

# cafad

## CANADIAN ASSOCIATION OF FINE ARTS DEANS

### **Draft Annual General Meeting Minutes**

Saturday, November 26,, 2011

9:00 A.M. EST

*Oakham House, Ryerson University*

#### **Participants**

Torben Anderson, Dean, Red Deer College  
Sean Ferguson, Dean, Schulich School of Music, McGill  
Gerd Hauck, Dean, Faculty of Communication, Art and Design, Ryerson University  
Ed Trujkowski, Associate Dean, University of Lethbridge  
Michael Longford, Associate Dean, Faculty of Fine Arts, York University  
Don McLean, Dean, Faculty of Music, University of Toronto  
David Macwilliam, Academic Dean, Emily Carr University of Art and Design  
Louise Poissant, Dean, Faculté des beaux-arts, Université de Québec à Montréal  
Desmond Rochfort, Dean, Faculty of University of Lethbridge  
Donna Rogers, Assoc Dean, Academic, Arts & Social Sciences, Dalhousie  
Ronni Rosenberg, Dean, Faculty of Animation, Art and Design, Sheridan College  
Denise Roy, Dean, Grant MacEwan University  
Marc Scholes, Alberta College of Art and Design  
Geoffrey Simmins, University of Calgary  
Gordon Smith, Queen's University  
Wisdom Tettey, Dean, UBC Okanagan  
Owen Underhill, Dean, Simon Fraser University  
Hans vanderLeest, Dean, Mount Allison University  
Ellen Waterman, Director, School of Music, Memorial  
Kathleen Weiss, department of Drama, University of Alberta  
Catherine Wild, Dean, Faculty of Fine Arts, Concordia University

	Action Items
<p><b>1. Agenda</b> The agenda was accepted as circulated.</p> <p><b><u>MOTION</u></b> <i>Moved by David MacWilliam, seconded by Desmond Rochfort, to accept the agenda as circulated.</i></p> <p>Carried</p>	
<p><b>2. Approval of minutes from previous AGM</b></p> <p><b><u>MOTION</u></b> <i>Moved by Ellen Waterman, seconded by Gerd Hauck to approve the minutes from the previous AGM.</i></p> <p>Carried</p>	
<p><b>3. Approval of Executive Committee decisions</b></p> <p>3.1 Executive Committee decisions were made available prior to the AGM through an information package and on the CAFAD website,</p> <p><b><u>MOTION</u></b> <i>Moved by Desmond Rochfort, seconded by Denise Roy to approve the Executive Committee's (EC) decisions from the past year.</i></p> <p>Carried</p> <p><b><u>MOTION</u></b> 3.2 <i>Moved by Don Mclean, seconded by Geoffrey Simmins to empower the CAFAD Executive Committee to make decisions on behalf of CAFAD between AGMs.</i></p> <p>Carried</p>	
<p><b>4. Chair's report</b> Catherine Wild reported:</p> <p>4.1 CAFAD would like to welcome Gerd Hauck to CAFAD and thank him, Shirley Lewchuk, and Jennifer Peto, and all their team who coordinated a very productive and well-received conference. Desmond Rochfort and the University of Lethbridge will be hosting next year's gathering.</p> <p>4.2 Catherine Wild referred to her letter of November 15, 2011 to the membership for details of the year's activities and noted her gratitude for</p>	

