 2 Matins* and TD Waterhouse Research reported that Ryerson students won $3,000 for best design of new bicycle racks for Mount Pleasant Cemetery.

Abby Goodrum spoke to the *Wire Report* about using new media and gaming tools to help develop skills.

CFRB and Eesti-Edu reported that Minister of Health Promotion Margarett Best made an announcement at Ryerson regarding Smoke Free Week.

CityTV's *Breakfast Television* broadcast live from the Ted Rogers School of Management one morning.

Paul Bedford, an urban mentor for the School of Urban and Regional Planning, spoke to the *National Post* about the gas tax to fund a light rail system.

Maclean's.ca reported that Jeff Rybak of Maclean's spoke at the conference of the Mature Students' Association at Ryerson.

The *Globe and Mail* quoted **Alison Matthews David**, Fashion, on youth fashion.

Cheryl Teelucksingh, Sociology, spoke to the *National Post* about the country aesthetic making its way into the city.

Ann Rauhala, Journalism, appeared on OMNI News: South Asian Edition discussing ethnic media.

Duncan MacLellan, Politics and Public Administration, spoke to the *National Post* about Toronto's mayoral race.

Canada.com and The *Nanaimo Daily News* reported on a forthcoming book by Irene Gammel, English, titled *Anne's World: A New Century of Anne of Green Gables*.

CBC NEWS: Toronto reported that Ryerson students organized a benefit concert to raise funds for Haiti.

Alex Ferworn, Computer Science, published a letter to the editor in the Toronto Sun about deploying aid to Haiti.

A *Sudbury Star* article on the expansion of Fanshawe College mentioned Ryerson's development in downtown Toronto.

Toronto Life and *Azure* magazines reported on renowned architect **Will Alsop**'s appointment to Ryerson. He also appeared on *Spacing Radio*.

Hispanic Business quoted **Sean Wise**, Ted Rogers School of Management, in an article about angel investing.

Frances Gunn, Ted Rogers School of Retail Management, spoke to Global News about the TTC.

Canadian Architect reported that students from Ryerson, Waterloo and Simon Fraser built North House as a part of the US Department of Energy's Solar Decathlon.

Canadian Grocer reported on Ryerson's new Sports and Recreation Centre, which is being built at Maple Leaf Gardens.

Tanya Gulliver appeared on Goldhawk discussing the hidden homeless in the GTA.

John Shields, Politics and Public Administration, appeared on OMNI News: South Asian Edition discussing gender and immigration in Canada.

The *National Post* and *Posted Toronto* quoted **Mitchell Kosny**, Urban and Regional Planning, on Toronto's troubled finances.

Janice Neil, Journalism, appeared on CBC News Now discussing media coverage of Haiti.

CBC News outlets across the country and its flagship news show *The National* reported on the fundraising efforts of Ryerson Performance Dance student **Rodney Diverlus** to help Haiti.

Medpage Today quoted **Marilyn Lee**, Occupational and Public Health on the impact of a water shortage in Haiti.

Rogers Distinguished Visiting Professor **Jeffrey Dvorkin**, Journalism, appeared on CBC Radio's *Sunday Edition* discussing the profession of journalism.

CP24 mentioned Students for Solidarity at Ryerson.

The *Bottom Line* quoted **Vanessa Magness**, Ted Rogers School of Management, on green initiatives by businesses.

The *National Post* and *Posted Toronto* reported that Ryerson would sponsor a new online publication called *Yonge Street.*

Gabor Forgacs, Ted Rogers School of Hospitality and Tourism Management, spoke to the *Globe and Mail* about bargaining for hotel room prices.

Melanie Dempsey, Ted Rogers School of Management, spoke to the Globe and Mail about infomercials.

Patrice Dutil, Politics and Public Administration, appeared on CJBC-AM's Au dela de la 401 discussing Toronto's mayoral race.

The *Ottawa Citizen* reported that the Ryerson Students' Union is considering a call for a fall reading week.

Murray Pomerance, Sociology, appeared on CHCH discussing pop culture and television.

Paul Missios, Economics, spoke to the *National Post* about the happiness index.

A *Globe and Mail* editorial on seeing the good in the city of Toronto mentioned Ryerson's new Sports and Recreation Centre, which is being built at Maple Leaf Gardens.

Mustafa Koc, Sociology, appeared on CBC Radio discussing British food security measures.

Prepared by the Office of Public Affairs.

REPORT TO SENATE

By Academic Colleague Alex Wellington
Winter 2010

COU WEBSITE: http://www.cou.on.ca/

MISSION: "Working to improve the quality and accessibility of higher education in Ontario"

FOCUS: Publicly-funded universities in Ontario

According to its website, "COU works with and on behalf of its members to meet public policy expectations of greater accountability, financial self-reliance, diversity of educational opportunity, and responsiveness to educational and marketplace needs, while supporting institutions' traditional rights of autonomy and self-regulation."

COMMITTEES: Executive Committee
Government and Community Relations
Relationships with Other Post-Secondary Institutions
Ontario Universities Application Centre (OUAC) Advisory Board
Budget and Audit Committee
http://www.cou.on.ca/_bin/councilCommittees.cfm

MEETINGS: The Academic Colleagues meet twice each term in the Academic Year together, and once each term with the Executive Heads in the full Council. Selected Staff from the Council of Ontario Universities are in attendance at these meetings.

Role of the Academic Colleagues includes membership on the COU Committees and preparation of Discussion Papers/ Working Papers to be provided to the full Council

SAMPLES of Discussion Papers/ Working Papers to be found online on COU Website:

Marilyn Rose, "The Academic Accommodation of Graduate Students With Disabilities" (October 2009)
NOTE: This paper is not yet available on the COU website, but can be acquired electronically, upon request, from Alex Wellington

John Logan, "Learning Disabilities: A Guide for Faculty at Ontario Universities" (January 2009):
http://www.cou.on.ca/content/objects/ACWorkingPaper-LearningDisabilitiesGuide.pdf

James Neufeld and James Dianda, "Academic Dishonesty: A Survey of Policies and Procedures at Ontario Universities" (2005-2006):
http://www.cou.on.ca/content/objects/AC%20Working%20Paper%20Series.pdf

Bob Sharpe, "Changes in Student Learning Behaviours" (2004-2005):
http://www.cou.on.ca/content/objects/Academic%20Colleagues%20Working%20Paper%20Series%20vol%205.pdf

James Neufeld, "People Teaching People" (2003-2004):

http://www.cou.on.ca/content/objects/Final%20Academic%20Colleagues%202005.pdf

Marilyn Rose and Mary Thompson, "The Double Cohort and Quality" (2002-2003): http://www.cou.on.ca/content/objects/AC%20Working%20Paper%20Series%202002-2003%20Vol%202.pdf

SELECTIVE SAMPLE of TOPICS discussed by Academic Colleagues at meetings:

Casualisation of Labour/ Division of Labour
Challenges and opportunities in increasing graduate education in smaller Universities
Commercialization of Research
Online Education, including Collaborative Degrees
Rethinking Retention
Role of Research in Undergraduate Education

UPDATES: On the COU website are posted regular updates, titled "Council Highlights", including January 2010:
http://www.cou.on.ca/content/objects/CH-JAN2010.pdf

and SEE APPENDIX, COU Issues Update, dated February 1, 2010.

COU UPDATE – February 1, 2010

Subject	Issue	Status
University Operating Funding	This issue continues to be the number one priority for universities.	COU staff members have been actively engaged in advocating the principles outlined in the COU Submission regarding the multi-year plan and the Report of the Working Group on University Pensions. We have held a rotating series of meetings with both political and civil service staff at all levels in MTCU and also in Finance. We have also extended our outreach to other cabinet ministers, and deputy ministers who are strategic to our agenda and/or have influence with the Premier. Additionally, we have also identified key opinion leaders outside government with a view to informing and mobilizing them as champions for the sector.
Undergraduate Accessibility Fund	The shortfall to fully fund undergraduate enrolment growth is significantly higher than in recent years.	In the recent past, the Ministry of Training, Colleges and Universities has provided funding to respond to under-graduate enrolment growth at Ontario universities through the Undergraduate Accessibility Grant. The Province has provided full funding for growth over 2004-05 enrolment levels in each of the past few years. In the Ministry's preliminary allocation of operating grants for 2009-10, provision was made for the Accessibility Grant this year of $127M. Based on institutional enrolment estimates provided to the Ministry for the current year, there will be a significant shortfall between the preliminary allocation of the Accessibility Grant and the amount that would be flowed if the allocation were calculated on the same basis as last year, taking account of all growth of Basic Income Units (BIUs) since 2004-05. This shortfall is likely to be in the range of $90 to $100M. As a result, the COU sent a letter to the Deputy Minister seeking a commitment from the Province that funding through the Accessibility Grant will be adjusted as in past years to provide full funding for the growth in BIUs.

Subject	Issue	Status
Capital Funding	The Ontario government committed $60 billion to a ten-year infrastructure plan. MTCU, with support from the Ministry of Energy and Infrastructure, is developing a long-term capital planning process to meet the province's infrastructure needs, including those in the postsecondary sector. The Courtyard Group, a third party expert consulting firm, facilitated the exercise.	Ontario universities have included capital in their submission to government concerning the next multi-year funding plan because new investments in buildings will be necessary to handle the high level of growth that MTCU is forecasting. As part of its advocacy agenda, COU is discussing the capital needs associated with growth.
	Under the federal and provincial infrastructure announcements last year, universities received investments for construction of new facilities and renewal of old ones. Universities received $487.9 million from the federal government and $607.1 million from the provincial government.	COU is preparing a report on how federal and provincial infrastructure dollars are being put to work in the university sector and the impact that they are having on local communications. A media release will articulate the benefits and the report will be sent to Ontario MPs and MPPs.

