



MINUTES OF THE OPEN SESSION
OF THE MEETING OF THE BOARD OF GOVERNORS

Held on Thursday, January 18, 2007, immediately following the meeting
of the Closed Session, in Room GM 407-1, SGW Campus

Present

Governors: Mr. Peter Kruyt, *Chair*, Mr. John Aylen, Dr. Rama Bhat, Me Gerald C. Burke, Dr. June Chaikelson, Hon. Baljit Singh Chadha, Mr. Walter Chan, Mr. Howard Davidson, Mr. Brian Edwards, *Vice-Chair*, Ms. Mina Etezadi, Mr. Paul Gauthier, Ms. Suzanne Gouin, Mr. Khaleed Juma, Mrs. Judith Kavanagh, Dr. William Knitter, Dr. Lawrence Kryzanowski, Dr. Claude Lajeunesse, *President*, Me John Lemieux, Ms. Christine Lengvari, Dr. Lucie Lequin, Mr. Tony Meti, Mr. Andrew Molson, Mr. Desmond O'Neill, Dr. Rhona Richman Kenneally, Ms. Patricia Saputo, Mr. Ivan Velan, Mr. Jonathan Wener, *Vice-Chair*

Non-voting Observers: Ms. Jean Freed, Mr. John Hall

Officers of the University: Ms. Kathy Assayag, Dr. Louise Dandurand, Me Marcel Danis, Mr. Michael Di Grappa, Mr. Larry English, Mr. John Parisella, Dr. Martin Singer

Guests: Mr. Guy Dumas, Me Pierre Frégeau

Absent

Governors: Sister Françoise Boisvert, Mr. Charles G. Cavell, *Vice-Chair*, Mr. James Cherry, Mr. Molham Chikhalsouk, Mr. Danny Di Perna, Me Rita de Santis, *Vice-Chair*, Mr. George Hanna, Dr. Arvind K. Joshi, Mr. David P. O'Brien, *Chancellor*, Mr. Richard Renaud, Mr. Mohamed Shuriye, Mrs. Mackie Vadacchino de Massy, Mrs. Lillian Vineberg

1. Call to Order

The Open Session was called to order at 9:28 a.m.

1.1 Chair's remarks

Mr. Kruyt announced that during the Closed Session Mr. Bill Simmons, Senior Vice-President of the firm Grenzsbach Glier & Associates, presented the results of the campaign feasibility study. The Board approved an internal working goal for the next

comprehensive campaign, the details of which will be communicated publicly at a future date.

1.2 Approval of the Agenda

Upon motion duly moved and seconded (Juma, Davidson), it was unanimously RESOLVED:

R-2007-1-4 *THAT the Agenda be approved.*

1.3 Approval of the Minutes of the Open Session meeting of December 14, 2006

Upon motion duly moved and seconded (Juma, Davidson), it was unanimously RESOLVED:

R-2007-1-5 *THAT the Minutes of the Open Session meeting of the Board of Governors, held on December 14, 2006, be approved.*

2. Business arising from the Minutes not included on the Agenda

There was no business arising from the Minutes.

3. Report of the President

3.1 Update on the search for a Provost and Vice-President, Academic Affairs

Dr. Lajeunesse reported that since the last Board meeting, the Provost Search Committee had met twice, on January 8 and 14. The Committee has finalized its interview questions and process and has narrowed down the list of candidates to be interviewed. A series of interviews has been scheduled, the first to be conducted on January 21.

Dr. Lajeunesse invited Dr. Singer to comment on student registration and to update the Board on the progress of the two search committees that he is chairing. The Provost indicated that in terms of student enrolments, 2006/2007 "unweighted" enrolments appeared to be identical to 2005/2006 enrolments with a total of just under 24,000 "unweighted" FTEs in both years. He added that the University's 2006/2007 enrolments are particularly encouraging in light of preliminary reports from other Quebec universities and if one looks at "weighted" enrolments (which are the basis for much of our funding) which are up 1.5% over last year.

With respect to the search for a Dean for the John Molson School of Business, Dr. Singer noted that the search had been extended and that the Committee was scheduled to meet this week to assemble a second list of candidates. In connection with the search for a Dean for the School of General Studies, advertisements have been published. A number of interesting candidates have applied, and the Committee will be meeting in February to review those applications. The Transition Committee is currently working on resolving outstanding issues and on producing a document detailing the budgetary implications in connection with the establishment of this unit.

