



LANGARA COLLEGE

MINUTES Langara Council Meeting Held on Tuesday, February 4, 2003 Room B201, 0930 Hours

Members:

Terry Kornutiak
Linda Arnold
Barrie Brill
Sharon Chen (LSU – absent)
Christina Chow
Laura Cullen
Deanna Douglas (absent)
Rob Dykstra
Martin Gerson
Marg Heldman
Linda Holmes, Chair
Ken Jillings
Anne MacMillan

Ken MacMillan
Verna Magee Shepherd
Pam Novak-Cawley
Therese Paradis
Brian Pendleton (absent)
David Pepper
Roger Semmens (absent)
Doug Soo
Dennis Steeves
Gloria Swadden
Lawrence Warren
Nancy Wickham
Jason Young (LSU)

Guests:

Jacqueline Bradshaw
Jim Goard
Theresa Hanson

Terry Longair
Jay Strachan

1. REVIEW OF AGENDA

The agenda was approved as circulated. The Information item refers to the two Policies that were approved and the Policies circulated via email are the final versions of these Policies.

2. REVIEW OF MINUTES AND BUSINESS ARISING

a. Draft Minutes of the Meeting held Tuesday, December 3, 2002

It was moved by V. Magee Shepherd; seconded by R. Dykstra
**THAT the minutes of the Langara Council meeting held on December 3, 2002,
be approved.**

Carried.

b. Draft Minutes of the Budget Meeting held Tuesday, January 28, 2003

- In "Members" list at top of page 1, replace F. Archibald with T. Kornutiak
- On page 6, line drawn between fourth and fifth paragraphs
- On page 3, last paragraph, last line, add (by \$3,441.68) before "as the benefits are already included".

It was moved by G. Swadden; seconded by K. MacMillan

THAT the minutes of the Langara Council Budget meeting held on January 28, 2003, as amended, be approved.

Carried.

c. Budget Update – Enhancement Requests

At the last Langara Council Budget meeting, the Graduation Fee enhancement request was the last one examined. T. Paradis requested that the fee amount be changed from \$20 to \$10 for the cleaning of gowns and tippets, and responded to questions.

The LSU representative expressed approval of the change in fee, and requested that the purpose of the fee be made clear to students.

Q: Would students pay this fee upon application to participate in graduation exercises, and what if they forget to pay?

A: Yes, and as applications are due in March, there would be plenty of time to remind students between the time of application and the graduation exercises.

Q: Would the fee be transferable if students failed to successfully complete their courses following the time of application?

A: Yes, for one year.

Financial Aid – S. Kamerling-Roberts

S. Kamerling-Roberts spoke to the area's budget enhancement request for a full-time Student Services Assistant position currently staffed on a term basis, as per the attached documentation, with additional comments as follows:

- There is \$17 million in student aid at Langara College – we have the largest participation rate in BC after the universities and BCIT, but have one of the lowest staffed Financial Aid departments.
- The Work Study program has been replaced by the SWAP program, which Financial Aid now manages. All students demonstrating financial need may now apply, regardless of whether they are on student loans.

- The additional person allows the College to take on new entrance scholarships and bursaries that assist our students, but generate work for the department.
- 41% of Langara College students registered in 9+ credits are on student loans. Because of the proportionately high number of students in need, we take on extra activities that will financially assist our students.
- On-line learning and Continuing Studies programs are becoming eligible for loans to a far greater extent than the narrow margin allowed to date. This enhances enrolment in flexible learning at Langara College but represents additional work for an already working to capacity department.

Q: How much time would this position spend working for Continuing Studies?

A: Possibly some time each day, but the majority of time is spent on scholarships, and serving students.

Communications and Marketing – N. Wickham

The Director of Communications and Marketing spoke to the department's requests for additional staff resources as per attached documentation, with the following comments:

- Most of the services provided to the College (Departments, Programs, CS, etc) are by way of staff expertise as opposed to supplies and materials. In order to provide both more service, a higher level of service, and a proactive service rather than reactive, a request is being made for two new positions.
- The request for a full-time Communications and Marketing Specialist will require half-time funding, as half will be paid for by Continuing Studies.

A question regarding the cost calculation shown for this position emerged as it did not seem to reflect the description. It was agreed that the figure would be corrected if necessary and brought forward at the next Langara Council meeting.

Q: Does the Web Project Leader position relate to the upgrade to Project Leader position requested by Information and Computing Services?