<p>the work of the EC (John Kissick, David MacWilliam, Sheila Petty, Hans vanderLeest and Ellen Waterman) in undertaking various new roles and responsibilities and the development of various proposals for the membership. Over the past year, the bulk of the Executive Committee’s time was spent reviewing CAFAD’s activities as part of the transition to a new Association management firm, Megram Consulting Inc. The key aspects of this work, the EC reviewed the membership fee structure (coordinated by Hans vanderLeest with Bob Cross, Executive Director, CAFAD), development of a new website coordinated by David MacWilliam), re-configuring of the CAFAD newsletter (coordinated by John Kissick), and established a Conference Steering Committee (coordinated by Ellen Waterman) to support host institution’s in their planning efforts and to communicate top priorities of the membership.</p> <p>4.3 The EC will be using the response to the top round table topics (established via the online survey during 2011) and suggested action plans developed by members at the CAFAD conference workshop.</p> <p>4.4 The agreement with Megram Consulting to act as the Association’s manager runs through to March 31, 2012. As per the agreement, the EC will be undertaking a performance evaluation of the past year before renewing the management contract. Members may receive an inquiry from the EC during winter 2012 asking for feedback regarding the services provided by Megram.</p>	<p><b>EC Action required on or before March 31, 2012</b></p>
<p><b>5. CAFAD website update</b></p> <p>5.1 The website redesign was coordinated by David MacWilliam and executed with design students from Emily Carr University of Arts &amp; Design. That work was then followed by further re-design by Megram generously undertaken at no additional charge to CAFAD. The following changes were made</p> <ul style="list-style-type: none"> <li>5.1.1 The domain was changed from a .com domain to a .ca. CAFAD retained ownership of www.cafad.com.</li> <li>5.1.2 Three sections were added to the site: Job Postings, Conference information, and a news page with any other information directed towards CAFAD members.</li> <li>5.1.3 The site was designed to have more visual content (photos, graphics, etc.)</li> </ul> <p>5.2 David sought feedback from members regarding potential improvements to the website or desired functions that it might serve. The following suggestions were made:</p> <ul style="list-style-type: none"> <li>5.2.1 The website for IFCAD has a login component with content that could be useful for IFCAD members (reports, graphs, performance indicators). It was suggested that CAFAD explore adding this to CAFAD’s site.</li> <li>5.2.2 The IFCAD site also includes profiles of all of its members, and</li> </ul>	

the suggestion was made that CAFAD consider doing so to help build a stronger sense of community and would help CAFAD represent itself to members and the larger community.

- 5.2.3 There is a notable lack of francophone content on the website. This is the result of limited financial resources for translation, but David agreed that this is a major shortcoming. Louise Poissant drew attention to the importance of the job postings, which she makes a point of circulating to UQAM's students and graduates and although many are currently not available in French she suggested that postings continue to be submitted in the language of the home institution and that the notification to members of new postings continue to be a priority.
- 5.2.4 A news section that included not only CAFAD news, but news relating to host institutions (with links back to their respective websites) could help members build more familiarity with the activities of other CAFAD members.
- 5.2.5 An archive of past conference materials including photographs and copies of presentations made (perhaps only available to members via login) could be very useful to all members. Gerd Hauck mentioned the Washington-based Education Advisory Board ([www.educationadvisoryboard.com](http://www.educationadvisoryboard.com)), which presents a strong model for the type of useful content that could be made available on a members-only basis. The Chair questioned whether CAFAD could become a member institution, which Gerd agreed was a good idea.
- 5.2.6 Don Maclean made the point that providing topical content through a newsletter at specific times of year might be an outdated approach when it is possible to provide ongoing content and resources via current technologies. A discussion ensued regarding developing the website as the primary, go-to resource for CAFAD members incorporating multiple types of content including, links to pertinent Canadian and international sites, topical content (strategic and operational), institutional news, discussion board, documents and photos from conferences.
- 5.2.7 A photo archive could be a useful way to promote CAFAD events. This raised issues regarding the requirement to attain members' permission to publish photographs. There was consensus that this had to be obtained but was not likely to be an issue for CAFAD members. Therefore it was agreed to explore adding text to the registration

**MOTION**

***Moved by Ellen Waterman and seconded by Sean Ferguson, to confirm that all in attendance were comfortable with their photos being published***  
**Carried**

