

Nov. 19 and 25, 2014

*President's Report*  
*to the*  
**Fredericton and  
Saint John Senates**



**UNB**  
**EST. 1785**

FREDERICTON • SAINT JOHN

Dear members of Fredericton and Saint John Senates,

Our mission is to create the premier university environment for our students, faculty and staff in which to learn, work and live. We continue to fulfill our mission with the help of dedicated faculty, energetic administrators, committed staff, generous benefactors and concerned citizens. I am pleased to share some of our recent highlights:

On Nov. 24, our community will celebrate Dan Murray, long-serving Vice-President (Finance and Corporate Services), as he retires after an 18-year career at UNB. A reception will be held in Dan's honour from 4 p.m. to 6 p.m. in the Long Hall of the Richard J. CURRIE CENTER and is open to all faculty and staff. Help wish Dan and his wife Maggie all the best as they embark on their next adventure as a family.

On Nov. 3 in Montreal, UNB celebrated a \$1 million gift from The Jarislowsky Foundation that established The Jarislowsky Chair in Interprofessional Patient-Centred Care, held by assistant professor Dr. Shelley Doucet in the Department of Nursing and Health Sciences in Saint John. UNB also announced an additional gift of \$500,000 from The Jarislowsky Foundation for a postdoctoral fellowship focused on health care public policy. The new postdoctoral fellowship will focus on the development of evidence-based public policy in health care.

UNB Varsity Reds are the proud winners of the 2014 Subway Atlantic University Sport (AUS) men's soccer championship after a 2-1 win over the Cape Breton Capers in Newfoundland on Nov. 2. This is the team's second consecutive AUS soccer conference championship. The Varsity Reds men's soccer team is the Canadian Interuniversity Sport (CIS) number 2-ranked team.

On Oct. 31, I attended the faculty council meeting for the Faculty of Law in Fredericton. I also attended the faculty council meeting for the Faculty of Business Administration in Fredericton on Oct. 3. I will continue to attend as many faculty council meetings on both campuses as I can.

The Voice-Over-IP (VOIP) technology our Fredericton campus has had since 2013 is now available on our Saint John campus. A total of 381 phone lines were converted and will

ultimately contribute savings to the Saint John campus of more than \$80,000 a year. Saint John faculty and staff have the same phone features as their Fredericton colleagues, and the entire university benefits from 4-digit dialling to any user on either campus, eliminating long-distance charges between campuses. A single directory service is also available on the new phones. One of the many advantages of VOIP is that the university has more control over future costs and our ability to add additional services like conference bridging and a central fax server is effortless. UNB is well on its way to ultimately realizing more than \$4.8 million in telephone service savings over the next 10 years.

On Oct. 28, UNB announced the National Bank is partnering with the Pond-Deshpande Centre (PDC) to support programming for the next generation of entrepreneurs. Through a generous donation of \$100,000, National Bank is providing funds for the Technology Innovation Funding Program and the Student Ambassador Program at the PDC.

UNB's Security and Traffic in Fredericton, St. Thomas University and New Brunswick Community College are working together in an effort to implement a mass notification system in case of an emergency. Three vendors have presented to date and UNB's Security and Traffic is now in the process of conducting reference checks with present users of each supplier. The mass notification system is meant for urgent messaging to all faculty, staff and students but it can also be broken down into sub groups. Once the vendor is selected in November, the system will be populated with all unb.ca email addresses in Fredericton and a test message will be sent out. Faculty, staff and students may choose to opt out or add additional contact information. This notification system will provide another layer of safety and security to the Fredericton campus. Our Saint John campus currently has a mass notification system already in place.

UNB granted honorary doctor of letters degrees to Beth and Peter Powning at its 32<sup>nd</sup> Fall Convocation Ceremony on Oct. 24 in Saint John. Some of Beth Powning's critically acclaimed works include *The Sea Captain's Wife*, *The Hatbox Letters*, *Edge Seasons* and *Shadow Child*. She has been widely published in books, anthologies and magazines. She is a participant of UNB Saint John's Lorenzo Reading Series, and will read from her latest novel, *A Measure of Light*, in April 2015. A ceramist and sculptor, Peter Powning's work has appeared in galleries

around the world, from Canada and the U.S. to Japan. For the past 10 years, he has installed 14 large public commissions across Canada, and locally his work appears at Saint John Energy, Market Square, the Saint John Free Public Library and Saint John Harbour Passage. He is the recipient of several awards, including the 2006 Saidye Bronfman Award, which a year later became the Governor General's Bronfman Award. UNB Saint John proudly graduated 45 undergraduates and 125 post-graduates.

