

MINUTES OF ACADEMIC COUNCIL MEETING

TUESDAY, NOVEMBER 7, 2000

Members Present:

C. Lajeunesse	G. Cressy
E. Aspevig	L. Grayson
M. Dewson	R. Mendelson
I. Levine	M. Truelove
J. Sandys	D. Northwood
M. Booth	C. Matthews
M. Butko	B. Jackson
J. Okten	M. Finn
P. Pille	G. Mothersill
F. Hare	D. Day
G. Inwood	L. Michelis
K. Penny	D. Martin
A. Kaplan	J. Yee
Y. Yuan	T. Sly
M. Miller	J. Carvalho
K. Behdian	J. Hicks
K. Marciniac	N. Zaver
D. Herder	C. McCracken
J. Davenport	M. Siemiatycki
B. Lozano	E. Doolaar
C. Wright	R. Ravindran

Regrets:

K. Alnwick
K. Duplisea
C. Zamaria
D. Glynn
J. Pearce

Absent:

M. Creery	J. Tersigni
J. Chavy	R. Elliott
P. Morrison	A. Aziz
S. Quigley	S. Tullio-Pow
D. Hornik	S. Singh
M. McCrae	T. Knowlton

1. President's Report

The President indicated the University had hosted a successful visit from the Executive Director of the Federal Research Chair's Program. The President also congratulated those involved in planning the Fall Convocation. In addition, the President indicated that Homecoming was the most successful in Ryerson's history, with the highlight being a number of graduates from the Class of 1950 returning to campus for the celebration. The 2000 Alumni Achievement Awards recognized CBC journalist, Brian Stewart; television producer, Frank Gardi; Air Miles entrepreneur, Robert Gierkink; fashion designer, Joeffer Caoc; and ECE professor, Judith Bernhard.

The President presented for Council's information the "Policy on Establishment of the Status of Professor Emeritus/Emerita, Associate Professor Emeritus/Emerita". This policy will ensure that Ryerson is able to acknowledge its longstanding employees. The policy was commented upon and welcomed by RFA President, Michael Doucet. M. Dewson explained that there were no obligations placed on the recipient of the Honorary status; that the present concept of adjunct status would cover research relationships; and that this title was commonly used in Universities.

C. Lajeunesse called upon Vice-President Academic, E. Aspevig, and Vice-President Advancement, G. Cressy to present the Communication and Marketing Strategy. Both Vice-Presidents gave a review of the work that has been undertaken to improve the profile of the University. Amongst the comments made by the Vice-Presidents were the following:

- The marketing strategy is a work in progress, having resulted from three years research, which included focus groups and interviews with 100 students, faculty, alumni and friends of the University.
- One of the questions which was posed to the interviewees was whether the University's name captured the University's identity clearly and unequivocally.
- While Ryerson is seen as innovative, respected, unique, directed and successful, it is not always seen as a university.
- It was noted that there appears to be an inconsistency in the manner in which different parts of the University present themselves; for example, in the media, we are referred to in five different ways.
- The speakers highlighted the need for a mission statement that captures the essence of Ryerson and supports all members of the Community.
- Ryerson has undergone three name changes - from "Ryerson Institute of Technology", to "Ryerson Polytechnic Institute", to finally "Ryerson Polytechnic University".
- The difficulty with using "polytechnic" as part of the name for the University was discussed, particularly the confusion which appears to result in the public's mind for what a polytechnic means.
- Ryerson has worked with a communications company, J. Walter Thompson, to develop a strategy which will be used in recruitment, marketing, media relations and fundraising material.
- For communications, the name, "Ryerson University" would be used, along with a tag line which captured the "applied" aspect of Ryerson, "Wisdom Applied" was presented as a possible tag line.
- The speakers indicated the intention to proceed to the Board of Governors on November 27 to re-affirm the Mission Statement. The legal name would remain "Ryerson Polytechnic University" however, for communication purposes, "Ryerson University" would be utilized.

Academic Council discussed the use of the term "Polytechnic" as well as the proposed tag line. Council also provided comments on the visuals presented at the meeting. One Council member inquired why the legal name was not being changed at this time. G. Cressy replied that since the legal name was an Act of the Legislature, this could be amended in the future; however, at present, it was best to continue to use the legal name for agreements and the degrees. While several members of Council did express their support for

the communication strategy proposed, one member did express concern that not using the term “polytechnic” would result in a loss of value to the institution. During the discussions, a number of suggestions came forward regarding amending the tag line proposed. Among the suggestions were:

- “Wise and Creative Minds at Work”;
- that there should be more emphasis on the people at Ryerson, as “Wisdom” appeared as more of an abstract concept (the suggestion put forth was “Wise minds think Applied”); and
- a comment from a Council member that the perspective presented in one of the posters appeared to be more from University of Toronto than from Ryerson.

Following the discussions on the use of the term, “polytechnic”, the speakers thanked Council for the input provided and indicated they would consider the comments that had been presented.

2. Good of the University

C. Wright assumed the Chair for this portion of the Agenda. There were no items presented for the Good of the University.