Subject	Issue	Status
Applications for 2010-11	The Ontario Universities' Application Centre (OUAC) released data on first year undergraduate applications for 2010-11 on January 18, 2010.	The number of high school applicants rose 2.7% to 86,542 from 84,300 last year and the number of university choices grew 2.1% to 375,278 from 367,739 last year. Since 2000, there has been a 46.2% increase in applicants. These statistics include all applications received by the January 13 deadline for secondary students, although OUAC will continue to process applications received after the deadline and forward them to the universities. The total number of university applicants will get another boost later this year when mature, returning, transfer and international students apply. This group, which is called non-secondary school applicants, is also tracking 2.7% higher and could represent more than 45,000 applicants by the end of the application cycle in September. These students are diverse, with some presenting secondary school marks achieved in previous years, some applying from other provinces and countries, and others submitting transfer applications based on their desire to change programs or upgrade their educational credentials. More details and regular updates can be found at: http://www.ouac.on.ca/news/news.htm.
Student Mobility and Pathways	The provincial government would like student mobility and pathways enhanced at the postsecondary level.	COU is continuing its consultations with MTCU and Colleges Ontario on ways to facilitate student mobility and pathways across the province and has made progress on developing a set of core principles to guide student mobility. The Ministry has established a Steering Committee with representatives from COU, Colleges Ontario, CUCC and student associations to develop options for a credit transfer system for Ontario. COU representatives are Alastair Summerlee, Guelph, Patrick Deane, Queen's, Dan Lang, Toronto, and Peter Gooch, COU. The Ministry also set up a Working Group to support their work, with representatives from the same four groups noted above: COU, CO, CUCC and student associations. COU's representatives are Dan Lang and Peter Gooch. In addition, COU has established a resource group to advise the COU members of the Steering Committee and Working Group on strategies and challenges. The resource group includes Jerry Tomberlin, Carleton; Richard Marceau, UOIT; Chris Conway, Queen's; Keith Alnick, Ryerson; Karen Maki, Trent; Feridun Hamdullaphur, Waterloo; Ken Lavigne, Waterloo; Ray Darling, WLU; Barbara Brown, York; Glenn Craney, York; Sheila Embleton, York; and George Granger, OUAC.

Subject	Issue	Status
Quality Assurance	Significant changes are under development for quality assurance processes at the graduate and undergraduate levels. Oversight of graduate quality assurance is transitioning to the Ontario Council of Academic Vice-Presidents (OCAV) from the Ontario Council of Graduate Studies (OCGS). OCAV already oversees the undergraduate component (UPRAC).	A draft framework has been prepared by the Quality Assurance Transition/Implementation Task Force and submitted to OCAV, which is currently reviewing and refining it in cooperation with the new Executive Director of Quality Assurance, Dr. Donna Woolcott. A final draft of the framework will be presented to OCAV this month. A process for implementation currently is being developed. Under the proposed Framework, undergraduate and graduate programs would be treated in the same way; the Framework includes a New Program Approval Protocol, a Cyclical Program Review Protocol and an Audit process. It is intended that institutions will design and implement an Institutional Quality Assurance Process consistent with the university's mission statement and degree-level expectations, and with the Framework. The institutional processes will be submitted to the Quality Council for review and ratification. Other tasks to be completed by the OCAV Executive working with the staff at COU include development of the terms of reference of the Ontario Universities Council on Quality Assurance (OUCQA) – the new body that will implement the Framework.
Student Access Guarantee (SAG)	COU and Colleges Ontario (CO) continue to work with MTCU on issues related to the implementation of the SAG.	Universities are strongly committed to the Student Access Guarantee and will continue to work with the Ministry on the development of the annual guidelines. The COU Task Force on Student Financial Assistance contributes to the consultations and helps communicate COU's position on the impact of this initiative. COU has issued an RFP for a Student Line of Credit, as required for the SAG, on behalf of several universities. The RFP was issued in September to six major banks. Once the vendor has been selected, a provider agreement will be developed between the bank and the participating universities. It is anticipated that the vendor will be selected in early February 2010 and that the provisions will be in place for the 2010-11 academic year.

Subject	Issue	Status
University Health Insurance Plan	Costs of UHIP	The issue continues to be a concern for Ontario universities in their efforts to attract high quality students. ***Background Information:*** COU has been reviewing concerns about the cost of UHIP to international students. International students and their parents have been lobbying their universities to lower or eliminate UHIP premiums. A joint letter from COU and the Ontario Undergraduate Student Alliance (OUSA) was sent to the Minister of Health and Long-Term Care, requesting: • Reinstatement of OHIP coverage which should include all UHIP members (foreign students, faculty and staff from abroad, and their dependants). • A joint Executive Heads/Student meeting with the Minister to discuss the issue. Former COU President Paul Genest met the Deputy Minister of Health and Long-Term Care and the Deputy Minister of MTCU to discuss various issue including UHIP.
University Pension Plans	Unmanageable solvency and going concern special payments: -based on June 30/July 1, 2009 estimates going concern special payments were estimated to be $298 million per year and $257 million per year for solvency payments for total special payments of $555 million per year. -based on the relief provided in the 2009 Budget, these payments could be reduced to $349 million per year provided member consent is attained.	The Working Group on University Pension Plans has completed its report and it will be presented to Executive Heads on February 4th. Once approved, it will be distributed to the Ministers of Finance and Training, Colleges and Universities. Details of the report have been shared with staff at both Finance and TCU over the past two and a half months through a series of working meetings. During that period, the Working Group also presented a slide package summarizing the issue as part of its stakeholder consultations with OCUFA, CUPE, USW, OSSTF and COUSA. Additionally, a presentation was made to the Academic Colleagues of the COU at their meeting on December 11, 2009, with a motion being passed, by Academic Colleagues, expressing their general support of the work to date of the Working Group. ***Background*** The Working Group on University Pension Plans presented its Interim Report to Executive Heads on October 15, 2009. The Interim Report contains: - Information on existing defined benefit and hybrid pension plans including the funded status and projected special payments of each university's pension plan estimated at June 30/July 1, 2009 - Comparisons of university pension plans benefits and contributions to large public sector pension plans. - Information on permanent solvency exemptions for universities in other provinces including any accompanying requirements.

Subject	Issue	Status
University Pension Plans (continued)		- Services available from public sector pension plans including a summary of meetings with HOOPP and OMERS. (The Working Group has plans to meet with the Commonfund, a non-profit investment manager.) - An assessment of the Pension Benefit Guarantee Fund. - Pension plan governance structure in each Ontario University. In addition, the Working Group presented a possible end state solution or framework for an agreement with government. Essentially, the framework document laid out what may be required of the universities to get the desired result from government, which is a solvency funding exemption. To focus the work of the Working Group moving forward, Executive Heads were presented with 4 options for moving forward at their round table meeting on October 15, 2009, including the Working Group's recommended framework. Executive Heads were asked to consider the options and communicate to Bonnie Patterson by October 30 their support for proceeding with one of the options. Following the October 15 Executive Heads Round Table, 12 universities with Defined Benefit or Hybrid pension plans provided their active support for the proposed framework (option 3). MTCU has committed $240,000 to fund the actuarial costs associated with the completion of the Working Group's mandate. As a requirement of the funding, the Ministry asked that, where applicable, the Working Group's report include inputs from groups representing plan members including retirees, as well as OCUPA. The Ministry indicated that the consultations be held on the findings of the feasibility analysis of alternatives to enhance the long-term sustainability of university pension plans. ***Further Historical Background*** The Ontario Expert Commission on Pensions (OECP) has concluded its work and issued its final report on Pensions, titled *A Fine Balance* on Thursday November 20, 2008. A copy of the report can be found at http://www.pensionreview.on.ca/english/report/ Unfortunately, the universities' main concern has not been satisfactorily addressed in the report: that is, exemption from pension solvency funding requirements for universities. On February 26, COU provided comments on the report to the Minister of Finance indicating that we are in disagreement with the underlying premises for solvency funding for universities and quantified the staggering special payments required (special payments of $566M annually based on October 31, 2008 estimates).

Subject	Issue	Status
University Pension Plans (continued)		The Ontario 2009 Budget did provide some regulatory changes to pensions provided that universities acquire the needed consent from plan holders. If consent could be obtained, total special payments based on October 31, 2008 estimates would be reduced from $566 million per year to $331 million per year.
Education Safety Association of Ontario (ESAO)	Inequitable funding model	Ontario universities, along with schools boards, libraries, and colleges, are members of ESAO. In the past, Ontario universities have had serious concerns about the performance and structure of ESAO. COU recently (October 20th) submitted comments to the Workplace Safety Insurance Board (WSIB) relating to the *Illustrative Future State Model* outlined in a report from the Occupational Health and Safety Council of Ontario entitled *Roles Review and Realignment* dated September 5, 2008. Ontario universities support the apparent direction of the proposed model that would significantly reduce the number of Health and Safety Associations (entities), create multi-stakeholder governance and enable the streamlining of administration. The latest iteration of the model seems to address the funding inequity universities faced in the previous model and should provide better services as well to institutions. COU through CSAO and CEHSO will continue to monitor this issue.
Auditor-General (AG) Report	Response to the 2007 Auditor General report and the Standing Committee on Public Accounts recommendations	On May 28, 2009, the Standing Committee on Public Accounts held hearings on a section of the Auditor General's 2007 Annual Report, Universities – Management of Facilities. On February 19, 2009, the committee notified COU that it has asked the Ministry of Training, Colleges and Universities (MTCU) to obtain data through COU on deferred maintenance spending for fiscal years 2005-06 to 2008-09. On June 4, 2009 MTCU and COU met to discuss the data collection process. MTCU agreed that universities do not have to report previously collected historical data on the new template. COU used the historical data provided by MTCU to pre-populate the templates. Data has been gathered over the summer. The finalized dataset was submitted to MTCU on August 24, 2009

Subject	Issue	Status
New Space Management Committee		At the Executive Heads Round Table of May 21, 2009, Executive Heads agreed to a recommendation by CSAO for the formation of a new, broad-based Space Management Committee with representation from CSAO, OCAV, the Ontario Association of Physical Plant Administrators (OAPPA), Registrars, and senior space management specialists from the committee on Space Standards and Reporting. The new Committee will perform in-depth analyses of space management practices; examine the extent to which facilities renewal requirements impact space utilization; make strategic recommendations for change; and provide advice to the Ministry of Training, Colleges and Universities (MTCU) for their response to the Standing Committee on Public Accounts recommendations related to the Auditor General's 2007 Annual Report deferred maintenance section. At its first meeting in September, the Committee agreed that a two-step process is required in order to gather information to provide advice to the MTCU. As a first step, the Committee is gathering information on current space management practices at each university through a survey. The second step will be to develop a second survey to obtain information on utilization rates, based on the responses received from the first request. The survey on current space management practices was developed and distributed on October 7, 2009 to both OCAV and CSAO. The Committee met on January 19, 2010 to (1) analyze the survey findings collected from the first survey, (2) discuss researching of best practices in other jurisdictions, and (3) to draft a second survey, aimed at collecting utilization rates from all Ontario universities. The second survey will be finalized and distributed by the beginning of February 2010.