On Oct. 23, UNB awarded an honorary degree to Chris Huskison, UNB alumnus and President and CEO of Emera Inc., during its 60<sup>th</sup> Convocation on the Fredericton campus. A leader in his field, Chris is a member of the Association of Professional Engineers of Nova Scotia and also serves on the board of directors for Innovacorp, as well as on many other for-profit and not-for-profit boards of directors. He is past chair of the Canadian Electricity Association, past chair of the Greater Halifax Partnership and past chair of the Energy Council of Canada. In 2013, Chris was named Canadian Energy Person of the Year in recognition of the contributions he has made to the energy sector in Atlantic Canada.

Convocation on the Fredericton campus also celebrated teaching by awarding Sherry Rose, Faculty of Education, and Sean Kennedy, Faculty of Arts, with the Dr. Allan P. Stuart Memorial Award for Excellence in Teaching. Emeritus designation was bestowed upon Ellen Carusetta and Edward Veitch. UNB Fredericton proudly graduated 163 undergraduates and 216 post-graduates.

On Oct. 15, we announced a generous gift of \$500,000 from Drs. John and Judy Bragg. The scholarships and bursaries will support Aboriginal students in the Faculty of Education. Additionally, a portion of the gift will establish an initiative to invite Aboriginal high school students in Grades 10 and 11 to UNB for a camp each summer. The scholarships and bursaries will be named in honour of Dr. Paul Martin, the former prime minister, a close friend of the Bragg family and advocate for Aboriginal issues.

Finally, I am pleased to announce our new staff appointments: Bill Ivey, Director, Resource Planning and Budgeting; David Perley, Director, Mi'kmaq-Maliseet Institute; Nancy O'Shea, Director, International Student Advisor's Office; Kelly Ashfield, Executive Director, Office of

Research Services; Dax MacLean, Acting Executive Director, UFirst: Student Recruitment; David Decker, Director of Enrollment Management (UNBSJ); and Sonya Gilks, Acting Director, Communications and Marketing.

UNB has accomplished great things over the last few months and will continue to do so as we collectively build a better university.

Sincerely,



H.E.A. (Eddy) Campbell

President and Vice-Chancellor

## ***An Exceptional and Transformative Student Experience***

### **Teaching and Learning Spaces**

The Teaching and Learning Spaces Working Group at UNBF held a Campus Conversation event on Oct. 7 on the Fredericton campus to generate a conversation about the interests and concerns of our community regarding teaching and learning at UNB. The event focused on receiving valuable feedback from faculty and staff regarding classroom and learning spaces, as well as teaching and learning experiences.

A poster board survey also took place on Oct. 15 and 16 targeted at collecting specific student feedback regarding UNB teaching and learning experiences. Students were approached to engage in a visual exercise in order to collect this feedback.

The Teaching and Learning Spaces Working Group has compiled the feedback collected during the Campus Conversation and the poster board survey, which will soon be available for public viewing on the Teaching and Learning Spaces Working Group webpage at [www.unb.ca/fredericton/vp/learn/spaces/](http://www.unb.ca/fredericton/vp/learn/spaces/). This feedback will be used in the development of the plans for the next phase of renovations of classroom and learning spaces on the Fredericton campus.

This past summer, the Vice-President's Excellence in Teaching Committee (VPETC) at UNBSJ hosted a classroom walkabout. The committee visited a variety of teaching spaces, asked faculty what worked and what didn't work, recorded feedback and forwarded issues and/or requests to the appropriate department for resolution. This process works well and provides faculty the opportunity to demonstrate exactly what attributes, no matter how small, interfere with their teaching.