**CAFAD EC will explore the advisability of membership in the Education Advisory Board.**

<p><b>6. CAFAD Newsletter Connexions,: Content and Frequency</b></p> <p>6.1 Ellen Waterman spoke to the newsletter on behalf of EC member, John Kissick who was unable to attend the conference due to prior commitments. The redesign of the CAFAD newsletter was overseen by John Kissick and Bob Cross, Executive Director, CAFAD. Given that a large proportion of the proposed 2012 budget and fee increases were directed to financing improvements including topical content for the newsletter, members were invited to consider how the newsletter and website might best support the memberships’ needs. As it stands, some members are finding it difficult to meet the newsletter’s deadlines and not all members have access to communications support. A proposed solution is to enhance newsletter content by providing additional topical content that would be useful to a wide range of members in addition to the institutional news and events This would be accomplished by commissioning content from outside parties to supplement member contributions, thus the increase to membership fees.</p> <p>6.2 The Chair noted that the 2012 budget proposed increased resources for the website and newsletter with the majority of resources going to the development of topical content for the newsletter. Therefore the key question for the AGM to consider was how to best use our limited resources to provide the content and links the membership required either via a newsletter or a more substantial website. A discussion ensued and the following points were raised:</p> <ul style="list-style-type: none"> <li>6.2.1 The newsletter presents information that is clearly current. It can be difficult to determine how up-to-date the information posted on the website is.</li> <li>6.2.2 The newsletter brings CAFAD updates directly to members’ inboxes, bringing news from diverse institutions into the spotlight more frequently and helps to spotlight smaller institutions. A concern that fewer people would visit the website explicitly for news updates unless the information came to them directly in some way.</li> <li>6.2.3 The newsletter format makes it easier to share CAFAD news and job postings with colleagues and alumni.</li> <li>6.2.4 Bios of members would be helpful in creating community and orienting new members. 25 word bios and photos were suggested in a password protected area.</li> <li>6.2.5 More bilingual content would be desirable. Louise Poissant offered to help with translation if needed.</li> <li>6.2.6 Some requests and suggestions were made re improved functionality of specific tabs etc.</li> <li>6.2.7 Add photographs of activities and session presentations from annual conference to website.</li> </ul>	

6.2.8 Discussion of the value of receiving updates or content that is 'pushed to' the membership and where to build in that function.

6.2.9 A suggestion that any high priority issues or commissioned content be linked to a discussion board.

6.3 Another proposal was to build some of the newsletter features into the website; specifically, a function where members could receive email updates from the site and determine how frequently they would like to receive them. This approach sees the website as a hub where news could be made available to members as it became relevant. At the same time, however, members could be invited to submit content that would be compiled and sent to CAFAD members as a PDF two or three times a year. Overall, the role of the newsletter as a community builder is still important, but needs to be reconsidered in relation to the possibilities of the website as an online community builder. David MacWilliam pointed out that this level of functionality on the website is possible, but it must be made a priority by directing resources towards creating a more comprehensive website and digital archive.

6.4 Increasingly discussion focused on the need for the website to be the hub and primary focus for CAFAD's resources and the importance of scheduled updates to members. Suggestions included institutional news and where possible topical content potentially in a newsletter type format, a mandate foster ongoing discussion between members, promote the website as a portal to a multitude of relevant sites, establish an archive of materials.

6.5 At the AGM, the priorities for the website as a communications tool were discussed, including:

6.5.1 Seeking ways to foster ongoing discussion and push and pull of content to and from members.

6.5.2 How to best meet institutional needs

6.5.3 Community building

6.5.4 A members only section of the website

6.5.5 Commissioning or developing content &/or research content may be desirable and would necessitate allocation of resources over and above the maintenance of the website.