Subject	Issue	Status
PST/GST	Cost impact on Ontario universities of GST/PST harmonization	The Government of Ontario announced in the 2009 Budget it will introduce the harmonized sales tax (HST) in 2010. At the February 12, 2009 Executive Heads meeting, CSAO was asked to review the impact of sales tax harmonization and designated COFO to undertake a survey and perform some analysis. The data was collected and analyzed by COFO and on December 10, 2009 COFO submitted their final report concerning the impact of the HST on Ontario universities to CSAO. The report will be reviewed by Executive Heads at their Round Table meeting on February 4, 2010. ***Background: Process Used by COFO*** COFO provided a status update to CSAO on November 3, 2009 in which they noted that a template had been developed to assess the implications of the HST. The template was tested by 5 universities, and based on primary results the implementation of HST will result in tax savings in the operating and ancillary funds, a small tax savings in the research funds dependent upon the proportion of previously exempt research equipment to the total fund expenditures, and increased costs in the capital fund. The template was discussed at the COFO Executive meeting on November 5, 2009 and was shared with all universities for completion. COFO is currently collecting the results and will soon finalize their analysis.

Subject	Issue	Status
Supply Chain Guideline	Government guidelines for university procurement	COFO members continue to monitor the development of Supply Chain Guidelines and report on issues of significance to CSAO. In October 2009, the Deputy Minister, MTCU, informed universities of changes to the government's Procurement Directive, and Travel, Meal and Hospitality Directive. Among other changes, the new Procurement Directive requires a competitive process for all consulting services and increases the restrictions of allowable expenses for consulting services. Although universities do not all within the application of these directives, Bill 201, the *Public Sector Expenses Review Act*, not only enables the Integrity Commissioner to review employee expense claims in a public entity, but enables the Integrity Commissioner to prescribe any entity as a public entity. COFO is reviewing how the various directives fit together. Background Information: The Supply Chain Guideline has been prepared to support and improve broader public sector (BPS) supply chain activities. The Treasury Board of Cabinet has directed that the Supply Chain Guideline be incorporated into the transfer agreements of organizations in the broader public sector (BPS) receiving more than $10 million in funding per fiscal year including organizations funded by the Ministry of Training, Colleges and Universities.
Ontario Council on University Research	New Ontario Network of Excellence	In June 2009, the Ministry of Research and Innovation announced a new Ontario Network of Excellence, which is intended to streamline programs and services to accelerate collaboration and commercialization of research. OCUR has committed to working closely with the Ontario government in order to ensure open discussion and input into the development and implementation of this initiative. In particular, it is interested in participating in the development of performance metrics. OCUR invited the Ontario Centres of Excellence (OCE) to its meeting on November 19, 2009 to provide an update on OCE's work in this area. The OCUR Sub-Committee on Provincial Relations is pursuing a dialogue with MRI to better understand the ways in which the ONE will affect universities.

Subject	Issue	Status
Ontario Council on University Research (cont.)	Harmonization of Research Ethics	In the past year, the Ontario Ministry of Health and Long-term Care has signaled to OCUR an interest in better harmonization of ethics processes among universities in an effort to reduce barriers to research. An OCUR Working Group has been struck to work on this issue.
	Ontario Research Fund – Research Infrastructure (ORF-RI) / Canada Foundation for Innovation (CFI)	The 2009 Ontario Budget announced $300 million in capital funds (ORF_RI) over six years for research infrastructure, which will be available to leverage funding from CFI. In keeping with the process and criteria developed for the last ORF Large Infrastructure Funding applications, a new process and criteria will be developed to guide distribution of the funds announced in Budget 2009. OCUR will work closely with MRI over the coming months to provide input into process and criteria development. OCUR will also monitor closely, work with CFI on its next call for proposals in 2010.
	Federal Granting Agencies	OCUR remains committed to working with the three federal granting agencies on a number of issues including funding; NSERC's new conference structure to evaluate grant applications; NSERC's new University/Industry Partnership programme; and CIHR/SSHRC funding of health-related research.
	Federal ADM Integration Board	The federal science-based departments and agencies have established an ADM committee to provide a forum for discussion and to work on areas of collective interest. They have invited OCUR to participate in a pilot initiative with them that will seek to: 1) Enhance the awareness and strengthen relationships between science-based departments and Ontario universities; 2) Build a strong platform for dialogue on national challenges and science-policy integration as a first step towards full integration of the innovation system; and, 3) Support the recruitment and skill development of future public servants.

Subject	Issue	Status
Ontario Council on University Research (cont.)	Research Matters	A first meeting of a Working Group comprised of members from OCUR and the ADM Integration Board is scheduled to be held on November 26, 2009. In order to help advance the issue of research with both the federal and provincial governments, OCUR has identified the need for a new approach to ensure effective delivery of their message. OCUR has committed to making this a priority for their work this year.
	Conférence des recteurs et des principaux des universitiés du Quebec (CRÉPUQ)	A Working Group has been struck to develop a new framework and advocacy materials on why research matters. Work on this initiative will be ongoing throughout the year. As part of its outreach efforts, OCUR has signaled an interest in developing closer links with Vice-Presidents Research in Quebec. Initial discussions have been held and a joint meeting among Vice-Presidents Research from COU and CRÉPUQ is tentatively scheduled for Winter 2010.
Medical School Expansion	The 2009 Ontario Budget announced a commitment to establish 100 new under-graduate medical school positions.	The government announced the 100 new positions on May 21, 2009. The government is providing operating funding at the higher funding rate as in past expansions and is providing $35m in capital funding to support these new positions. The 100 new positions will be introduced at McMaster (21); NOSM (8); Ottawa (12); Toronto (35); and, Western (24) over the next three years, with 24 positions being established in 2009-10; 67 positions in 2010-11, and 9 positions in 2011-12. The positions at McMaster, Toronto and Western will be introduced at the campuses in Hamilton, Toronto and London, respectively, as well as their distributed sites. This increase in undergraduate medical school positions is an important part of the government's physician resource plan and builds on the two previous successful expansions of 160 new positions begun in 2000 and 104 new positions begun in 2005. This third expansion, along with the establishment of the Northern Ontario School of Medicine, will increase the total number of first year spaces from 532 in 2000 to 952 in 2011. Queen's University was not part of this round of expansion because it required funding for a new building for the medical school. The federal and provincial governments announced at the end of May they will provide funding of nearly $58m to support the construction of a new medical school building at Queen's as part of the recent capital infrastructure projects.

SENATE ELECTION RESULTS 2010
(Highlight indicates elected)

STUDENTS

At Large (Vote for 5)
Sagal Ahmed, Arts, (Public Administration and Governance) - 335
Habib O. Baruwa, TRSM (Information Technology Management) - 194
Lise de Montbrun, FEAS (Architectural Science) -335
Sean Del Giallo, Arts (Criminal Justice) - 196
Jaclyn Dell'Unto, Arts (Psychology) - 137
Lina Kiskunas, FCS (Nursing) - 135
Andrew McAllister, FCAD (Theatre) -348
Idil Omar, Arts (Arts and Contemporary Studies) - 392
Francesca Piacente, Arts (Arts & Contemporary Studies) -297
Faisal Rashid, TRSM (Business Management) - 203
Donna Ann Ryder, FCS (Social Work) - 141
Liana Salvador, FCS (Nursing)* - 445
Ahmer Siddiqui, FCAD (Graphic Communications Management) - 242
Toby Whitfield, TRSM (Business Management) – 405
Declined to Vote – 68

Ballots Submitted: 1387
Votes Cast: 3805

*Elected as RSU VP Education, and therefore holds an *ex officio* seat for 2010-11.