## ***Financial Resilience and Responsibility***

### **UNB Act Review**

Roxanne Fairweather, Chair, UNB Act Review Steering Committee, gave a presentation on the UNB Act Review to Senates (Oct. 21-22) and Board of Governors (Oct. 23). Feedback from our Senates and other members of our community suggest a deadline extension be given to provide more time to consider the proposed changes to the UNB Act. The committee is pleased to see the level of interest and engagement and is committed to hearing from people or organizations who have suggestions, questions or concerns about the proposed changes.

Respectful of the guidance that more time is needed to review the changes, the committee is extending the deadline for written submissions to Monday, March 16, 2015. Those wishing to submit written feedback to the committee may do so by emailing [secretariat@unb.ca](mailto:secretariat@unb.ca).

In the meantime, information sessions such as those we have had with the Senates in Fredericton and Saint John, will continue with other groups within the university community.

You will find the current Act, the proposed Act, tables of concordance outlining the differences between the current and proposed versions of the Act as well as illustrative bylaws here: <http://www.unb.ca/secretariat/governors/unb-act-review.html/>.

### **Senior Administration Responsibility Review**

On Oct. 15, UMC discussed recommendation #5 of the Senior Administration Responsibility Review report. Tony Secco, Vice-President – Academic (Fredericton), and Karen Cunningham, Acting Vice-President (Finance and Corporate Services), are now in the process of writing a proposal to address recommendation #5 to submit to UMC for further discussion.

A 'last call' email will be sent to our campus community in the near future in an attempt to remind those who wish to submit feedback at [senior.admin.review@unb.ca](mailto:senior.admin.review@unb.ca). A deadline for feedback will be set at that time.

## **Building a Better University**

### **Building a Better UNB Process**

Fredericton's Academic Planning Committee (APC) met on Oct. 15 and discussed the Local Campus Committee (LCC) as outlined in my Sept. 25 letter to the university community.

At the Oct. 15 meeting, Tony Secco, Chair of APC, noted the Fredericton Senate referred the matter to the APC for consideration of the membership and mandate of the LCC. It was noted that the nominating committee may also be involved with the establishment of the committee by populating the LCC and that it might be helpful to work with the Saint John Academic Planning and Resources Committee (AP&RC) as it was tasked with creating its own LCC. Members reviewed the Terms of Reference for the APC and discussed the purpose of the LCC, noting that the LCC would be responsible to develop an academic plan by engaging units and integrating their work through the larger plan. It was noted that St. Francis Xavier University (St. FX) was working through a similar process and had just posted a report on its website.

On Oct. 22, Saint John's Academic Planning and Resources Committee (AP&RC) met and Robert MacKinnon drew members' attention to the Sept. 25 letter. He noted that this matter was discussed at the Sept. 24 Saint John Senate meeting and referred committee members to a draft excerpt from the minutes which were circulated in advance of the meeting. He informed committee members that the President has requested that the APC in Fredericton and the AP&R Committee in Saint John consider the membership and mandate for their respective local campus committees. The proposal suggests that each local campus committee would report to their respective Senate, and once approved, the reports would be submitted to the University Management Committee (UMC) and the Board of Governors. It was noted that the recommendations would help inform the development of the 2016-2017 budget.

AP&RC members asked the Secretary to draft a membership and mandate based on discussion at the meeting for consideration at the next AP&RC meeting.



**Full-Time Faculty Probationary Appointments (July 1 to Nov. 1)**

**Bachvarova, Mira**, Instructor, Renaissance College, appointment commenced Aug. 1, 2014 (Fredericton).

2011 PhD Queen's University

2003 MA Carleton University

2001 BA Trent University

Enrollments are increasing in the BPhil, BIS and MPhil programs and this position will help add stability and continuity to the programs.

**Byers, Terri**, Assistant Professor, Faculty of Kinesiology, appointment commenced July 1, 2014 (Fredericton).

2009 PhD DeMontfort University (UK)

1998 MA DeMontfort University (UK)

1996 BPE Acadia University

This is a conversion of a three-year term appointment that commenced on May 1, 2014, to allow for continuing support of the Bachelor of Recreation and Sport Studies, the MA in Sport and Recreation Studies and the MBA in Sport and Recreation management programs. The Faculty has had a recent retirement and two secondments of faculty members to management positions from these programs.