A: Yes and No. These positions are complimentary. The ICS position would be a much more technical, web-based role. This new Communications and Marketing Web Project Leader position would work collaboratively with this new ICS position. ICS would oversee the highly technical aspects of implementation (behind the scene), and the Communications position would implement directly on the website (the scene).

N. Wickham spoke to each item on the additional component of her department's enhancement requests, which represents a request for an extra \$51,100.

L. Holmes indicated that in regard to item 4, "re-establishing the College's Annual Report as a core annual document", this is a mandatory procedure for the Ministry's reporting accountability framework.

N. Wickham spoke to item 7, to "expand participation in Education/Career Fairs to 5/year in the Lower Mainland", remarking that the College has received very good feedback when engaging in this activity in the past. Communications would like to get more organized in this regard, for example saving money by registering earlier, having the proper materials to participate, etc. This request would become a part of the annual Communications/Marketing Plan and would increase our face-to-face marketing, or relationship marketing, which is an effective way to both distribute our materials and communicate our messages.

Concern was expressed that some of the items are not ongoing and therefore do not qualify as enhancement requests (i.e., \$3000 for 1-time increase of printing for mini calendars, and perhaps the \$11,600 for trial advertising).

Concern was also expressed that item 1 on this list could be a duplication of the request by the Creative Arts Division for an increase of \$10,000 in the advertising budget.

L. Holmes indicated that any funds used for advertising on behalf of the College must be coordinated, rather than each department acting independently in this regard.

Q: In regard to item 6, (web-marketing and search engines) does the figure of \$5,500 represent labour or materials?

A: Materials, primarily relating to membership fees and extraction of data reports.

Q: Regarding the Creative Arts/Communications link, how can this be used to give other programs the same kind of exposure as Continuing Studies obtains with their catalogue? Can these funds be earmarked within the Communications advertising budget by department, so they don't get "lost in the shuffle"?

A: Communications is only now trying to initiate its proper departmental functions in this regard (through the development of an annual Communications Plan), which has not been done before. The purpose of this will be to draw positive attention to the College by all means named. It was noted that what the Creative Arts Division desires to build on its

success via 'reputation marketing'. Having an excellent reputation cannot be bought-- it must be earned. Having earned this reputation, it is important to maintain it via high-level recruiting and through some 'bragging rights'. This would have a positive spin-off to the overall image of Langara Programs as well and would serve as an effective template for other divisions.

Information Media Services – D. Pepper

D. Pepper spoke to the department's request for an increase of hours to 1 full FTE for an already existing on-call position, and an increase to the supplies budget, as per attached documentation.

Athletics – T. Hanson

T. Hanson spoke to her department's request for implementation of an "Athlete Participation fee" of \$150 and an increase in the coaches' honoraria, as per attached documentation, and answered questions as follows:

Q: Do managers and coaches pay the same fee for the required clothing?

A: Yes, although not all of them.

Q: Will students object, or be surprised by the implementation of such a fee?

A: No, the students are already paying these expenses out of their own pockets as they come up - this will just bring them together in one lump sum.

Q: L. Holmes – there has been an issue regarding the lack of specific initiatives for athletes to attend Langara, which resulted from a cut in funding from the provincial government. Will inserting a fee make this situation worse?

A: Coaches use the fact that internal scholarships have grown when recruiting athletes to attend Langara. Also, Langara's excellent reputation draws many athletes to enrol here rather than at other colleges.

Q: Regarding the fee for the uniform athletic apparel, will Langara colours be used?

A: Yes, the colours will match as closely as possible, and the Langara logo used.

T. Hanson indicated that the request for an increase in the coaches' honoraria for \$20,450 would finance seven coaches and seven assistant coaches.

L. Holmes noted that \$16,800 rather than \$20,450 is what is actually being requested, with the difference representing growth increments as with regular salaries.

Q: How many hours do these coaches put in?

A: Many more hours than represented on the attached coaching grid which only show on-floor, in-competition hours.

Library – D. Pepper

D. Pepper spoke first to the enhancement request for one full-time Librarian as per the attached documentation, with the following comments:

- 3,500 students, from April through September, (a 30% increase from last year) use electronic resources that require instruction.
- A lot of activity has been diverted away from the reference desk because of increased Web activity. The amount of activity on the web-site is significant, e.g. the Library consistently ranks third or fourth on the statistics showing hits on the web-site.
- The copyright cost is mainly for Courseware and cannot be avoided. It is mostly recovered through Courseware sales.

