

FACULTY COUNCIL  
FACULTY OF ADMINISTRATIVE STUDIES

Notice of Meeting

A meeting of the Faculty Council of the 1986/87 Academic Year will be held on Friday, November 28, 1986 at 9:30 a.m. in the McCaskill Centre.

-----

AGENDA

1. Chairman's Remarks
2. Dean's Remarks
3. Minutes of Previous Meeting
4. Business Arising from Minutes of Previous Meeting
5. Enquiries & Communications: Letter from APPC on University Planning Timetable - For Information.....Appendix 'A'
6. Associate Dean (Academic) Remarks
7. Associate Dean (Student Affairs) Remarks
8. Motion: Procedure for Merit Pay Increase.....Appendix 'B'
9. Other Business
10. Adjournment

MINUTES OF FACULTY COUNCIL

FACULTY OF ADMINISTRATIVE STUDIES

The regular meeting of the Faculty Council of the 1986-87 Academic Year was held on Friday, November 28th, 1986 at 9:30 a.m. in the McCaskill Centre.

The following were present:

S. Borins - Associate Dean, Student Affairs  
J. Waters - Associate Dean, Academic Affairs

Members of Faculty:

P. Alley	C. Mayer
T. Beechy	V. Murray
J. Dermer	L.S. Rosen
J. Dewhirst	P. Roy
D. Dimick	S. Warner
R. Heeler	T. Warner
J. Hull	B. Wolf
W. Jordan	U. Zohar
T. Kuhn	

Other Members:

S. Best	B. Moffat
C. Burega	E. Ozon
C. Courtis	J. Parkinson
C. Crystal	T. Rajtek
M. Gagnon	S. Scott
L. Gulka	H. Wassef
E. Gutmacher	D. Varma
W. King	

Item #1 - Chairman's Remarks

The Chairman thanked the UBC for supplying coffee and donuts. He referred Council to the recent issue of "Time" magazine in which Digital's ad highlighted Dawson Brewer's bank simulation game at York University.

Item #2 - Dean's Remarks

Dean Hockin was in China and would be returning next week.

Item #3 - Minutes of Previous Meeting

Professor M. Moyer moved that the minutes of the previous meeting be approved.

Seconded by Professor W. Jordan.

Motion Carried.

Item #4 - Business Arising from Minutes of Previous Meeting

Nil.

Item #5 - Enquiries & Communications

The Chairman referred Council to Appendix 'A', a letter from APPC regarding the timeframe for annual revision of the University Academic Plan, for information.

The Chairman advised Council that Item #8 (Motion re procedure for Merit Pay Increase) should not be under Council business, and therefore would be discussed and voted on following the Council meeting with members of the Bargaining Unit.

Item #6 - Associate Dean (Academic) Remarks

- 1) A memo was received from Penelope Doob, Associate Vice-President for Faculty Affairs, on "Preliminary Comments on Faculty & Department Plans prepared for APPC". She cautioned us about lamenting the fact that our travel budget is \$600 per faculty member since the average in some Faculties is \$150. She also suggested we will have to defend the assertion that 75% of all courses should be taught by tenure track faculty. Her review was helpful in making suggestions for ways to sharpen future reports.

Associate Dean Waters advised Council that work was proceeding on our Five Year Plan as outlined in his memo of October 27th. He also reported that Kathy Byers has advised him that we will receive a request next week for a proposal for new faculty members.

- 2) Associate Dean Waters expressed his thanks to Franca Dotto and Peter Alley for all their work in preparing the 6010 course evaluations.
- 3) He advised Council that the Masters Programme Committee had talked about making the MBA experience more cohesive and more of an opportunity to create an ongoing network of relations. Since the Wanikita Orientation was so successful, it was suggested that a three day on-campus orientation with both full-time and part-time MBA's be developed. The OBIR and MGTS areas have expressed a willingness to help.

Lianne Gulka (GBC) reported that the students who attended Wanikita had an excellent experience and have developed bonds that part-time students lack. Research is being done on how part-time students feel about this and Lianne welcomed comments from faculty.

Associate Dean Waters asked for any reactions to the proposal.