Arts (Vote for 1)
Lesley Brown, Arts & Contemporary Studies - 72
Stephen Kassim, Politics and Governance - 70
Andrew West, Politics and Governance -94
Declined to Vote – 4

Ballots Submitted: 240
Votes Cast: 236

TRSM (Vote for 1)
Yanna Chevtchook, Business Management - 95
Bianca Lauzer, Hospitality and Tourism Management - 58
Sheetal Patel, Business Management - 85
Mitchell Silber, Business Management – 69
Declined to Vote: 36

Ballots Submitted: 343
Votes Cast: 307

FCAD (Vote for 1)
Jaideep Gandhi, Graphics Communication Management - 97
Rebecca Zanussi, Journalism – 149
Declined to Vote: 16

Ballots Submitted: 262
Votes Cast: 246

FCS (Vote for 1)
Deep Jaiswal, Nursing - 171
Vikky Leung, Nursing - 106
Declined to Vote: 17

Ballots Submitted: 294
Votes Cast: 277

FEAS (Vote for 1)
Hasan Sharif Akhter, Mechanical Engineering - 99
Maher Aldajani, Civil Engineering - 38
Mohammad Salman Ansari, Biology - 88
Kemoo El Sayed, Civil Engineering - 186
Arash Mirzaei, Biology – 40
Declined to Vote: 36

Ballots Submitted: 487
Votes Cast: 451

Graduate Studies (Vote for up to 2)
Ian Clendening, Urban Development -16
Christopher Correia, Urban Development - 7
Mariam Munawar, Business Management - 50
Charles Sule, Environmental Applied Science and Management - 17
Declined to Vote: 4

Ballots Submitted: 71
Votes Cast: 90

Chang School (Vote for up to 2)
Mohammad Ali Aumeer, Non- Profit and Voluntary Sector Management Certificate - 46
Deborah A. Baxter, Non- Profit and Voluntary Sector Management Certificate - 33
Amil Delic. Film Studies Certificate - 31
Declined to Vote: 2

Ballots Submitted: 87
Votes Cast: 110

At-Large Faculty (Vote for up to 4*)
Hekmat Alighanbari, FEAS (Aerospace Engineering) - 24
Marta Braun, FCAD (Image Arts) - 42
Robin Church, TRSM (Business Management) - 24
Alexander Ferworn, FEAS (Computer Science) - 43
Andrew Hunter, Arts (Philosophy) - 80
Paul Moore, Arts (Sociology) - 69
Kaamran Raahemifar, FEAS (Electrical & Computer Engineering) - 28
Ravi Ravindran, FEAS (Mechanical and Industrial Engineering) - 39
Stephen Swales, Arts (Geography) - 71
John Turtle, Arts (Psychology) – 72
Declined to Vote: 0

Ballots Submitted: 155
Votes Cast: 492

* Note that there can be no more than 3 faculty from a Faculty serving as at-large Senators. For 2010-11, two faculty in Arts, one in Community Services and one in Engineering, Architecture and Science are continuing from 2009-10.
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Arts (Vote for up to 2)
Paul Moore, Sociology - 23
Mitu Sengupta, Politics and Public Administration - 30
Stephen Swales, Geography - 19
John Turtle, Psychology - 37
Declined to Vote – 1

Ballots Submitted: 65
Votes Cast: 109

FEAS (Acclaimed)
Hekmat Alighanbari, Aerospace Engineering
Kaamran Raahemifar, Electrical and Computer Engineering

TRSM (Vote for up to 3)
Rupa Banerjee, Business Management - 10
Robin Church, Business Management -7
Gabor Forgacs, Hospitality and Tourism Management – 4*
Kernaghan Webb, Business Management – 4*
Declined to Vote: 0

Ballots Submitted: 13
Votes Cast: 25

*Result of tie vote determined by a coin toss.

FCAD (Vote for up to 2)
Andrew Furman, Interior Design - 15
Lila Pine, Image Arts -14
Ann Rauhala. Journalism -18
Declined to Vote: 0

Ballots Submitted: 27
Votes Cast: 47

FCS (Acclaimed)
Debbie Chant, Early Childhood Education
Lynn Lavallee, Social Work
Zhixi Cecilia Zhuang, Urban and Regional Planning

==

CHAIRS (Acclaimed)

Arts
Neil Thomlinson, Politics and Public Administration

TRSM
Daria Sydor, Business Management (Accounting)

FEAS
Liping Fang, Mechanical and Industrial Engineering

Respectfully submitted,

Diane R. Schulman
Chief Electoral Officer

Report of the Academic Governance and Policy Committee
#W2010-2

At the request of Ryerson International, the AGPC reviewed proposed changes to two Senate policies related to International partnerships and programs.

Policy 95: The current Senate Policy #95, entitled *International Institutional Partnerships,* addresses issues relevant to the development and approval of bilateral academic student exchange programs involving Ryerson's academic units and international counterparts.

The proposed revisions to the policy are intended to provide a policy that will govern the development and approval of international partnerships that facilitate: a) International student and faculty mobility programs; b) Joint international Scholarly, Research and Creative (SRC) initiatives; and, c) international development projects jointly implemented with international partners. Academic Programs are not covered by Policy 95.

Given the similarities between international and national student and faculty mobility programs, it is proposed that this policy also govern the development and approval of student and faculty mobility programs within Canada.

It is also proposed that the Policy 95 be renamed *The Development and Approval of International Partnerships and International (and National) Mobility Programs*

Motion #1: *That Senate approve the amendment of Policy 95: International Institutional Partnerships, and the renaming of that Policy to: The Development and Approval of International Partnerships and International (And National) Mobility Programs*

Policy 155: *Approval of Collaborative Academic Program Agreements -* This is a comprehensive policy on developing collaborative academic programs which includes international programs. Minor changes to the policy have been made just to clarify that Ryerson International should be consulted early in the process of developing such programs as RI can provide valuable information and assistance. A few "housekeeping" changes have also been made.

Motion #2: *That Senate approve the amendment of Policy 155: Approval of Collaborative Academic Program Agreements.*

Respectfully submitted,

Alan Shepard, Chair, for the Committee
Keith Alnwick, Carla Cassidy, Murtaza Haider, Olufemi Ijiwoye, Jurij Leshchyshyn, Jana Macalik, Melanie Panitch, Diane Schulman, Asif Sharif, Claudette Smith, Carol Stuart, John Turtle, Heather Lane Vetere, Andrew West

RYERSON UNIVERSITY
POLICY OF SENATE
THE DEVELOPMENT AND APPROVAL OF INTERNATIONAL PARTNERSHIPS
AND INTERNATIONAL (AND NATIONAL) MOBILITY PROGRAMS

Policy Number: 95

Original Approval Date: June 2, 1993

Approval Date: March 2, 2010

Policy Review Date: March, 2015

Responsible Offices: Provost and Vice President Academic; Vice President, Research
                                                   and Innovation; and Ryerson International

This Policy outlines the approval process for the establishment of formal international
partnerships between Ryerson University and partners that involve the following activities:

  a)   International (and national[*])student and faculty mobility programs
  b)   Joint international Scholarly, Research and Creative (SRC) initiatives
  c)   International development projects

International partnerships developed outside this policy that facilitate the above listed activities,
will not be endorsed by Ryerson University.

Issues relevant to the development of international collaborative academic programs are
addressed in Ryerson University's Senate Policy # 155.

1. **Preamble**

Ryerson University will establish international partnerships that are in keeping with the
University's mandate and that are mutually beneficial to Ryerson and the participating
institution(s). The nature of the collaboration and the activities to be carried out must support the
achievement of objectives presented in Ryerson's Academic Plan and the SRC Strategic Plan.

Academic units and/or faculty members who wish to develop international partnerships must
consult Ryerson International (RI) during the early phases of the development these
arrangements. Ryerson International will provide tools and support services relevant to the
development and approval of international partnerships.

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[*] The procedures for the development and approval of partnerships that facilitate student and
faculty mobility programs within Canada are also governed by this policy.

All University-approved Memorandum of Understanding and International Institutional Agreements governed by this policy will be public documents, and will be available through Ryerson International and the participating Ryerson academic unit(s). The official documents will be in English and, when requested, also in the language of the international institution(s).

2. **Definitions**

The following definitions of terms generally used in documenting the nature of the international collaboration and level of commitment between Ryerson University and international partner institution(s) is provided here to guide the Ryerson community, and international partner institutions .

Memorandum of Understanding (MOU):

At Ryerson University**,** an MOU is often used to promote good will between the University and international partners. It is often a precursor to future and more comprehensive formal international agreements.

An MOU must outline:
a) The identified areas of cooperation to be carried out by Ryerson University and the international institution(s);
b) The terms and conditions under which these activities will be carried out;
c) The financial responsibilities of Ryerson University and of the international institution; and
d) The duration of the MOU (to a maximum of five years), and the conditions for its continuation or termination.

2.1. **International Institutional Agreements (IIA):**

An IIA is a formal agreement between Ryerson University and an international institution, which documents the agreed on details including those concerning student and faculty mobility activities; collaborative international SRC activities; and, the joint implementation of international development projects. An IIA must outline all key information relevant to the partnership and activities to be carried out, including the following:

a) The objectives of the international collaboration, and its relevance to mandates and priorities of the two institutions;
b) A description of the areas of collaboration, and where available, an outline of specific activities to be carried out;
c) The terms and conditions governing the collaboration;
d) The roles and responsibilities of Ryerson University and the international partner institution, including the financial responsibilities of each institution; and
e) The duration of the agreement (to a maximum of five years), the monitoring and review of the partnership, and conditions for the continuation and/or termination of the partnership and associated instruments.

3. Development and Approval of International Institutional Partnerships

3.1.   Establishment of International Institutional Partnerships:

Requests to establish international institutional partnerships may be initiated by an academic unit, a faculty member, or by a Ryerson administrator. Requests from academic units and faculty members to initiate the development of an international institutional partnership must be made through the submission of a written proposal to the appropriate Dean(s) and Chair(s)/Director(s). This proposal must illustrate the relevance of the proposed collaboration to the academic and SRC priorities of the participating Ryerson academic unit(s). Proposals approved at the Faculty level must be forwarded to Ryerson International for coordination of the development of the documentation and its submission for approval by the University. In consultation with the participating Ryerson academic unit(s), Ryerson International will communicate with the participating international institution(s) on the development of the proposed partnership, and finalization of the associated MOU or IIA.

