

NIPISSING UNIVERSITY BOARD OF GOVERNORS

COMMUNITY RELATIONS COMMITTEE MEETING

OPEN SESSION

September 11, 2017

The Community Relations Committee of the Board of Governors met on Monday, September 11, 2017, at 1:30 p.m. in the Nipissing University Board Room (F303).

Members Present: Gord Durnan, Chair
Karl Neubert
Janet Zimbalatti
Kristen Ferguson
Ryan Hehn
Cooper Allen
Rose Jawbone
Tyrel Somerville (non-voting)
Harley d'Entremont (non-voting)
Cheryl Sutton (non-voting)

Regrets: Mike DeGagné
Paul Cook
Derek Shogren
Sean Feretycki

Guests: Christine Dowdall, University Secretary
Casey Phillips
Kelly Brown

Recording Secretary: Melinda DeBenedet, Secretary, Marketing & Communications

1. Welcome/Opening Remarks – Committee Chair, Gord Durnan

Chair Gord Durnan welcomed everyone to the first Community Relations Committee meeting. He outlined that the purpose of this committee is to consider areas Nipissing should invest in to build strong relationships in the community. He noted that the committee will report to, and provide guidance and assistance to, the Board in these areas.

2. Election of Committee Vice-Chair

Karl Neubert agreed to allow his name to stand as committee vice-chair.

3. Review Committee Mandate/Terms of Reference and Develop Annual Work Plan

Discussion began with the Chair asking if there are things in the strategic plan that this committee feels need to be communicated to the broader community. Ultimately, in order for the committee to provide the most value to the Board, it was recommended that the committee review all the ways in which Nipissing is currently

reaching out to the community. Accordingly, in preparation for the next meeting, the Marketing team was asked to prepare a listing of all the ways in which the University currently promotes itself and reaches out to the community. Once we map out the ways in which Nipissing is engaging with the community, we can more accurately advise the Board how best to move forward in a strategic fashion.

It was suggested that one key link to the community is through continuing education, as there are many people in small business roles who are taking online or evening courses. This committee could consider recommending to the Board that more resources be put into promoting Nipissing's continuing education programs to keep that connection with the community and to, in turn, increase enrolment.

The Marketing & Communications department sends out a weekly news article email that showcases how Nipissing is being portrayed in the news. The email often includes other news articles that may be relevant to Nipissing. The weekly email will now be forwarded to Board members in the same fashion that the NU News is distributed.

The VPFA and the Manager, Marketing & Communications were asked to give a presentation at the next meeting of the committee that highlights the economic impact study that is currently being conducted by KPMG.

4. Adjournment

The meeting was adjourned at 2:30 p.m.

Recording Secretary

Committee Chair