4. Election of a representative of the administrative and support staff to the Employee Benefits Committee

Upon motion duly moved and seconded (O'Neill, Chadha), it was unanimously RESOLVED:

R-2007-1-6 *THAT, on the recommendation of the Electoral College, Mr. Salvatore Colavita be elected a member of the Employee Benefits Committee for the period beginning immediately and ending on December 31, 2008.*

5. Notice of motion regarding an amendment to article 41 c) of the University By-Laws

In conformity with article 58 a) of the By-Laws, Dr. Lajeunesse reiterated the notice of motion included on today's Agenda regarding the February 14 Board meeting, with respect to the approval of an amendment to article 41 c) of the By-Laws to replace the position of Vice-Provost, Research by that of Vice-President, Research and Graduate Studies as a voting member of Senate.

6. Approval of the new University logo

Ms. Gouin, Chair of the Communications Committee, prefaced the presentation by outlining the process which began in September 2005 with a view to improve Concordia's messaging in the media and in its marketing. An integrated approach was used to support the Academic Plan. Concordia's visual expression was examined and compared to that of other universities. It was felt that a new look was needed to better reflect Concordia. Accordingly, major research was conducted to develop a strategy for change.

Mr. Parisella outlined the background that led to the change. An audit conducted in 2005-2006 had revealed confusion and inconsistency in the use of the logo. He mentioned that Concordia was too reactive and needed to be more proactive with respect to its communications. He opined that the new visual identity will make a statement and more accurately reflect Concordia's essence.

Mr. Marcel Proulx, a consultant seconded to work with Mr. Parisella, conveyed the various steps of the 15-month process, giving details regarding the reputation study that was conducted by the Provost's Office with the support of University Communications, using the services of The Strategic Counsel. This process allowed the University to determine how it is perceived internally and externally, which led to the identification of the following four key characteristics: high quality, daring, diversity and approachability. However, it was found that the current logo did not incarnate those characteristics.

Working with the internal and external design teams, a process was undertaken to develop a new logo. Over 120 versions were looked at, narrowed down to two or three which were presented to the President and the Provost, adjustments were made resulting in the final version which was presented to faculty members, students, staff,

Deans, members of the President's Executive Group, Board members and alumni. The new logo was met with enthusiasm.

Mr. Sami Antaki, Director of Marketing Communications, related the evolution of the logo, showing the 1974 and 1978 versions and the current one which was approved by the Board in 1988. Guided by the aforementioned four key characteristics, after several tests made with different fonts and colors, he proudly unveiled the new logo, which preserves past emblems (the book and triangle, and the sun representing, respectively, Sir George Williams and Loyola College) while transforming them into a new dynamic expression.

Ms. Gouin informed Governors that the new logo had been presented to the Communications Committee which had fully endorsed the results of the work accomplished and the creative expression. She thanked Messrs. Parisella, Proulx and Antaki and their teams. A discussion ensued, during which the overwhelming majority expressed excitement and delight with the new logo.

Upon motion duly moved and seconded (Gouin, Chan), it was RESOLVED with one opposed:

R-2007-1-7 *THAT, upon recommendation of the Communications Committee, the Board of Governors approve the logo and graphic signature as set out in Document BG-2007-1-D1, and that said logo replace all logos currently used by Concordia University and its constituent groups.*

7. Monthly reports

- 7.1 Vice-President, Advancement and Alumni Relations – Ms. Kathy Assayag
- 7.2 Vice-President, Research and Graduate Studies – Dr. Louise Dandurand
- 7.3 Vice-President, External Relations and Secretary-General – Me Marcel Danis
- 7.4 Vice-President, Services – Mr. Michael Di Grappa
- 7.5 Vice-President, Finance – Mr. Larry English
- 7.6 Special Communications Advisor to the President – Mr. John Parisella
- 7.7 Provost and Vice-President, Academic Affairs – Dr. Martin Singer

Due to the lateness of the hour, the above-noted reports were waived.

8. Any other business

There was no other business to bring before the Board.

9. Next meeting

The next regular meeting of the Board of Governors will be held on Wednesday, February 14, 2007, at 8 a.m., on the SGW Campus.

10. Adjournment

The Open Session adjourned at 10:20 a.m.

Danielle Tessier
Secretary of the Board of Governors