3.2.   Approval, Termination and Renewal:

The authority to approve, terminate or renew an international partnerships and associated instruments, rests with the University's signing officer(s) and is governed by the signing policies of the University. Ryerson requires that multi-year agreements be signed by two University signing officers. Therefore, MOUs and IIAs governed by this policy will be signed by the Provost and Vice President Academic, and the Vice President Research and Innovation.

3.3.   Duration and Review of Memoranda of Understanding and International Institutional Agreements:

3.3.1. MOUs and IIAs that govern student and faculty mobility initiatives, joint international SRC activities, and partnerships to implement international development projects, endorsed by Ryerson University, may be approved for a maximum of five (5) years.

3.3.2. On an ongoing basis and in collaboration with the participating academic unit(s), Ryerson International will monitor international partnerships.

3.3.3. MOUs and IIAs must undergo a review at five-year intervals to evaluate their continued relevance to Ryerson's mandate and priorities. Ryerson International, in collaboration with participating academic units will coordinate the review of the partnership and associated MOU or IIA, using a results-based evaluation methodology developed by Ryerson International. Ryerson International will document and submit the results of the review to the relevant Dean(s), who will make recommendations for the renewal or termination of the partnership to the Provost and Vice President Academic and the Vice President Research and Innovation.

3.4.   Administration of Memoranda of Understanding and International Institutional Agreements:

Ryerson International will manage all processes involving requests to develop, approve, monitor, review, continue or terminate an international partnership involving:

   a) International (and national) student and faculty mobility activities;
   b) Joint international Scholarly, Research and Creative (SRC) activities; and
   c) The joint implementation international development projects with international partners

3.5.   Record of Agreements:

An original of all MOUs and IIAs signed by Ryerson University and international partner institution(s) must be filed with the Secretary of Senate.

4. <u>Procedures</u>

The tools and procedures for the development, approval, monitoring and review of international institutional partnerships are the responsibility of Ryerson International, and are available on the Ryerson International website under the "Faculty E-Guide for International Activities", or directly from Ryerson International.

RYERSON UNIVERSITY
POLICY OF SENATE

APPROVAL OF COLLABORATIVE ACADEMIC PROGRAM AGREEMENTS

Policy Number: 155

Original Approval Date: December 3, 2002

Date Amended: March 2, 2010

Responsible Office: Provost and Vice President Academic

The signing authority for all academic program agreements between Ryerson University and other institutions, as defined below, rests solely with the Provost and Vice President Academic. Individual units developing agreements must follow pertinent approval procedures.

If the collaborative academic program involves an international partner, Ryerson International should be contacted early in the process.

The process for approval requires a Letter of Intent to the Provost and Vice President Academic addressing the academic quality, societal need, and financial viability of the program, as well as the suitability of the other institution as a partner and the benefit of the collaboration to Ryerson. The Provost and Vice President Academic will determine the type of proposal and approval required for the implementation of the partnership.

If the collaboration involves the development of a new undergraduate program, the originating unit must follow the procedures outlined in Senate Policies on the development of new programs, incorporating relevant elements pertaining to the partnership.
.
An original of all signed agreements must be filed with the Secretary of Senate.

Guidance for the development of the collaborations, with reference to appropriate policies, is appended under the following headings:

- o   Considerations For The Preparation of Academic Partnership Agreements for Undergraduate And Graduate Degree Programs
- o   Degree Completion Program
- o   Advanced Standing Admission

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**CONSIDERATIONS FOR THE PREPARATION OF
ACADEMIC PARTNERSHIP AGREEMENTS
FOR UNDERGRADUATE AND GRADUATE DEGREE PROGRAMS**

Considerations outlined in this document may be useful in the development of any new partnership. There may be other policies and procedures which apply to agreements and some guidance may be found in the attached appendices.

INTRODUCTION:

The formation of academic partnerships is one vital means by which Ryerson creates new opportunities for students and grows as an institution. Those proposing such partnerships should know whether the enormous effort they will be putting into developing their proposal has the potential to succeed. It is essential that agreements with other institutions not be entered into unless they are in Ryerson's best interest.

I. AUTHORIZATION TO PROCEED

Whether or not a collaboration involves the development of a new program, a *Letter of Intent (LOI)* must first be submitted to the Provost and Vice President Academic, who must approve before any commitment is made to discuss program development. An *Executive Summary* should also be presented as the basis for information to the community. The LOI should provide the following information as specified in *The Development, Review, and Approval of New Undergraduate Programs* (Not all information will be relevant to all types of partnerships.):

- Type of partnership which is being proposed. The following are some examples of partnership models, but terminology is not standard and may vary (e.g. various arrangements made through OCGS):
    o Collaborative Program: A degree is offered by Ryerson in collaboration with another institution on curriculum and delivery.
    o Consecutive Program: Both institutions collaborate on the curriculum with a student first enrolled at one institution then the other. One degree is granted.
    o Concurrent Program: Some overlap between the two programs with the student graduating simultaneously from both with two credentials.
    o Joint Program: Two fully integrated programs with one point of admission for the student, access to both institutions throughout the process, and graduation with one credential.
- Credential – Existing degree or certificate, or a proposal for a new degree or certificate.
- Indicators that show that there is a student demand and societal need for this partnership.
- Centrality to Ryerson University's mission.
- Benefit to Ryerson in terms of its academic reputation and enhancement of its current offerings.
- Benefit to Ryerson and students of offering the program as a collaborative rather than as a stand-alone program.

- Academic quality of proposed partner and credentials of involved faculty.
- Relevance to existing Ryerson programs
- Implications of offering as an international program (if applicable).
- Partnership Specifics
    - Type of partner institution – CAAT, University, private institution; within Ontario, outside Ontario, international.
    - Profile of Partner Institution and relevant programs.
    - Recruitment – Where students will come from and who will be recruited.
    - Partner Institution's student preparedness.
    - Admissions – What students will need to be admitted to Ryerson and the coordination of program requirements with partner institutions with Ryerson requirements?
    - Logistics – Potential barriers to students including travel, scheduling, and location of program.
    - Ability of students to obtain appropriate visas for international partnerships.
- Approximate timeline for the development and approval and implementation
- Approximate number of predicted students to be served

II. ACADEMIC PARTNERSHIP DEVELOPMENT -

Partnership development may proceed following the acceptance of the LOI by the Provost and Vice President Academic.

Many departments and resource areas of the University may be affected by partnership initiatives. These areas are already considered in the development of a new program but additional consideration should be given to how or whether they will be impacted by a partnership with another institution.

Areas Affected:
- Program department
- Other affected departments
- Faculty (Dean)
- Registrar
    - Number of students needed to be accommodated in year one.
    - Number of students needed to be accommodated in a stable state.
    - Timetabling issues.
    - Availability of classrooms and difference in size between Ryerson and partner classrooms;
    - Maintenance of academic records.
    - Ramifications for any Ryerson policies, such as GPA Policy.
    - Full and/or part-time program options
    - Admission requirements for entering students.
    - Length of time for students to complete program (GPA Policy)
    - Any extraordinary technical needs in terms of admission or record keeping.

- Library
    - Faculty and student access to library facilities.
    - Space needs for additional collection from partner institution.
    - Other resources required.
- Computer Resources
    - Faculty and student access to computer resources.
    - Communication requirements – need to connect with partner through the internet.
    - Large data storage requirements – Data that Ryerson will need to retain.
    - Computer laboratory facilities – Both hardware and specific software needed for the proposed program.
    - Computer laboratory access – The availability of space for the amount of time needed.
    - Videoconferencing – The need for videoconferencing needs to be addressed.
    - System modification requirements
- Student Services
    - Financial Aid (including accessibility of scholarships, bursaries or other forms of financial aid)
    - Student Counseling
    - Services for students with disabilities
    - Services for international students
    - Health and wellness services
    - Recreation and athletic center
    - On-Campus housing availability and eligibility
    - Means of transportation between campuses, if any
    - Tutorial services
- Faculty Affairs (Review staffing arrangements to assure consistency with applicable Collective Agreements, consult with relevant Unions, and work with Human Resources to ensure that proposals are consistent with University guidelines and that broader liabilities such a**s** Occupational Health and Safety and Human Rights issues are addressed).
- Financial Services
    - Tuition fees: Responsibility for billing and collecting tuition fees, implementing fees, issuing of tax receipts, resolution of differences in tuition rates or fee structure when full program is not taken at Ryerson.
    - Non-Tuition related ancillary fees: Application of individual fees to students, ministry protocol implications, billing and collection responsibility, system and administration implications for fees different from Ryerson's.
    - Responsibility and impact on additional financial monitoring and reporting requirements

- Responsibility and impact on the Purchasing Department for additional purchases, travel, advances, etc.
  - Physical Resources (Actual space needed for the partnership and space provided by partner institution.)

Oversight

Faculty, staff and administrators may all play a role in negotiations leading towards an agreement. Such negotiations should always be under the responsibility of an appropriate representative of the University, usually a Chair or Director, and a representative of the partner institution. No commitments can be made without the approval of these individuals.

Partnership Specifics – In addition to information needed to develop a new program the following information should be considered in the development of a partnership:

- Partner Institution information
  - Relevant prior partnership agreements
  - Relevant aspects of governance structure
  - Applicable financial resources
  - Status within host country (for international agreements)
- Specific admissions requirements.
- Curriculum responsibilities of each partner institution:
  - Courses delivered by each institution.
  - If more than one partner institution, the variation in the delivery of the two partnerships.
  - If there is more than one award, the specific criteria for each award and the ability to potentially receive one award without the other.
  - The commitment of the partner institution(s) to Ryerson students.
- A detailed curriculum outline, incorporating Ryerson degree requirements in terms of program balance, etc.
- Course requirements in other teaching departments:
  - An analysis by the teaching department/school of credits being requested as equivalent to those in that department/school. This includes Liberal Studies courses for which credit is being requested.
  - Consultation with the Dean of Arts to determine if Liberal Studies course offering requirements can be met.
  - Consultation with department/schools which have academic responsibility for professional and professionally related courses to insure that these courses are readily available as prescribed in the proposed curriculum.
- Specific timeline for the development, approval and implementation of the partnership.
- An outline of recruitment activities and each partner's responsibility.
- Timeline and procedures for partnership review and renewal.

