

General Faculties Council  
**GFC EXECUTIVE COMMITTEE**  
Approved Minutes

Meeting 47  
October 31, 2017, 2:00 – 4:00 p.m.

A167

***Voting Members***

Elizabeth Cannon, Chair  
Dru Marshall, Vice-Chair – present for Items 4 and 5 \*  
Tara Beattie  
Eloise Carr  
David Cramb  
Tina Miller  
Negar Mohammadi – arrived during Item 2  
Lorraine Radtke  
Trevor Tombe  
Jo Towers

***Non-Voting Member***

Sandra Hoenle

***Secretary***

Susan Belcher

***Scribe***

Elizabeth Sjogren

***Regrets***

Lesley Rigg  
Dennis Sumara

***Guests***

Karen Jackson, General Counsel – present for Item 6  
Kim Lawrence, Associate Vice-President (Marketing) – present for Item 6  
Ed McCauley, Vice-President (Research) – present for Items 4 and 5

\* by telephone

---

The Chair called the meeting to order at 2:02 p.m. and confirmed quorum.

**1. Approval of the Agenda**

The Chair reported that Item 6 (Trademarks and Official Marks Use and Licensing Policy) will be addressed at the beginning of the meeting.

**Moved/Seconded**

That the Agenda for the October 31, 2017 General Faculties Council Executive Committee meeting be approved.

**Carried**

## **2. Remarks of the Chair**

The Chair included the following in her remarks:

- This is the time of year when institutions are working on their budgets. The Naylor Report on federal support for fundamental science will factor into the federal budget and institutions are encouraging the government to respond to the report's recommendations.
- The University has until December 2019 to meet its diversity targets for Canada Research Chairs (CRC) in four areas: women, Aboriginal peoples, persons with disabilities, and visible minorities. To aid in meeting these goals, the University has limited CRC Tier 1 holders to two terms.
- The federal government is considering revisions to the Copyright Act
- The provincial government continues to work on its post-secondary funding review, tuition review, and agencies, boards and commissions review
- Once the newly-elected municipal council is settled, the University will continue discussions with the City regarding a new field house and other opportunities

The Committee discussed that CRC holders who have been with the University for two terms (fourteen years) are valuable members of the campus community, and also that Departments need the resources that come along with a CRC position. The Committee learned that the University is looking into ways to retain CRC holders past their two terms.

In response to a question, the Chair confirmed that the federal government is aware of the indirect and overhead costs of doing research, and that investment in all aspects of research is needed. Institutions continue to communicate this message.

## **3. Approval of the September 26, 2017 Meeting Minutes**

Documentation for this item was circulated with the Agenda.

### **Moved/Seconded**

That the Minutes of the General Faculties Council Executive Committee meeting held on September 26, 2017 be approved.

**Carried**

*Secretary's note: Items 4 and 5 were addressed together.*

## **4 & 5. Renewal of the Research Plan and Renewal of the Academic Plan**

Documentation for these items was circulated with the Agenda. Dru Marshall, Provost and Vice-President (Academic), and Ed McCauley, Vice-President (Research), presented these items.

Highlights:

- The proponents reported on the consultation process, and reviewed the anticipated changes from the 2011 Academic and Research Plans. It was emphasised that most units now have their own strategic plans, and so the renewed Academic and Research Plans will be more high level documents and will not include tactical details.

