

Senate Minutes

April 7, 2016
Senate Chamber CE-339

Chair, G. D'Cunha, called the meeting to order at 2:00 pm.

1. Roll Call and Declaration of Quorum

Present:

Judy Bailey, Pat Bates, Tanya Brann-Barrett, Allen Britten, Keith Brown, Sylvia Burrow, Taylor Burton, Kenzie Cameron, George Chen, Godwin D'Cunha, Brandon Ellis, Jane Farnsworth, Barb Glassey, Odette Griscti, Derrick Hayes, Patrick Howard, John Hudec, Roy Karam, George Karaphillis, Dale Keefe, Catherine Levetin-Reid, Gordon MacInnis, Bernie MacLennan, Erna MacLeod, Elaine MacNeil, Arlene Mullan, Willena Nemeth, Vielka Salazar, Wei Shang, Liam Shannon, Laura Syms, Arja Vainio-Mattila, Wendy Wadden, Richard Watuwa, David Wheeler, Norm Smith, Shawn Bethke

Regrets:

Stephen Augustine, Debbie Brennick, Ed Davis, Margaret Dechman, Jill Ellsworth, Pierre Jean, Carolin Kreber, Sam Libbus, Brittany MacAulay, David McCorquodale, Mary Jane Morrison, David Mullan

Absent:

Brennan Boudreau, Claudette Taylor, Tuma Young

2. Logo Presentation

In response to a recommendation from the Academic Committee that the proposed CBU Logo be presented to Senate for discussion and deliberation, the special meeting was called to order and quorum declared.

Referring to the CBU strategy developed for 2014-2019 which including the brand refresh, President Wheeler explained through this process, CBU may need a new logo or a visual representation. Following a history of the process to date and a view to its conclusion, Stacey Black was introduced to present to Senate the process for the development of the proposed logo. Details with respect to the mandate set out to visually represent CBU, how a partner was chosen and the background story of the development of the proposed logo was explained in depth.

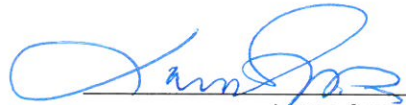
Following the presentation the floor was opened for questions, comments and suggestions. Many opinions were expressed as well as comments submitted from various departments. A majority of expressions were not in favour of the proposed logo sighting what was describe as corporate appearance and lack of tradition and distinction of academia. Concerns were also expressed with its longevity due to it trendy appearance. Other opinions were offered that the refreshing appearance could allow CBU to stand out as vibrant and fresh with a powerful, contemporary messaging. The story behind the proposed logo was very well received and appreciated however, it was noted that

the meaning may not be evident without explanation. Comments and concerns were expressed with the cost of development and implementation, to which President Wheeler assured any costs have been minimal to this point and the implementation through stationary and other such items would only be replenished when necessary. Ms. Black thanked Senate for their input, comments and questions, she explained that all of the suggestions and comments were noted during the meeting and they will review and consider all input.

Discussions of Senate's responsibilities with regard to approvals or motions with respect to the logo revealed that the Senate bylaws may be somewhat ambiguous as differing opinions were deciphered from their wording. With this in mind, it was decided that Senate would not vote on the logo today and that a clear statement must be developed on where this responsibility truly belongs. On behalf of Senate, the Vice Chair respectfully requested that Senate be involved in further consultations and considerations in this process. President Wheeler replied that after this meeting, it is evident that further consultations and market testing is necessary to ensure the end result is one that will be embraced by all stakeholders.

3. Adjournment

There being no further business, it was moved by A. Vainio-Mattila to adjourn at 4:12 pm.



Laura Syms, Secretary