Financial Viability

Information in this category is to be generated and evaluated in collaboration with the University Planning Office and Financial Services.

- **Revenues**
  o Program eligibility for government funding
  o On-going sources of revenues for the program (e.g., revenues from tuition fees only, tuition fees and grants, other revenues as specified)
  o Tuition fees that will apply; (Does the tuition fee set-aside apply?)
  o One-time-only (OTO) sources of revenue; (When are these funds available for use?)
  o Demonstrably sustainable student intake into the proposed program; (What percentage of this student intake is expected to be international (visa) students paying international fees?)
  o Percentage of the student intake which will progress to each subsequent year level of the curriculum;
  o Proposed methodology and mechanism by which revenues are to be shared by the participating institutions to pay for each institution's costs of implementation and operation;
  o Ancillary fees (i.e., non-tuition fees such as student services fees and Oakham house fees) to be charged; (How will the collection of ancillary fees be implemented?)
  o Institution which will count the students as part of its enrolment reporting.
  o Gifts in kind from partner institution.

- **Expenditures**
  o Number of courses (expressed as one-term course equivalents) in each academic term and year level of the curriculum (For each course: How many hours of classroom instruction are required and at what time of day (if known)? What terms are involved? How many sections? Which hours of instruction are held in laboratories or other specialized classroom facilities? Which group of instructors is expected to be assigned to teach the course (e.g., RFA Mode I, RFA Mode II, CUPE?);
  o Number of courses taught by each institution; (Which courses?)
  o Extent to which academic assistants (AAs) will be used;
  o The direct costs of implementation and operation; (e.g., teaching resources required for each teaching department involved, costs of program director, administrative support, technical support, benefits, non-salary operating costs)
  o Additional space needed (For instruction, faculty, staff, and students? Where is it to be located? Are renovations required?);
  o On-going library costs are required; (e.g., library services, library staff, library equipment and facilities);
  o Additional admissions costs required;
  o Additional financial services and human resources costs required;
  o The start-up costs (e.g., course development, legal costs, search costs, office set-up, space renovations, equipment, brochures/publications and other marketing, library acquisitions);

- The costs specific to implementing and operating the program as a collaboration/ partnership; (e.g., costs of travel between partner sites, on-going allowance for legal fees, student admissions processing (Admissions/Liaison), additional administration and co-ordination between partner sites, distance education costs, processing of student and instructor immigration-related issues in international partnerships arrangements (Human Resources and Registrariat), student records data transfer and interfaces between partner sites (Registrariat), assessment of graduation eligibility and convocation costs (Registrariat), computing and communications costs (CCS), web site development costs, administering revenue/cost sharing agreement, financial monitoring and reporting requirements);
- Hiring and related costs;
- Costs of program counseling and handling of inquiries from students, prospective students and graduates.
- Portion of revenues which will remain for indirect costs (overheads) once all direct costs <u>and</u> all costs of collaboration/co-ordination that will be required to implement and operate the proposed program are taken into account;
- Ryerson resources/student services students in the program will expect when they are at a partner institution (and vice versa).
- Costs (if any) incurred by the School of Graduate Studies.
- Effect on the Chang School of Continuing Education.

Deleted: Continuing Education Division

Program Assessment

- Timeline and procedure for the periodic assessment of the program and its value to Ryerson.
- Mechanisms for the renewal and/or modification of the program as needed.(e.g. curriculum committee)

It is the responsibility of the Provost and Vice President Academic, to determine the appropriate approvals for a partnership agreement. In cases where the partnership is straightforward, the Provost and Vice President Academic may recommend that it be brought directly to Senate for approval. When the considerations are more complex, and involve curriculum issues, the partnership proposal should be brought to the Standards Committee of Senate or the Graduate Studies Council for its recommendations prior to presentation to Senate. All new programs require the approval of the Board of Governors. Any partnership which involves major budgetary considerations will also require Board approval.

International Exchange Agreements are approved directly by the Provost and Vice President Academic.

Agreement – When the Provost and Vice President Academic is satisfied that all of the appropriate approvals have been obtained and issues addressed, he or she may sign a Letter of Agreement and/or determine appropriate signatories.

APPENDIX I

PROCEDURE FOR APPROVAL OF DEGREE COMPLETION ARRANGEMENTS FOR NEW RYERSON PROGRAMS

Degree Completion Programs may be established in areas where Ryerson does not offer a four-year degree program which can be entered directly from secondary school. As with all new programs, the procedure for approval of new Ryerson programs must be followed. This will include approval by both Ryerson's Senate and Ryerson's Board of Governors.

Academic units wishing to make proposals are required to specify the prior study required (e.g. a three-year Diploma from an Ontario College), and the credit to be awarded for such study, the curriculum which students will complete at Ryerson following admission to the program and the degree to be awarded. Information on societal need, program delivery, program finances and comparable programs offered elsewhere must also be included in such proposals.

Such proposals may focus on individual feeder institutions or, more commonly, groups of institutions offering fundamentally equivalent programs.

Ryerson residency policy normally requires that a student complete a minimum of 50% of the program curriculum while registered in the Ryerson program. Departures from such practice are permitted under some circumstances, but a full rationale will be required in the policy proposal.

For detailed information on the approval of new programs see the Senate Policies entitled "*Procedures for the Preparation, Submission and Approval of Academic Proposals*" and "*Graduate Programs: Approval of New Programs and Program Modifications.*"

APPENDIX II

**PROCEDURE FOR APPROVAL OF DEGREE COMPLETION
ARRANGEMENTS FOR EXISTING RYERSON PROGRAMS**

Degree Completion policies for Ryerson degree programs permit students with prescribed academic backgrounds to enter existing Ryerson programs with credits based on prior studies.

As such policies focus on arrangements for program admissions and requirements for program graduation, program proposals must be reviewed by Ryerson's Academic Standards Committee and approved by Ryerson's Senate.

Programs wishing to make proposals are required to specify the prior study required (e.g. a three-year Diploma from an Ontario College), the credit to be awarded for such study, and the curriculum which students will complete at Ryerson following admission to the program.   In such cases, it is expected that students will be admitted to an upper semester of the program but will NOT complete the same curriculum in that semester (and subsequent semesters) as students entering the program directly from secondary school. In such cases, the curriculum for completion of the Ryerson degree may include courses normally offered in the early semesters of the Ryerson program (reachbacks), while in some cases the prior study may qualify the student for credit for courses normally taken in upper years of the program. Given the nature of such undertakings, proposals should include a clear statement of the curriculum for which the student will receive credit, together with the remaining curriculum required for the student to graduate. In addition, the proposal should outline those course offering strategies which will make it possible to support delivery of this different program curriculum.

Such proposals may focus on individual feeder institutions or, more commonly, groups of institutions offering fundamentally equivalent programs.

Ryerson residency policy normally requires that a student complete a minimum of 50% of the program curriculum while registered in the Ryerson program. Departures from such practice are permitted under some circumstances, but a full rationale will be required in the policy proposal.

APPENDIX III

PROCEDURE FOR APPROVAL OF ADVANCED STANDING POLICY

Advanced Standing admission policies for Ryerson degree programs permit students with prescribed academic backgrounds to enter existing Ryerson programs at levels beyond semester one. As such policies focus on arrangements for program admissions and requirements for program graduation, policy proposals must be reviewed by Ryerson's Academic Standards Committee and approved Ryerson's Senate.

Programs wishing to make proposals are required to specify the prior study required (e.g. a three-year Diploma from an Ontario College) as well as the curriculum which students will complete at Ryerson following admission to the program. In such cases, it is expected that students will be admitted to an upper semester of the program and will complete the same curriculum in that semester (and subsequent semesters) as students entering the program directly from secondary school.

Such proposals may focus on individual feeder institutions or, more commonly, groups of institutions offering fundamentally equivalent programs.

Ryerson residency policy normally requires that a student complete a minimum of 50% of the program curriculum while registered in the Ryerson program. Departures from such practice are permitted under some circumstances, but a full rationale will be required in the policy proposal.

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APPENDIX IV¶
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INTERNATIONAL INSTITUTIONAL ACADEMIC AGREEMENTS¶
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International agreements which involve partnership agreements should consider all of the elements included in the document on Academic Partnership Agreements. In addition, the policy entitled "*International Institutional Academic Agreements*" should be followed.¶

REPORT OF ACADEMIC STANDARDS COMMITTEE

Report #W2010–1; March 2010

In this report Academic Standards Committee (ASC) brings its evaluation and recommendation on the following items:

Section A presents in the following proposals:
- Revisions to *International Business Minor*;
- Revisions to *Nonprofit and Voluntary Sector Management Minor*;
- Revisions to *Marketing Minor*;
- Revisions to *Human Resources Management Minor* and a new *Organizational Leadership Minor*; and
- *Information Technology Management* program name change.

Section B presents proposals by the G. Raymond Chang School of Continuing Education which include new certificates in:
- *English Literature and Popular Culture*;
- *Demographic Analysis*; and
- *Strategic Marketing*.

Further documentation on the items addressed in this and all other ASC reports is available for review through the Secretary of Senate.

SECTION A: Curriculum and Program Changes

A1. International Business / Global Management Minor

The current *International Business Minor* requires the completion of six courses selected from a group of ten courses. The proposal revises the *Minor* such that it would reflect the structure and the curriculum of the new *Global Management Major* launched in Fall 2009. In particular, the proposal includes the following revisions:

- Renaming to *Global Management Minor*;
- Inclusion of a slate of "regional courses" in the elective group; and
- Inclusion of GMS 802 and deletion of CMN 443.