3. Minutes of the October 10, 2000 Meeting

R. Ravindran and D. Northwood moved and seconded approval of the minutes. The minutes were approved as presented.

4. Business Arising out of the Minutes

E. Aspevig informed Council that the Registrar will be striking a committee to look into the issue of Saturday exams conflicting with religious observance. This followed an item raised at the October meeting of Council.

5. Correspondence

There was no correspondence received for Council.

6. Reports of Actions and Recommendations of Departmental and Divisional Councils

E. Aspevig gave a review, for information, of the changes presented from the faculties of Business, Arts and Community Services. One question from Council was regarding a course “FMP 500” and the Director of Nutrition, J. Welsh, who was present at the meeting as an observer, indicated that the course does presently exist.

7. Reports of Committees

i. Report #F2000-2 of the Nominating Committee

K. Penny, Chair of the Nominating Committee, presented a list of nominations for the Committees of Academic Council. In addition, there was a supplemental report from the Nominating Committee which had been distributed at the meeting. This supplemental report contained a nomination for an alumnus member of Academic Council. All nominations were presented omnibus. A motion for approval was moved by K. Penny and seconded by K. Marciniac. The nominations were approved.

ii **Report #F2000-2 of the Academic Standards Committee**

E. Aspevig, Chair of the Academic Standards Committee, presented the report.

a) **Proposed Curriculum Changes in Business Management (Economics and Management Science Major)**

Changes were proposed in semesters 5 through 8 of the Economics and Management Science Major. E. Aspevig gave a review of the changes and the basis for the proposal, which was to provide students with better preparation for senior courses, as well as to provide breadth and flexibility in the curriculum. Having assured itself of the academic soundness of the proposal, the Academic Standards Committee recommended that the proposed changes be approved. The motion for approval was put forward by E. Aspevig and seconded by L. Michelis. This motion was passed. One question regarding the list of professionally-related courses was raised, and E. Aspevig indicated that there was a long list of electives which went beyond those presented on page 43 of the report, from which students could select.

b) **Proposed Degree Designation Change in Theatre (Technical Production)**

E. Aspevig gave a review of the basis for recommending a change in the degree designation. He gave a review of the comparator BFA programs, and indicated that the Standards Committee confirmed that the BFA was the normal degree designation in programs such as Theatre and Technical Production. E. Aspevig presented a motion for approval that Academic Council endorse the Bachelor of Fine Arts (Theatre and Technical Production) as that degree designation for this program. I. Levine seconded this motion. The motion was passed. It was noted that the BFA degree is already in place for other Theatre streams.

A second motion regarding the retroactivity of this degree was presented. E. Aspevig moved that Academic Council extend the right of degree replacement to all graduates of the Theatre and Technical Production program who entered the program in 1992 or later. This motion was seconded by K. Marciniac. The motion was approved.

iii. **Report #F2000-1 of the SRC Committee**

R. Mendelson, Chair of the SRC Committee presented the report on behalf of the Committee. At the meeting, an updated version of the Committee's report was distributed, as there had been a meeting of the SRC Committee since the Council Agenda had gone to print. There had been minor friendly amendments which were reflected in the most recent version of the policy presented to Council. The policy for SRC was revised to reflect changes at Ryerson since the policy was originally adopted in 1986. In particular, the terms of reference have changed since that time period. It was noted that the revised version of the policy does not refer to private consulting as this will be the subject of a separate policy presently under consideration by the SRC Committee. R. Mendelson moved a motion, which was seconded by C. Matthews, that Academic Council approve the Ryerson policy on Scholarly, Research and Creative Activities.

One Council member inquired regarding the use of the terms "Reference and Instructions". C. Matthews responded that the librarians have a curriculum of instructional programs to advance information literacy of undergraduate students. A friendly amendment was proposed by R. Ravindran regarding deletion of the word "endeavour" in the third paragraph under the heading "University Responsibility".

An observer at Council inquired why the term "staff" was included in the section of the policy discussing responsibilities for research. R. Mendelson responded that the section referred to individuals who were research associates or assistants. A member of Council inquired whether there was a threshold for remuneration for students who participated in SRC activities. R.

Mendelson indicated that this would vary according to the individual case. Students might participate in SRC as part of either employment or for academic credit. If students were employed, they would be considered part of OPSEU.

A member of Council also inquired what protections were available for students who were involved in SRC activities. R. Mendelson and the Secretary of Academic Council both indicated that this issue was under consideration by the Research Ethics Board. At the conclusion of discussion, the motion was passed.

8. New Business

C. Matthews, Chief Librarian, commended the work of the Ryerson Community in the area of Holocaust remembrance. In particular, the work of Bob Jackson of the Library and the virtual exhibit which was accessed through the Library home page on the web, were highlighted. G. Cressy thanked C. Matthews for opening up the archives for Homecoming,

noting that the alumni, particularly the Class of 1950, enjoyed reviewing the archives' holdings.

As there was no other business to be conducted, the meeting adjourned at 7:40 p.m.