**MOTION**

***Moved by Geoffrey Simmins and seconded by David MacWilliam, that the CAFAD Executive prioritize the website as the primary resource for CAFAD membership and to direct the budgetary resources accordingly.***

**Carried**

**MOTION**

***Moved by Ellen Waterman and seconded by Sean Ferguson to discontinue the newsletter in its current form. Its function to provide resources to members including development of topical content, sharing institutional***

**EC Priority**

***news, and building community will be incorporated into the website including the possibility of a scheduled news and event update to the website.***

**Carried**

## **7. Secretary/Treasurer's Report**

7.1 The CAFAD year-end happened in October. Hans vanderLeest reported that our most recent net income is \$8500, which does not yet take into account the expenses of this year's conference; there is nothing of note in our income or expenses.

7.2 Our Executive Committee now has coverage for liability insurance, which is a new expenditure beginning this year. It has now become standard issue for even the smallest of organizations, and has been incorporated into budget planning going forward.

7.3 A document was distributed which outlined the proposed new fee structure for current and future CAFAD members. A new category named 'Affiliate Membership' was created as a general category to allow for the possibility of individuals from other organizations who might be invited to attend conferences and events. Some members thought the \$200 fee attached to this type of membership was too high and would not attract affiliate members and therefore would dissuade participation. Hans acknowledged these concerns and explained that the category is a work in progress and that CAFAD could modify the structure at the AGM or after a year or two of implementation as required.

7.4 Gerd Hauck suggested that, in step with IFCAD, CAFAD could begin inviting Associate Deans to attend the conference as a way to encourage membership. A discussion ensued surrounding whether Associate Deans could attend in addition to or in lieu of the Dean of their department. It was decided that if a Dean held an institutional membership and could not attend and wished to delegate another member of their unit, then that person would not need to purchase a membership. If, however, an associate dean wished to hold their own membership and attend the annual conference *in addition* to the head of the administrative unit, that person would need to hold a separate membership as per the proposed fee structure. An amendment was made to the membership structure to clearly permit delegation by the chief administrator of a unit.

### **MOTION**

***Moved by David MacWilliam, seconded by Sean Ferguson, that the new classes of CAFAD membership and proposed fees be circulated as amended to members not in attendance will be asked via email. As per the Chair's notes, they will be approved as amended.***

**Carried**

**Megram is going to send the revised fee structure document out to the entire membership before December 31, 2011**

7.5 The difference in fees based on the size of departments instigated a discussion surrounding whether or not this presents an unfair advantage to larger institutions. It was agreed that under the Category A membership, the chief administrator of a unit can delegate an associate dean, or department chair, to attend the annual conference in their place. In that instance, it was agreed that the delegate does not need to hold an individual membership as an associate member.

**MOTION**

***Moved by David MacWilliam, seconded by Owen Underhill, to revise the motion so that it states that under the Category A membership, the chief administrator of a unit can delegate an associate dean, or department chair, to attend the annual conference in their place.***

**Carried**

7.6 Hans vanderLeest motioned to move the fiscal year to begin on 1 January going forward with the collection of revised membership fees effective 1 January 2012. The proposed changes to the fee structure will take effect on 1 January, 2012, which will be the new end of year. The 2012 portion of the fees paid for 2011-12 membership in June 2011 will be prorated therefore, somewhat reducing the impact of the total costs of the new membership fees in the first year of implementation. The vote passed unanimously.

**MOTION**

***Moved by Hans vanderLeest, seconded by David MacWilliam to move the fiscal year to begin on 1 January going forward with the collection of revised membership fees effective 1 January 2012.***

**Carried**

7.7 Hans raised a motion, seconded by David MacWilliam that would consolidate the funds listed under the newsletter expense line with the funds allocated to the website and communications for a total allocation of \$7000. The 2012 CAFAD budget was approved with a unanimous vote.

**MOTION**

***Moved by Hans vanderLeest, seconded by David MacWilliam to approve the 2012 CAFAD budget with the change to the newsletter expense line.***

**Carried**

**8. Election of Officers to the Executive Committee effective January 1, 2012**

8.1 Before turning over the chair to David MacWilliam for a report from the nominating committee, Catherine Wild thanked Sheila Petty and David MacWilliam for their extensive contributions to CAFAD and their advocacy on behalf of CAFAD as past chair and EC member (with responsibility for the website) respectively. The chair also noted that David would be continuing to assist the EC with the website during winter 2012 as the new elements discussed today are implemented.