The revised Minor will continue to require the completion of six courses selected from among ten courses structured in two groups:

Choose **five courses**:

FIN 621   International Finance
GMS 522 International Marketing
GMS 601 International Economics
GMS 723 International Trade
GMS 724 Management of International Enterprise

GMS 802 Ethical Leadership in International Business
GMS 850 International Business Strategy
HST 500   Understanding International Relations
LAW 724 Legal Aspects of International Business
MHR 700 Cross Cultural Dimensions of Organizational Behavior

Choose **one course**:

GMS 690   The North American Business Environment;
GMS 691   The Asian Business Environment;
GMS 692   The European Business Environment;
GMS 693   The Latin American and Caribbean Business Environment;
GMS 694   The African Business Environment;
GMS 695   The Middle Eastern Business Environment.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

> *That Senate approve the revised Global Management Minor.*

A2. Nonprofit and Voluntary Sector Management Minor

In the mid-1990s, Ryerson began offering the first undergraduate certificate program in nonprofit sector management in Canada. The Department of Politics and Public Administration, the School of Business Management (as it was then known) and the School of Social Work collaborated to create a distinctive, interdisciplinary certificate program in response to a growing demand for education that focused on the specialized needs of the voluntary and nonprofit sector. The *Nonprofit and Voluntary Sector Management Minor* was developed shortly after the *Certificate*.

The *Nonprofit and Voluntary Sector Management Minor* enables students to focus on the theoretical knowledge and practical competencies required for work in and with the nonprofit sector. The *Minor* provides the student with an in-depth, interdisciplinary perspective on issues critical to this sector.

The proposed changes to the *Minor* aim to increase the availability of the *Minor* by expanding the group of elective courses and allowing students wishing to complete the *Minor* to take alternate courses in place of two electives. To receive the *Minor*, a student must complete six courses from the following course of study:

Required courses:
   INP 900   Introduction to the Nonprofit/Voluntary Sector
   INP 901   Developing Effective Organizations

Four of the following:

   INP 902   Program Evaluation
   INP 910   Strategic Planning

    INP 911   Advocacy and Government Relations
    INP 912   Marketing and Fundrasing   **or**   MKT 100 Marketing I
    INP 913   Leading Through Change   **or**   MHR 650 Management of Change
    INP 914   Diversity and Conflict Resolution
    INP 915   Financial Issues
    INP 916   NGOs and World Governance
    INP 920   Critical Issues

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

> *That Senate approve the revised Nonprofit and Voluntary Sector Management Minor.*

A3. Marketing Minor

The *Marketing Minor* develops the quantitative and qualitative skills and knowledge expected of marketing professionals. Students receive grounding in marketing theories and principles, in marketing metrics and financial marketing, as well as in the IT tools necessary to develop and implement marketing strategies.

The *Marketing Minor* was last revised in Fall 2009 to reflect the changes in the *Marketing Major* introduced at the same time. The revised *Minor* expands the group of elective courses allowing student to take courses based on their interest and career objectives. To receive the *Minor*, a student must complete six courses from the following course of study:

Required courses

    MKT 100   Principles of Marketing
    MKT 300   Marketing Metrics and Analysis

Elective courses (select four):

    MKT 400   Understanding Consumers and the New Media
    MKT 500   Marketing Research **or**
                 HTR 741 Hospitality and Tourism Research Concepts **or**
                 RMG 700 Applied Retail Research
    MKT 504   Effective Persuasion
    MKT 510   Innovations in Marketing
    MKT 600   Integrated Case Analysis
    MKT 700   Business Intelligence and Decision Modelling
    MKT 723   Marketing in the Service Industry
    MKT 730   Assessing and Managing Market Opportunities
    MKT 731   Competitive Intelligence
    MKT 828   Sport Marketing Concepts and Strategy
    MKT 829   International Sport Marketing
    MKT 850   Applied Research Project

Students will be advised to select their elective courses from the recommended courses within one of five themes.

- **Generalist:** This theme provides students with an overview of marketing strategy. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 400, MKT 500/HTR 741/RMG 700, MKT 510, MKT 600, MKT 700.

- **Sports Marketing:** This theme is for students who want to develop deeper knowledge and skills in the area of sports marketing. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 500/HTR 741/RMG 700, MKT 504, MKT 828, MKT 829, MKT 850.

- **Social Media:** This theme is for students who want to learn more about how marketers can incorporate social media into their marketing plans and measure its impact. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 400, MKT 500/HTR 741/RMG 700, MKT 510, MKT 700, MKT 850.

- **Marketing Research:** This theme is for students who want to be involved in the testing and evaluation of marketing strategies. Students who wish to pursue this theme will be recommended to select four courses from the following group: MKT 400, MKT 500/HTR 741/RMG 700, MKT 700, MKT 731, MKT 850.

- **Marketing Innovation:** This theme is for students interested in involvement in the development and marketing of new products and services. Students who wish to pursue this theme are will be recommended to select four courses from: MKT 400, MKT 500/HTR 741/RMG 700, MKT 723, MKT 730, MKT 731.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

> *That Senate approve the revised Marketing Minor.*

A4. Human Resources Management and Organizational Leadership Minors

The Department of Human Resources Management and Organizational Behaviour currently administers the *Human Resources Management Major* as part of the Business Management program and the *Human Resources Management Minor*. The Department proposes to introduce a new *Organizational Leadership Minor* and to modify the existing *Human Resources Management Minor.* The proposal provides the following descriptions and curricular content for these two Minors.

Human Resources Management Minor (revised):

The *Human Resources Management Minor* focuses on developing the broad set of knowledge and competencies expected of human resource professionals today. Students receive a solid overview as well as exposure to specialties within the field such as labour relations, recruitment and selection,

managing diversity, compensation, organizational behaviour, and training and development. Most of the courses in the *Minor* can also be used towards the Certified Human Resources Professional designation. To receive the *Minor*, a student must complete courses from the following course of study:

Required courses

    MHR 405   Organizational Behaviour and Interpersonal Skills **or**
                  HTH 601 Organizational Behaviour
    MHR 523   Human Resources Management **or**
                  HTH 503 Human Resources Administration

Elective courses (select four):

    LAW 529   Employment and Labour Law
    MHR 522   Industrial Relations
    MHR 600   Diversity and Equity in the Workplace
    MHR 623   Recruitment and Selection (Staffing)
    MHR 711   Occupational Health and Safety
    MHR 721   Negotiation and Conflict Resolution
    MHR 733   Training and Development
    MHR 749   Compensation Management
    MHR 841   Organization Theory and Design
    MHR 849   Human Resources Planning

Organizational Leadership Minor (new):

The *Organizational Leadership Minor* focuses on developing the foundation knowledge and competencies required to successfully lead and manage different types of organizations. The goal of the *Minor* is to improve the students' ability to influence, motivate and enable others to contribute toward the effectiveness and success of organizations. In addition to courses on leadership, the *Minor* includes courses on the management of organizational change, interpersonal dynamics, cross-cultural dimensions of organizational behavior, negotiation and conflict resolution and organization theory.

Required courses

    MHR 405   Organizational Behaviour and Interpersonal Skills **or**
                  HTH 601 Organizational Behaviour
    MHR 640   Leadership

Elective courses (select four):
    MHR 505   Organizational Behaviour II
    MHR 650   Management of Change
    MHR 700   Cross-Cultural Dimensions of Organizational Behaviour
    MHR 721   Negotiation and Conflict Resolution
    MHR 741   Managing Interpersonal Dynamics
    MHR 841   Organization Theory and Design
    MHR 850   Organization Development

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

> *That Senate approve the revised Human Resources Management Minor and the new*
> *Organizational Leadership Minor.*

A5. Information Technology Management: Program Name Change

The Ted Rogers School of Information Technology Management (TRSITM) has been offering a combined business and information communications technology (ICT) undergraduate degree for some 10 years. In recent years, a number of economic and social factors have caused a dramatic fall in enrolment in such programs across the world. This has created a paradoxical situation that, while demand in ICT-related jobs is projected to grow steadily over the next decade, supply is static or falling. In addition, the ICT industry has major needs for graduates who can bring both business and ICT skills to bear. In Canada a joint industry/academic task force, the Canadian Coalition for Tomorrow's ICT Skills, has been set up to try to resolve this shortage.

The Coalition will launch a new Canada-wide initiative, the *Business Technology Management* (BTM) program. This program will have three key elements:

- A new business-focused ICT curriculum will be offered by a number of leading Canadian universities, whose programs will be accredited by the Coalition. The new curriculum is a very close match to the current ITM program.
- The Coalition and its partners will market this curriculum and the supporting universities to high school students and their parents.
- Industry supporters will offer internships, coop placements and employment opportunities to students in the program.

The Coalition developed a curriculum structure and framework for accreditation of university programs. The Coalition will identify programs that will conform to the accreditation guidelines using the BTM title.

Therefore, TRSITM is proposing to change the name of the current ITM program to *Business Technology Management*. If approved, this change will result in students graduating from the program to receive the *Bachelor of Commerce (Business Technology Management)* degree reflecting the new program name. The new program and the new degree name will become effective upon approval of the proposal such that students who will graduate from the program in June 2010 will receive the new degree.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

> *That Senate approve the renaming of the Information Technology program to*
> *Business Technology Management.*

SECTION B: *Continuing Education Certificate Programs*

B1. Demographic Analysis

An understanding of demographics and demographic change is increasingly important for professionals working in business, government and the nonprofit sectors. The proposed new *Certificate in Demographic Analysis* will offer students an opportunity to learn the principles and applications of demographic analysis. Elective courses will allow students to focus on immigration and settlement studies and/or the economic impacts of demographic change. A capstone course will allow students to engage in real-world demographic analysis of issues related to demographic change such as school enrolments and closures, demand and supply of settlement services, social and assisted housing, retail sales potential and traffic in urban areas.

