

**Cape Breton University
Board of Governors
Public Meeting**

**Thursday, December 10, 2015
Following Prologue
Membertou Trade & Convention Centre**

1 – 5 Opening Information/Discussion

1. Roll Call

Present:

Dr. David Wheeler (President), Dr. Dale Keefe (Secretary), Ms. Judy Bailey, Mr. Clayton Locke, Dr. Scott Stewart, Ms. Wendy Wadden, Mr. Brandon Ellis, Ms. Elizabeth Quirk, Ms. Millie Colbourne, Dr. Eddie Davis, Mr. Rany Ibrahim, Mr. Terry Kelly, Ms. Daphne Hutt-MacLeod, Mr. Darryl Poirier, Mr. Steve Wadden, Dr. Ann Francis D'Intino, Mr. Bob Fowler, Mr. Brian LeBlanc, Mr. Gordon MacInnis (Treasurer), Mr. Michael Sandalis, Mr. Mark Shannon, Mr. Roland Thornhill (Vice Chair), Mr. Ambrose White (Chair), Mr. Pat Bates, Ms. Carol Beaton

Regrets:

Ms. Carmelita Chechetto-Shea, Mr. Liam Shannon, Mr. Kenzie Cameron, Mr. Keith MacDonald, Mr. Howard Windsor, Mr. Darren Desmond, Mr. John G. Paul, Ms. Carol Ripley, Mr. Robert Sampson

The Chair declared quorum and called the meeting to order.

2 Minutes

2.1 - It was moved by Ms. Wadden, seconded by Mr. Kelly to approve the Public Minutes of October 30, 2015. It was noted that nursing curriculum reported from Senate has been submitted to ACKER not yet to MPHEC. With the noted correction, **motion carried.**

Abstentions: 1

3 Business Arising – N/A

4 CEO/CAO

4.1 Report of the President

President Wheeler referred to his written report circulated with the meeting documentation and welcomed any comments or questions.

4.2 Report of Senate

Ms. Wadden highlighted the following from the November 20th meeting of Senate:

- Dr. Keefe's report included highlights from the President including the successful Fall convocation including those presented with an honorary degree.
- The Planning & Review Committee presented their pre-budget report containing 7 recommendations; 6 of which were approved.
- The Academic Committee presented changes to the Academic Calendar.
- The Research Committee continues to work with SST on the QA review. Two approved recommendations approved will see future reviews performed at the credential level and a schedule for these reviews.

4.3 Special Announcements, Questions – N/A

5 Treasurer's Report

5.1 Financial Statements

Mr. MacInnis referred to the Financial Statements circulated with the meeting package. The following key items were highlighted and discussed:

- CBU's cash position remains relatively healthy in light of bridge financing burden carried by cash flow from operations.
- The receivable from the Province has been received after the writing of the report.
- Investment totals \$27.1 million as of October 3, 2015 (market value of \$32.3 million).
- Balances due from the CBU Foundation and the Wind Farm.
- A reminder was offered that the decline in the long term debt reflects the repayment of the SOFI loan.
- Tuition revenues for the fall/winter and the differential fees remain at a projected shortfall for the 2015/16 fiscal period.
- The Saudi Arabia Scholarship Program will no longer be offered at any of the universities in Atlantic Canada as an option for study.
- Expenditures are tracking as projected.
- Government grant revenues are consistent with budget targets.
- A reinvestment will be made in the legacy system for the ERP.
- Reorganization efforts continue and bargaining with the NSGEU locals have commenced.

With respect to the Saudi Arabian cohort not returning to CBU, Mr. MacInnis replied this was a decision made by the new King of Saudi Arabia and even though a strong relationship remains between CBU and the Ottawa bureau, it was beyond their control.

6 Committee Reports

6.1 Executive Committee

The Chair noted that the committee met earlier in the day and most items have been or will be discussed during the Prologue or Public session.

Mr. White noted that the committee agreed to make members aware that the next Board meeting is scheduled for the same time as the AUS champions and to avoid scheduling conflicts suggest that the meetings be moved to the following Friday, March 11th. With no objections it was agreed by consensus to move the next meeting to March 11, 2016.

7 Items Requiring Action \ Decision – N/A

8 New Business

8.1 Options to Address Projected 2015/16 Financial Statements

Referring to the memorandum circulated for information with the meeting package, Mr. MacInnis advised members that the presented options are for consideration to address the projected 2015/16 budgetary shortfall. Once the actual student enrolments numbers are available, the forecasted revenue shortfall will be updated at which time action on one or more of the listed options may be necessary. Members were encouraged to share their thoughts, comments and any negative reactions to the presented options.

9 Presentations

9.1 Dr. Keith Brown – Maximizing Return on Investment of Recruitment/Marketing

In a PowerPoint presentation, Dr. Brown gave an overview on the efforts of the Marketing and Recruitment departments over the last 18 months. The development of the Happen brand, the launch of the new website and how the marketing focus has shifted to target the digital savvy audience were highlighted. The changes in recruitment focus has been determined by the changing international markets, articulation and MOU agreements, the newly invigorated NSCC branding, VISA restrictions and CBU's admission processing times.

Following the presentation, Dr. Brown responded to comments and questions on the how recruitment and marketing are working to improve retention, how to expedite processing times, how to foster current and future articulation agreements, and how to more clearly identify website traffic.

10 Open Session – N/A

10 Date of Next Meeting

The next meeting will be on Friday, March 11, 2016.

11 Adjournment

It was moved by Mr. Fowler to adjourn the meeting at 6:50 pm.



Dr. Dale Keefe, Secretary to the Board