<p>8.2 David MacWilliam put the following slate of officers forward for consideration:</p> <p>8.2.1 Catherine Wild has agreed to continue to a third year as chair. The normal term of chair being two years.</p> <p>8.2.2 Hans vanderLeest has agreed to continue as treasurer (the third year of a three year term)</p> <p>8.2.3 Ellen Waterman has agreed to continue as the East Canada Representative with oversight for the conference steering committee (the second year of a three year term)</p> <p>8.2.4 John Kissick has agreed to continue as the Central Canada Representative with oversight for the newsletter (development of topical content for the website) (the third year of a three year term)</p> <p>8.2.5 Denise Roy as the Western Canada Representative for a three year term.</p> <p>8.2.6 A proposal to nominate Vladamir Spicanovic as Member-at-Large for a three year term.</p> <p><b><u>MOTION</u></b></p> <p><b><i>Moved by Owen Underhill and seconded by Gerd Hauck to approve the slate of officers proposed.</i></b></p> <p><b>Carried</b></p> <p>8.3 David thanked all the members for a positive year. In addition, he noted that the Executive Committee would like to acknowledge Catherine Wild's enormous contribution to the organization over the past twelve months and asked that this be noted in the minutes.</p> <p>8.4 Any members who are interested in joining the Executive Committee or participating in other ways should contact Catherine directly by email (Catherine.Wild@concordia.ca).</p> <p>8.5 To promote the use of the CAFAD website as a portal to the most relevant Fine Arts sites members in each province will be asked to provide a list of the relevant and most useful web links in their province ( and beyond) so that they may be added as resources to the CAFAD website.</p>	
<p><b>9. IFCAD Report ( Gerd Hauck, ICFAD board member)</b></p> <p>9.1 The most recent IFCAD conference took place in Washington, DC. 400 members attended, most of which were representatives from American institutions. Given their large membership they have the resources for significant keynote speakers and Gerd generously offered to provide a pdf of Arlene Goldfarb's keynote talk on Art's Public Purpose for CAFAD members.</p> <p>9.2 While at the conference, Gerd raised the point that IFCAD falls short of its allegedly international mandate. He requested that they revise the portion</p>	<p><b>Gerd agreed to send CAFAD a PDF copy of the speech.</b></p>

<p>of their mission statement that outlines their goals of raising the profile of Fine Arts in the United States. Gerd was invited to join the IFCAD Executive, and agreed to do so with the condition that they consider altering the programming of their conference to be more relevant to educators from outside the US. All CAFAD members are encouraged to attend the upcoming IFCAD conference in Minneapolis.</p> <p><b><u>MOTION</u></b></p> <p><b>Moved by Gerd Hauck and seconded by Ellen Waterman that CAFAD would support any increased international conference material at IFCAD.</b></p> <p><b>Carried</b></p>	
<p><b>10. AGM 2012</b></p> <p>Desmond Rochfort, Dean, University of Lethbridge, is hosting the 2012 CAFAD Conference. The conference is scheduled as per past practice to be held two weekends prior to Thanksgiving, Thursday, September 27 through Saturday, September 29. The exact dates will depend on the date of Thanksgiving Monday. Desmond is developing a program and suggested inviting a delegate from IFCAD and ELIA to attend. CAFAD’s steering committee anticipates receiving a draft program by February 1, 2012 with a goal of distributing the program by June 1, 2012.</p> <p>Catherine Wild Noted that Concordia University and Université de Québec à Montréal (UQAM) are considering hosting the 2013 conference and have invited McGill University to join them in hosting CAFAD.</p>	
<p>11. Motion for adjournment: 11:33</p>	