Q: How much money is being recovered by Courseware sales?

A: About \$40,000.

Q: What are the plans to increase electronic resources and subscriptions for students?

A: The department is now continually researching and attempting to access these resources, within the existing budget.

Q: How does the price of electronic subscriptions compare to print editions?

A: Sometimes when there is a subscription to a print edition, the electronic version is included.

Q: What is the total portion of the budget for books less the amount shown?

A: About \$50,000.

L. Holmes requested that D. Pepper see D. Douglas about recovering the entire cost of copyright Courseware through sales.

L. Holmes indicated that the Alumni Development budget enhancement request was to ramp up our Alumni Program which currently relies on a Work Study student and a volunteer council.

Facilities & Purchasing – J. Strachan

J. Strachan spoke to the enhancement requests for his area, an increase in daily parking rates and additional hours on the Engineer's contract as per attached documentation, with the following comments:

- The request for an increase in the daily parking rates is an effort to encourage students to utilize alternate forms of transportation, as parking and environmental concerns are both an issue. The funds generated by the increase will pay for a reduction of the cost of a one-zone transit pass from \$63 to \$50.

Information and Computing Services – J. Goard

Copies of the revised ICS enhancement requests were distributed to Council members. J. Goard spoke to these enhancement requests as per the documentation, and fielded questions, as follows:

Q: Would the request for Help Desk support be a faculty level position?

A: No, this position would be filled by computer support personnel, as per the Technology Task Force recommendations.

Q: How does this request differ from the \$90,000 Technology Management position requested previously?

A: The Technology Management position will be different in that it would specifically assist to manage all of the components of technology at the College, including Ed Tech, management, information systems, etc.

Q: Aside from these staffing requests, does a vacant administration position still exist?

A: Yes.

Human Resources – K. Jillings

K. Jillings spoke to the enhancement requests for his area for one full-time and one part-time clerical position as per the attached documentation.

Q: Are both the full and part time positions required, or can one be done without?

A: No, Human Resources is very much in need of both positions, as the existing staff is incapable of handling the present workload volume, for example, ongoing counter service, applicant testing and data entry (which affects Payroll), without the integrity of the work becoming adversely affected and office hours being significantly reduced.

Langara Initiatives Fund – L. Holmes

L. Holmes requests Langara Council to consider reinstating the Langara Initiatives Fund (LIF) that was removed last year, in the amount of \$100,000.

Early Retirement Incentive – L. Holmes

L. Holmes requests Langara Council to consider reinstating the Early Retirement Incentive that was removed last year. However, this could also be considered as a one-time rather than an ongoing expense, and if there was money left over, this year it could be used to make up the difference in the Capital Operating Requests, which are currently short by approximately \$200,000, or provide for one-time early retirement incentives.

It was suggested that a dollar amount be inserted into this category, and the figure of \$195,600 was agreed to.

International Education – L. Holmes

L. Holmes, who had spoken to this issue briefly at the last Langara Council Budget meeting, requested that the enhancement request for this item would be covered by an increase in International Education fees. She indicated that the first International Education business analysis meeting took place last week, at which the categories and requirements of students were identified. More meetings are to take place to which many departments will be invited to give their input. The target date for a report to be submitted is February 28, 2002.

L. Holmes requested that Langara Council:

1. Approve the removal of Theatre Arts, LET and Business Management enhancement requests, as these are revenue neutral and should be treated as status quo costs.

Agreed by unanimous consensus.

2. Consider whether the following should remain on the enhancements list, as they are fees that will pay for themselves. They are as follows:

- a. Increase in locker fees
- b. Human Performance - increase in materials fees
- c. Criminal Justice - implement program fee
- d. Chemistry - increase program fees revenues
- e. Mathematics & Statistics - implement new program fees
- f. Implementation of a "Graduation fee"
- g. "Athlete Participation fee"

L. Holmes indicated that she would send the list in an email to Langara Council members for their feedback. Once the list is pared down, the remaining requests can then be voted on if funds are in place.

It was also agreed that the remaining enhancement requests would be grouped together, if reasonable, for instance all technology-associated enhancement requests.

3. **ADJOURNMENT**

The remaining agenda items were adjourned to the next meeting, to take place on Tuesday, February 11 at 9:30. The meeting was adjourned at 12:05 pm.