

NIPISSING UNIVERSITY BOARD OF GOVERNORS

COMMUNITY RELATIONS COMMITTEE MEETING

OPEN SESSION

September 17, 2018

The Community Relations Committee of the Board of Governors met on Monday, September 17, 2018, at 1:30 p.m. in the Nipissing University Board Room (F303).

Members Present: Karl Neubert, Committee Chair
Fran Couchie
Mike DeGagné
Kristen Ferguson
Ryan Hehn
Rose Jawbone
Jade Nighbor
Tom Palangio
Judy Smith
Xander Winter (non-voting)
Arja Vainio-Mattila (non-voting)
Cheryl Sutton (non-voting)
Christine Dowdall, University Secretary (non-voting)

Regrets: Daniel Goulard
Derek Shogren
Paul Cook

Guests: Kelly Brown
Patti Carr
Gord Durnan

Recording Secretary: Melinda DeBenedet, Secretary, Marketing & Communications

1. Welcome/Call for Conflicts of Interest – Committee Chair, Karl Neubert

Chair Karl Neubert welcomed everyone to the first meeting of the year, briefly outlined the purpose of the committee and gave an overview of what was discussed last year.

2. Election of Committee Vice-Chair

Judy Smith agreed to assume the position of Committee Vice-Chair.

3. Review of Committee Terms of Reference

The Committee Chair reviewed the Terms of Reference for the committee. No questions or issues were raised.

4. Review of Draft Annual Work Plan

The Chair went through the Annual Work Plan draft for 2018-19. No concerns or recommendations were brought forward.

5. Economic Impact Study – Next Steps

The President provided a brief overview of the Economic Impact Study (EIS) that was completed last year by KPMG. The committee was shown a few of the key infographics that were created by the Marketing team to help convey the study's information to the community/funders/government/etc. Several committee members asked questions and commented on the importance of getting the information out into the community as soon as possible.

It was suggested that the Registrar be invited to attend the next meeting of this committee to talk about how recruitment is using the EIS in their presentations to high school students. It was also suggested that more of the infographic "stories" that were created by the Marketing team be brought in for the committee's information.

6. Other Business

Last year, the Marketing department compiled an extensive listing of the ways in which Nipissing University interacts with the community. Those linkages will be highlighted in a new Community Relations website that will be launched later in the year.

The meeting was adjourned at 2:05 p.m.

Recording Secretary

Committee Chair