

NIPISSING UNIVERSITY BOARD OF GOVERNORS

COMMUNITY RELATIONS COMMITTEE MEETING

OPEN SESSION

October 15, 2018

The Community Relations Committee met on Monday, October 15, 2018, at 1:30 pm in the Nipissing University Board Room (F303)

Members present: Karl Neubert, Committee Chair
Fran Couchie
Judy Smith
Kristen Ferguson
Ryan Hehn
Daniel Goulard
Jade Nighbor
Rose Jawbone (teleconference)
Tom Palangio
Mike DeGagne
Arja Vainio-Mattila (non-voting)
Cheryl Sutton (non-Voting)
Christine Dowdall, University Secretary (non-voting)

Regrets: Paul Cook
Derek Shogren
Xander Winter

Guests: Kelly Brown, Manager, Marketing and Communications
Debra lafrate, Registrar
Patti Carr

Recording Secretary: Abby Blaszczyk (Administrative Assistant, President's Office)

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

The meeting was called to order at 1:35 p.m. The committee chair called for any conflicts of interest; no such declarations were made.

2. Economic Impact Study (EIS): Update on Communication Plan – Cheryl Sutton, VPFA

The Vice-President, Finance & Administration (VPFA) provided an update on the communication plan for the Economic Impact Study (EIS). The proposed date for the media release is December 7, 2018, and is expected to include Vic Fedeli (MPP) and Anthony Rota (MP).

A Committee member questioned if the EIS would also be released in French given that a large percentage of the population in the community and surrounding area is French speaking. Discussion followed, and a suggestion was made to at least consider providing the French translation below the English press release.

3. Presentation on Strategic Student Enrollment and Recruitment – *Debra lafrate, Registrar*

The Registrar has been working closely with the Provost and Vice-President, Academic and Research to develop a strategic plan for student enrollment and recruitment. The Registrar gave an in-depth presentation on the application trends locally and provincially, showing how Nipissing relates to other Northern Universities and the current enrollment statistics.

A significant discussion followed regarding potential opportunities to increase enrollment through recruitment and program development. Importance was placed on the need for experiential learning opportunities for students and providing seamless pathways for both non-traditional and graduate students. Additionally, the importance of attracting students from local communities was highlighted. Committee members offered several suggestions, including providing potential students with transportation to Nipissing for tours of the campus and facilities, offering alternative transportation options for students who want to travel home for weekends, coordinating with Canadore on collaborative programming, developing partnerships with the Anishinabek Education Centre, finding ways to attract French language students from the North Bay and surrounding communities, etc.

4. Brainstorming Session re Community Relations Website – *Kelly Brown, Manager of Marketing & Communications*

This topic has been deferred to the next committee meeting.

5. Other Business

There was no other business.

The meeting adjourned at 2:35 p.m.

Recording Secretary

Committee Chair