A lengthy discussion raised questions about whether part-time students were interested in developing bonds or social contacts or whether they just wanted to get their degree. The discussion will resume after adequate research has been completed.

It was suggested that faculty be polled to see how many would be interested in helping to develop an orientation programme for part-time and full-time MBA's.

- 4) Associate Dean Waters reported that the GBC have raised the question of more "Awards for Excellence".

Lianne Gulka stated that in the calendar there are few awards for excellence for both graduates and undergraduates, and requested faculty's views on how to increase these awards.

Professor Rosen indicated that he would be able to help raise money for an award in Accounting and suggested the students contact him. Charmaine Courtis offered her assistance.

#### Item #7 - Associate Dean (Student Affairs) Remarks

##### Trade Management Centre Proposal

Associate Dean Borins reported that a great deal has happened since the last Faculty Council meeting concerning the Trade Management Centre proposal. At the university level it has been presented to APPC and approved in principle. Support has been received from the President and Ian Lithgow. Ian Lithgow's office has been helpful and are now in the process of preparing a brochure for the Centre. He noted that at the Federal Government level they are trying to find a department willing to champion the project and then to find support from their departments. Many senior bureaucrats have been approached and there has been a positive reaction. At the Provincial Government level, S. Borins, B. Wolf, and J. Gillies are developing the same strategy as in the Federal Government. At the bureaucratic and ministerial level the proposal has met with encouragement and enthusiasm. Bob Kaplan, our MP, has expressed his support. Funding support is needed from private parties in the public sector such as Trade and Industry Associations.

The process is rewarding and encouraging but support of faculty members is needed in approaching trade and industry associations and also ethnic business

leaders. Associate Dean Borins asked if faculty members could assist in developing contacts, he would appreciate their assistance. Professor Wolf commented that they have been refining the document and have received help both internally and externally.

Professor Dimick inquired what this Centre would do for the Faculty. Associate Dean Borins replied that it would give our Faculty research funding, Executive Development courses in trade management and the creation of a three year MBA with trade management concentrations. The main point is that the Centre would create an expansion of infrastructure within the Faculty.

### Recruitment

He reported that the three recruiting sessions held in Toronto on November 10th, 11th, and 12th were very successful with a total of 350 people attending. The University of Toronto had a recruiting session on their Executive Programme on November the 12th and we were still able to draw people to our Don Mills session. The part-time MBA applications are up 20% from last year.

The Eastern recruiting trip was not very successful. The same organization was used as the Western recruiting trip but the turnout was discouraging, with an average of 10 students per university where as the Western trip was around 30 students. Eastern Canada views York as being very remote.

Associate Dean Borins inquired what Council's feelings were regarding a similar trip to Western Canada again next year. He suggested an alternative to the trip would be to place a half page ad in student newspapers with a tear away portion for responses. Generally, Council was supportive of the trip rather than advertisements. It was suggested that alumni or faculty guest speakers could help in recruiting students.

### Marketing Task Force

Two meetings have been held with one having outside attendance by part-time FAS faculty who work in advertising and public relations. The Communications Department at York has been contacted regarding publicity. Professor Don Thompson has been very helpful and Robert Cohen is designing a marketing proposal.

He reported that a memo had been sent to all faculty members regarding journal or newspaper articles for inclusion in the front bulletin board to tell students about our professional/research activities.

Barbara Moffat reported that the Minor Research Grant Committee requested a large display case in the front lobby to carry current books but due to budget constraints, we were unable to help. She did agree to make use of the current display case for this purpose but has received nothing to date. Ms. Moffat stated that she would be pleased to help co-ordinate any material for this case.

Item #9 - Other Business

Nil.

Item #10 - Adjournment

Moved by Professor C. Mayer that Faculty Council be adjourned.

Seconded by Professor W. Jordan.

Passed Unanimously.

NOTE:

Following the meeting, members of the YUFA Bargaining Unit met to consider the method of deciding merit pay and passed the following motion:

"Faculty Council delegates to the Dean the responsibility for distribution, with the advice of Management Committee, of the merit pay provided for in clause 25.07 of the 1985-87 Collective Agreement between the Board of Governors and the York University Faculty Association".