Admission Requirements: Prospective students are required to have an OSSD with a minimum grade of 70% in six Grade 12 U or M credits, or equivalent, or mature student status with work experience. It is recommended that students' final year of secondary school credits include a U or M level course in English, or the equivalent. Proof of English proficiency may be required by the Academic Coordinator prior to approval for enrolment in the *Certificate in Demographic Analysis* program.

It is anticipated that many *Certificate* candidates would have an undergraduate degree or post-secondary diploma/certificate with several years of professional experience in a relevant field.

Curriculum: The proposed *Certificate* program will consist of a total of six courses including 2 core courses, 3 elective courses, and a required capstone course. Elective courses offer the students an opportunity to consider demographic issues from a multidisciplinary/interdisciplinary perspective and to focus their studies on *immigration and settlement* or *the economic impacts of demographics*.

- **Core Courses:** All students will be required to complete two core courses which will deliver the fundamentals of demographic analysis and demonstrate how GIS tools can be applied in demography.

    CODA xxx   Principles of Demographic Analysis
    CODA yyy   GIS Applications in Demography

- **Elective Courses:** Students will be required to choose three electives from among 13 different courses. For nine out of the thirteen elective courses, there are no prerequisites. For the remaining four elective courses (CECN 640, CPSY 620, CPSY 941 and CSOC 474) students may have to take additional courses outside the *Certificate* if they do not have the required prerequisites. Students will be advised to consult the Academic Coordinator before selecting elective courses for timely completion of the *Certificate* program.

    CECN 640   Economics of Immigration
    CGEO 301   Marketing Geography
    CGEO 419   Retailing, GIS and Geodemographics
    CGEO 505   Regional Analysis of Canada
    CGEO 691   Canadian Immigration: Patterns and Place
    CGEO 803   Recreation and Tourism Analysis

       CINT 913   Issues of Migration
       CINT 914   Settlement Experiences
       CINT 915   Responses to Migration
       CODG 127   Digital Geography Applications in Community and Social Services
       CPSY 620   Psychology of Immigration
       CPSY 941   Cross Cultural Psychology
       CSOC 474   Immigration, Minorities and Citizenship

- **Capstone Course:** The capstone course is the culminating course designed to provide a balance between theory and application in assisting participants to succeed in their professional or quasi-professional fields. Guest speakers will be invited to share their experiences in working with organizations which employ demographic analysis as a decision-support tool such as local school boards, urban planning departments, utilities and social service agencies. The capstone course will normally be the final course of the *Certificate* program. In order to allow greater flexibility, students may take their third elective course at the same time as the capstone course provided that the topic of the elective course is not necessary for the completion of the capstone course.

       CODA zzz   Advanced Demographic Applications

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

   That Senate approve the Certificate in Demographic Analysis.

B2. English Literature and Popular Culture

The proposed *Certificate in English Literature and Popular Culture* balances theory and practice, while helping students recognize the important roles that literature and culture play in enhancing the quality of their lives, their careers, and the cultural texts they produce and consume on a daily basis. This certificate has three principal goals:

- to provide post-secondary education to individuals whose academic studies and/or careers require an ability to think creatively and critically, as well as to communicate correctly and effectively;

- to teach students aesthetic and practical skills useful in producing and analyzing cultural works, thereby effectively fulfilling the changing needs of their society; and
- to enhance students' intellectual and aesthetic quality of life through academic studies addressing the broad literary and cultural interests of members of an increasingly educated and culturally invested urban population.

Admission Requirements: Prospective students are required to have the minimum of an OSSD with six Grade 12 U or M credits with a minimum grade of 70%, or equivalent, or mature student status with relevant work experience. One of the six Grade 12 courses must be an English course.

Curriculum: The proposed *Certificate* program will consist of a total of six courses including 2 core courses and 4 elective courses presented in two thematic streams: *Literature and Entertainment*, and *Reading/Writing Culture*. The proposed curriculum structure also allows students to explore English literature and culture themes based on their individual interests.

- **Core Courses:** The program begins with two foundational courses introducing students to academic writing and the study of narrative.

  CENG 108   Nature of Narrative I
  CSSH 205   Academic Writing and Research

- **Elective Courses:** Students will be required to take four elective courses from among 14 different courses. To assist students in ensuring their studies effectively respond to their personal and professional needs and goals, elective courses are divided into two streams: *Literature and Entertainment* and *Reading/Writing Culture*. These two streams are guiding suggestions only, intended to encourage student to think strategically about their course choices. The proposed electives structure also includes a *non-stream* option to allow students to explore elective courses based on their individual interests. Students will be assisted in tailoring their learning pathways to coincide with their unique future needs. In addition, with the approval of the Academic Coordinator, students will be allowed to substitute one course offered by an academic unit other than the Department of English as an elective.

  Literature and Entertainment Stream:
  CENG 112   Zap, Pow, Bang Pop Lit
  CENG 222   Fairy Tales and Fantasies
  CENG 503   Science Fiction
  CENG 510   Gothic Horror
  CENG 705   Reading Visual Cultures
  CENG 706   Shakespeare and Performance
  CENG 888   Televisual Texts and Contexts

  Reading/Writing Culture Stream:
  CENG 200   Writing as a Cultural Act
  CENG 505   Creative Writing
  CENG 511   The Art of Writing Life
  CENG 520   Language of Persuasion
  CENG 610   The Language of Love, Sex and Gender
  CENG xxx   History of Rhetoric
  CENG 921   Narrative in a Digital Age

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

> *That Senate approve the Certificate in English Literature and Popular Culture.*

B3. Certificate in Marketing Management / Strategic Marketing

The current *Certificate in Marketing Management* was last revised in Fall 2009 to reflect the changes in the *Marketing Major*. The current *Certificate* requires the completion of 8 courses (5 required and 3 electives). More recently, the Department of Marketing has observed that the current *Certificate* does not fully address the needs of career learners and that there may not be sufficient elective courses for career learners to meet their interest and career objectives. In response, the Department of Marketing has prepared a major restructuring of the *Certificate* program. The objectives of the revised program are:

- to provide a broader choice of marketing content to career learners;
- to provide guidance on course choice by presenting streams of courses; and
- to create a structure that would allow the Department to respond quickly to market demands without having to redesign the entire program.

In particular, the proposal includes the following:

- renaming the certificate program to *Strategic Marketing*;
- no changes to admission requirements;
- reducing the number of courses required to complete the certificate from 8 to 6; and
- introducing streams that would guide students to groups of thematically coherent courses from which they may select their elective courses.

Curriculum: The curriculum of the revised *Certificate* will consist of 6 courses including 2 required and 4 elective courses grouped in five streams: *Sports Marketing*, *Social Media*, *Marketing Research*, *Marketing Innovation* and finally an *Undeclared Stream* which will allow students explore marketing based on their individual interests.

- **Required Courses:** The program begins with two required courses.

  CMKT 100   Principles of Marketing
  CMKT 300   Marketing Metrics and Analysis

  The Academic Coordinator may grant a waiver for CMKT 100 to students who may demonstrate the requisite combination of work experience and education. Students granted this waiver will still complete six courses, five of which will be from the elective category. This provision is intended to direct students with extensive marketing experience to more advanced courses rather than having them to take an introductory level marketing course. In case a student with waiver for CMKT 100 chooses to enter a business degree program, the waiver will apply and the student will take a substitute course to complete the number of courses required for the degree.

- **Elective courses:** (select four or five courses):

  CGMS 522   International Marketing
  CITM 350   Concepts of e-Business
  CMKT 400   Understanding Consumers and the New Media
  CMKT 500   Marketing Research
  CMKT 504   Effective Persuasion

CMKT 510   Innovations in Marketing
CMKT 600   Integrated Case Analysis
CMKT 700   Business Intelligence and Decision Modelling
CMKT 723   Marketing in the Service Industry
CMKT 730   Assessing and Managing Market Opportunities
CMKT 731   Competitive Intelligence
CMKT 828   Sport Marketing Concepts and Strategy
CMKT 829   International Sport Marketing
CMKT 850   Applied Research Project

Student will be advised to select their elective courses from within the recommended courses within each theme.

- **Undeclared:** This stream is for students who want to take a variety of courses from different areas of marketing.

- **Sports Marketing:** CMKT 504, CMKT 828, CMKT 829, CMKT 850.

- **Social Media:** CITM 350, MKT 400, CMKT 510, CMKT 700.

- **Marketing Research:** CMKT 400, CMKT 500, CMKT 700, CMKT 850.

- **Marketing Innovation:** CMKT 500, CMKT 723, CMKT 730, CMKT 731.

Recommendation

Having satisfied itself of the merit of this proposal, ASC recommends:

That Senate approve the revised Certificate in Strategic Marketing.

Respectfully submitted by

Mehmet Zeytinoglu,
for the 2009/2010 Academic Standards Committee

G. Allen (Journalism)	J. Gingras (Nutrition and Food)
K. Alnwick (Registrar; ex-officio)	D. Glynn (Continuing Education)
D. Androutsos (Electrical & Computer Engg.)	C. Farnum (Library)
A. Bal (Image Arts)	G. Hunt (Business Management)
T. Brancatella (Student, Nutrition and Food)	M. Moshe (Faculty of Arts)
E. Evans (Retail Management)	P. Robinson (Urban & Regional Planning)
J. Dianda (Philosophy)	D. Schulman (Secretary of Senate; non-voting)
N. George (Chemistry and Biology)	A. West (Student, Politics and Governance)