- The proponents reviewed the overarching model for the Academic and Research Plans, noting that the Academic and Research Plans are linked by the common priority 'Driving Innovation'. There will be a two-page opening section common to both the Academic Plan and the Research Plan, however because the Academic and Research Plans are targeted at different audiences, it is necessary for them to be separate documents.
- In relation to the Research Plan, the Committee discussed:
  - That the value proposition 'Impact' is articulated in the Research Plan, but the value proposition 'Student Experience' is currently not. The proponents reported that both value propositions will be articulated in both plans once the full documents are prepared. It was also noted that the Campus Culture element of the model will also be woven into both documents.
  - The importance of student involvement in research. The proponents reported that this will be an explicit goal in the Research Plan, and that this will be highlighted throughout the document.
  - That sustainability is explained well in the Academic Plan but this could be explained and incorporated better in the Research Plan, specifically by referring to sustainable research
  - The University has the opportunity to define what knowledge mobilization and mobilization capacity mean. The proponents agreed that this could be done in the opening section of the Research Plan.
  - That language relating to innovation should be clearly inclusive of all of the ways that disciplines achieve this, as innovation is often perceived as being science driven
- In relation to the Academic Plan, the Committee discussed:
  - The need to ensure that the plan reflects support to academic staff, management and professional staff, and support staff in doing their work
  - In response to a question, it was reported that "growth" refers to growth of intellectual capacity, increases in numbers of people, and improved efficiencies
  - The title of section 1.2 of the plan could be revised to: "Developing ~~at~~the Learning Culture" since the University currently has a learning culture
  - Consideration be given to how Calgarians are described in the Connecting Communities section, in order to be inclusive of all Calgarians, and that context is needed for the creating new art and cultural expressions statement. The proponents welcomed suggestions for alternate wording in response to both of these suggestions.
  - That the Indigenous Strategy could be referenced in the Connecting Communities section as well as the Learning Culture section
  - The statement regarding scientific, artistic and athletic accomplishments doesn't capture everything done at the University, and it was suggested that the phrase "knowledge creation" could be incorporated to address this
  - Because "community" is meant to include the local through global communities, the preface to the Connecting Communities section should include reference to global connections
  - The post-doctoral scholars are staff members and not students, and so are included in the leadership programs for staff groups. The proponents reported that they intentionally did not list all types of staff in this section as the plan is meant to be strategic, not tactical.
- The Chair reported that the Academic and Research Plans will next go to the General Faculties Council (GFC) for discussion, and then full drafts of the Academic and Research Plans will come to the

Committee in November for recommendation to the GFC in December for approval

## **6. Trademarks and Official Marks Use and Licensing Policy**

Documentation for this item was circulated with the Agenda. Karen Jackson, General Counsel, and Kim Lawrence, Associate Vice-President (Marketing), presented this item.

Highlights:

- The proponents reported that the University has standards and guidelines relating to the use of the University's trademarks and official marks, but not a formal policy. It is common for universities to have a formal policy on this, and so the Trademarks and Official Marks Use and Licensing Policy is now being developed.
- The Committee discussed:
  - When permission to use trademarks and official marks is needed. It was reported that permission is not needed if the trademark or official mark is being used as part of non-commercial University business. The Committee suggested that section 4.4 be revised to make clear that "University units **and individual employees and students** are exempt" from the requirement to secure permission if their use complies with the policy.
  - That members of the campus community working as consultants may not use the University's trademarks or official marks as part of this independent work
  - That student clubs are encouraged not to use the University's name or branding, but that existing clubs will be allowed to continue to use the University's name in their club name
  - That units are expected to comply with the University's current branding standards, but that if a unit can demonstrate a business case for developing their own branding they may do so in consultation with Marketing
- The Chair reported that the policy will proceed to the Academic Planning and Priorities Committee and the GFC for discussion, and then to the Board of Governors for approval

## **7. Review of the November 9, 2017 GFC Agenda**

Documentation for this item was circulated with the Agenda.

The Committee reviewed the draft November 9, 2017 GFC agenda.

## **8. Approved 2017-2018 GFC Executive Committee Work Plan**

Documentation for this item was circulated with the Agenda for information only.

## **9. Other Business**

There was no other business.

**10. Adjournment**

**Moved/Seconded**

That the General Faculties Council Executive Committee adjourn the October 31, 2017 meeting.

**Carried**

The meeting was adjourned at 3:12 p.m.

---

Susan Belcher  
University Secretary