**Cook, Paul**, Assistant Professor, Faculty of Computer Science, appointment commenced July 1, 2014 (Fredericton).

2010 PhD University of Toronto

2006 MSc University of Toronto

2004 BSc University of British Columbia

Enrolment has increased steadily over the last three years in the Faculty of Computer Science. With three retirements/resignations last year, this position is necessary to fill teaching and supervision requirements in the Faculty.

**Granger, Aaron**, Instructor, Department of Chemistry, Faculty of Science, Applied Science and Engineering, appointment commenced Aug. 31, 2014 (Saint John).

2011 Ph.D. in Chemistry University of New Brunswick

2007 B.Sc. Chemistry (Honours) University of New Brunswick

This appointment is necessary to replace a faculty member who retired and is required to fulfill the Chemistry program requirements.

**Hamm, Lyle**, Assistant Professor, Faculty of Education, appointment commenced July 1, 2014 (Fredericton).

2009 PhD University of Calgary

2004 MEd University of Lethbridge

1991 BEd University of Alberta

1988 BA Brandon University

This appointment will provide a second faculty member in the area of Educational Leadership. More than one-sixth of the Faculty's almost 900 graduate students are enrolled in this area of specialization which is identified as a high-need area by school boards and has a substantial impact on public schools across Canada.

**Keshavarzi, Shokat**, Senior Instructor, Department of Engineering, Faculty of Science, Applied Science and Engineering, appointment commended Aug. 31, 2014 (Saint John).

2005 PhD University of Wollongong, Australia

1995 MSc Isfahan University, Iran

1993 BSc Tehran University, Iran

This appointment is necessary to replace a faculty member who retired and is required to fulfill the engineering program requirements.

**Lin, Hsin-Chen**, Assistant Professor, Faculty of Business Administration, appointment commenced Aug. 1, 2014 (Fredericton).

2012 PhD Purdue University (US)

2004 MS National Taipei University (Taiwan)

2002 BS National Taipei University (Taiwan)

This position in Marketing was the highest priority for the Faculty of Business Administration and will allow the continuation of the Marketing major, one of the most popular options in the Faculty.

**O'Donnell, Susanne**, Assistant Professor, Faculty of Nursing, appointment commenced July 1, 2014 (Fredericton).

2014 PhD University of New Brunswick

2009 MN University of New Brunswick

2002 BN University of New Brunswick

The Faculty of Nursing surrendered five Assistant Professor positions in the 2013-14 budget cuts and is losing several term positions this year. This position will help meet the teaching needs and improve the Faculty's research ranking.

**Peters, Paul A.**, Assistant Professor and Tier II Canada Research Chair in Health and Health Policy, joint appointment to the Departments of Sociology and Economics commenced July 1, 2014 (Fredericton).

2009 PhD University of Texas

2002 MES University of Waterloo

1999 BES University of Waterloo

Tier II Chair granted under the Canada Research Chair program. Dr. Peters will contribute to the university's mandate to build a better, healthier province by providing an empirical evidence base for health policy in the province and regions. This goal will be achieved in part by leveraging the resources available in the newly-created NB Institute for Research, Data and Training.

**Saul, Roger**, Assistant Professor, Faculty of Education, appointment commenced Aug. 1, 2014 (Fredericton).

2011 PhD York University

2005 MEd York University

2003 BEd York University

2000 BA McGill University

This position will help fill the gap in Educational Foundations following three retirements in this area which is essential and required in all BEd programs.

**Windsor, Lee**, Associate Professor/Frederick S. Eaton Chair in Canadian Army Studies, Department of History, appointment commenced July 1, 2014 (Fredericton).

2006 PhD University of New Brunswick

1996 MA Wilfrid Laurier University

1993 BA Acadia University

This is an externally-funded position for a minimum of seven years in The Milton Gregg Centre for the Study of War and Society.

As we welcome our new full-time faculty, I would also like to take this opportunity to say goodbye and best wishes to those faculty members who have retired from UNB since July 1:

Ms. Janet Moss, Head Librarian, Gerard V. La Forest Law Library (Fredericton), retired Oct. 31;

Dr. Karen Sullenger, Professor, Faculty of Education (Fredericton), retired July 31.

### **Activities of the Board of Governors**

In an effort to keep our Senates abreast of the work of our Board of Governors, I include here highlights of the Oct. 23 meeting agenda below:

Like our Senates, the Board considered the graduation and prize lists as well as other matters recommended to the Board by the Senates.

The Board considered the year-end financial results and approval of the audited financial statements. The statements will be posted to the web by the Acting Vice-President (Finance and Corporate Services) in due course.

The Board receives updates on discussions had regarding the Recruitment Organizational Review and plans regarding government relations.

On Oct. 23, the Board participated in a UNB Act Review presentation similar to that presented to Senates on Oct. 21-22.

The Board is regularly updated on plans with respect to fundraising and the Why UNB brand project.

The Board Chair shares a “Wow” moment about the great work being done at UNB. This meeting’s “Wow” moment focused on the *My Definition* poster campaign focusing on ending mental health stigma that is being led by the UNB Student Union in cooperation with the St. Thomas Students’ Union.

The Board also participated in an education session on academic program accreditation.

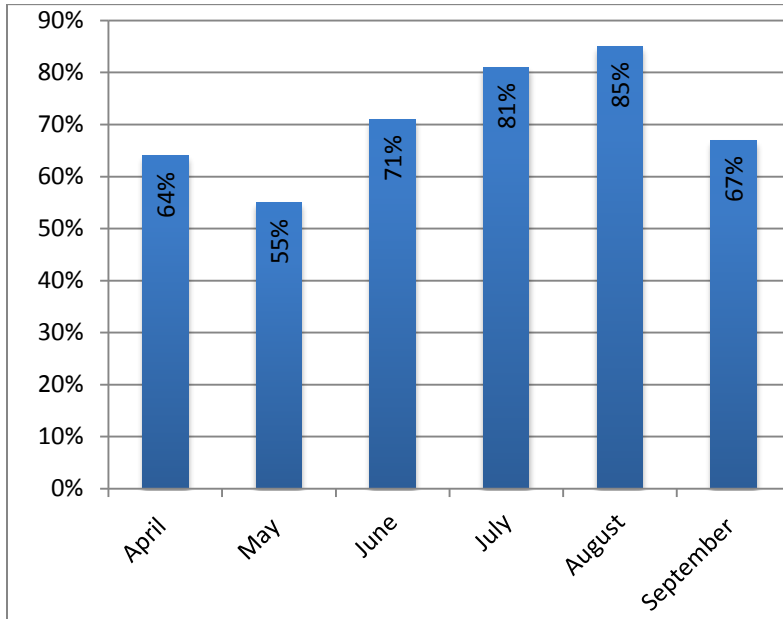
**UNB in the News - Earned Media**

Our communications team regularly pitches UNB stories to the media. The following charts show the number of stories pitched and the percentage of those pitched that were picked up and published by the media.

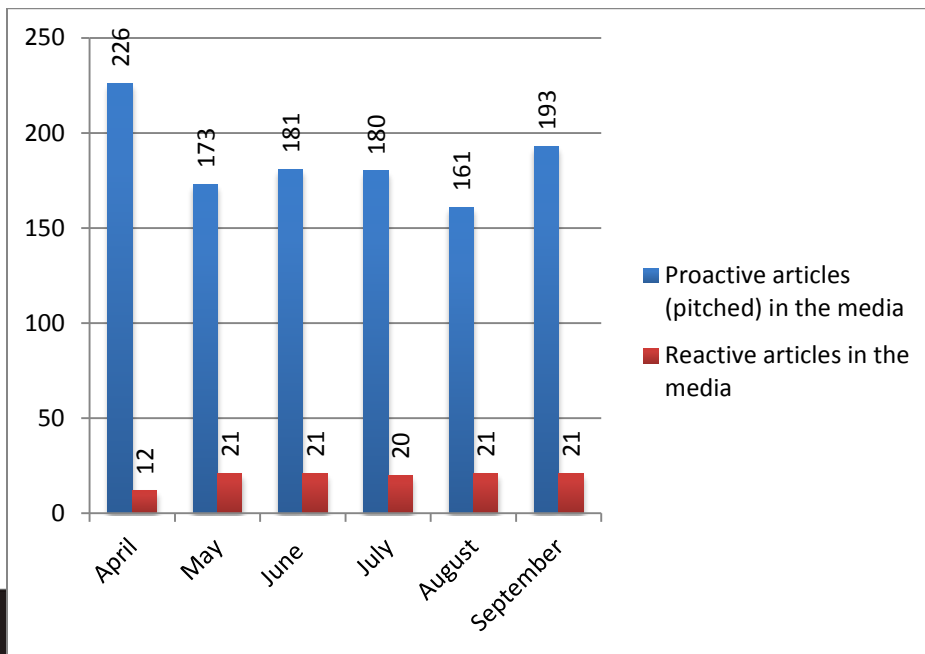
Stories pitched and picked up by month

Month	Stories Pitched	Stories Picked Up	Success Rate (%)
April	11	7	64%
May	20	11	55%
June	14	10	71%
July	16	13	81%
August	13	11	85%
September	15	10	67%

% stories pitched that are picked up



The following chart shows total stories in the media by month. This includes stories pitched plus stories initiated by the media.



Sources:

Print – Infomart

Broadcast – whatever we are made aware of (we currently do not have a method to monitor this).

Note: We are currently evaluating options for measuring tone (positive/negative) as we are not currently able to do this. It is important to be able to do this from a reputational perspective.

### ***Building a Better Province***

#### **Government Relations**

Recent UNB GR highlights include:

1. Orientation to new student governments and discussions with Canadian Alliance of Student Associations (CASA) and the New Brunswick Student Alliance (NBSA) on opportunities to collaborate on PSE advocacy priorities.
2. Participant in a panel discussion at the NBSA annual general meeting in Fredericton.
3. Discussion of emerging municipal priorities and town-gown collaboration with Saint John, Fredericton and Moncton.
4. Participation on the Atlantic Association of Universities advocacy working group and the GR/Communications working group.
5. Coordination and moderation of a panel discussion at the annual conference and AGM of the Economic Developers Association of Canada, highlighting the role of post-secondary institutions in economic development. A panel that included the Association of Universities and Colleges of Canada's Paul Davidson addressed delegates from all regions of Canada.



6. Also at the Economic Developers Association of Canada, was presented with the *President's Award* for service to the association and the profession, resulting from work that included advocacy for the PSE/economic development relationship.

7. UNB advocated (with UNB's International Recruitment Centre) with Government of Canada and Trade Commissioner David Dix to improve student visa processing capacity for Ghana and Nigeria, with positive results. Improved recruitment opportunities in African markets have emerged as a result.

8. Prepared op-ed articles for UNB, and presentation materials for the Pool-Kinesiology project proposed to Council in Fredericton.

9. Assisted the Fredericton Chamber of Commerce government affairs committee with the development of provincial advocacy materials that reinforces the value of innovation work at UNB and other institutions.

10. Facilitated project development discussions between UNB and Port Saint John (Advanced Transportation and Logistics), City of Fredericton (eMBA program tailored to municipal needs), and New Brunswick Police Commission.

11. Development of *Open Doors Open Knowledge* advocacy events in Fredericton and Saint John, in coordination with UNB's Office of Research Services and Communications and Marketing, the Association of Universities and Colleges of Canada (AUCC), Province of New Brunswick, Enterprise Saint John, Ignite Fredericton and others.

12. Advocated inclusion of UNB in the Enterprise Saint John *True Growth 2.0* partnership group, which leads economic development in the greater Saint John region.

13. A strategy for the engagement of Alberta's Assistant Deputy Minister for Higher Education, Justin Riemer, to share emerging best practices. In Alberta, the economic development function was transformed, and spread across seven ministries, but with tighter focus and integration. This new approach emphasized the role of universities in economic analysis, development of policy options, innovation and public engagement.

14. Coordination of a delegation to MUN's Harris Centre *NL Forum 2014*, with the intention of mobilizing knowledge gained by the Harris Centre over the previous 10 years for use at UNB in formulating public engagement activities in New Brunswick.

### *What's Next?*

- Deadline for written submissions in regards to the UNB Act Review has been extended to March 16, 2015.
- Feedback continues to be collected on recommendations from the report of the Senior Administration Responsibility Review.
- Feedback continues to be collected on the proposed Building a Better UNB process.
- Academic Planning Committee (UNBF) and Academic Planning and Resources Committee (UNBSJ) considering mandate and membership for Building a Better UNB process.
- Begin a national search process for Vice-President (Finance and Corporate Services).