



Oct. 20 and 21, 2015

**PRESIDENT'S REPORT TO THE
FREDERICTON AND SAINT JOHN SENATES**

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 accomplishments:

At Fall Convocation later this month, UNB will grant honorary degrees at its Fredericton and Saint John ceremonies. An Honorary Doctorate of Letters Degree will be granted to Suzanne Irving, philanthropist, community volunteer and supporter of UNB; and an Honorary Doctorate of Letters Degree will be granted to Barbara E. MacDonald, alumna, chartered accountant and ambassador of UNB.

Our annual Open House events will be held on our Fredericton campus on Oct. 17 and on our Saint John campus on Oct. 24. Students will be given the opportunity to get advice on programs, careers, scholarships and admissions.

Paul Cook, an assistant professor in the Faculty of Computer Science, works in the areas of computational linguistics and natural language processing – particularly as it applies to lexicography for building better dictionaries. He was featured in the New York Times on Oct. 4 for his work using computational techniques to find novel words by analyzing posts on Twitter.

Brigitte Leblon, Faculty of Forestry and Environmental Management, has been elected president of the Southern Gulf of St. Lawrence Coalition on Sustainability. The Coalition-SGSL's mission is to promote the long-term viability of the Southern Gulf of St. Lawrence ecosystem. Its goal is to work towards the environmental, economic and social sustainability of the Southern Gulf region.

The UNB Associated Alumni office held its annual Homecoming from Sept. 24 to 27. The four-day event, which was titled "Celebrate UNB", brought more than 800 people to the Fredericton campus to enjoy various activities that targeted all ages and affiliations. One of the highlights of the weekend was a tribute dinner to celebrate Dr. Frank Wilson the university's vice-president emeritus of research and international co-operation. The celebration, which was organized by the Office of Development and Donor Relations, raised more than \$160,000 for the Frank Wilson Scholarship. Events included the UNB Research Showcase which highlighted the work of four UNB researchers, Dr. Ali Murugesan, Dr. Ted MacDonald, Dr. Eric Scheme and Dr. Felipe Chibante, in a TED-styled event. The showcase, which was co-ordinated by the Office of the Vice-President (Research), also featured a poster presentation of more than 30 research projects happening across the university. Other traditional homecoming activities included the Lobster dinner, senior classes dinner and annual football game. The weekend saw a strong turnout of alumni from several reunion groups, in particular, alumni from the 1955, 1960 and 1965 reunion years attended and celebrated graduation anniversaries.

The Association of Atlantic Universities (AAU) announced on Sept. 23 that two of our faculty on the Saint John campus - Emin Civi of the Faculty of Business and Dale Roach in Engineering are recipients of the AAU's annual regional awards for excellence in teaching and educational leadership. Emin received the 2015 AAU Distinguished Teaching Award recognizing outstanding teaching over a number of years and Dale received the 2015 AAU Anne Marie MacKinnon Educational Leadership Award for a demonstrated commitment to the improvement of university teaching. In addition, I now serve as chair of the Atlantic Association of Universities until September 2017.

David Shipley, Director (Strategic Initiatives), Information Technology Systems, was named one of 50 of Atlantic Canada's leaders under the age of 40 selected to attend the 21inc Under 40 Summit. The Summit will be held Nov. 1-6 in Charlottetown, PEI. By attending the Summit and the 2015 Ideas Festival, delegates will deepen their leadership competencies and join a growing network to help them achieve an even greater impact in Atlantic Canada.

I am pleased to welcome Mark Warren as Director of University Budget and Decision Support. As Dr. Fritz was able to announce at our last meeting, Lesley Balcom has undergone a title change and is now Dean of Libraries for a five-year term.

UNB has accomplished great things and will continue to do so as we build a better university.

Sincerely,



H.E.A. (Eddy) Campbell
President and Vice-Chancellor

An Exceptional and Transformative Student Experience

Academic Planning

Academic planning on the Fredericton campus is in full swing, with all academic units fully engaged. The timeline established on this campus is generous: department plans due Oct. 31; feeding to Faculty plans due Jan. 31; Local Campus Committee recommendations due Feb. 28, campus town halls and feedback in March; Final LCC report due in April for consideration by UNBF Senate. However, this time is providing a broadly-based opportunity for meaningful consideration of the complexities of comparing very diverse programs, and increasing realization of the need for a resulting plan that aligns with anticipated provincial grant cuts. We have held two workshops on how to utilize the data everyone has been provided, one for Arts and one campus-wide, in which many questions were brought up, most of which were answered and some of which had not been previously considered. The Local Campus Committee membership (a large and representative group) will be complete by Oct. 12. We plan on holding monthly meetings prior to January, working through what criteria the committee will use for its deliberations and what format is best suited for dealing with the volume we anticipate. We will meet weekly in January in preparation for an intensive effort in February. Administrative support for the committee will be in place for its busiest period, Jan.-April.

The Local Campus Committee for UNB Saint John has been meeting regularly since it was formed in March 2015. The composition was approved by Saint John Senate on Jan. 28, 2015. This includes two faculty members from each of the campus' three faculties and one faculty member who was elected at large. The co-chairs, selected by the committee, are David Flagel (Arts) and Shelley Rinehart (Business). Its mandate is to:

- Develop a process and metrics to conduct a review of existing academic programs on the Saint John campus.
- Identify strengths of the Saint John campus and make recommendations on the alignment of resources with those strengths, as well as areas that are important to the academic mission of the Saint John campus.
- Consider and develop long-term and midterm objectives, plans and resource implications for academic programs.

Over the past few months, the Local Campus Committee has met with, and or received, documentation from, several members of faculty and staff, disciplines and departments, faculty deans, students, and local area high school guidance counsellors. The faculty co-chairs have met separately with the Vice-President Saint John and the Vice-President's Senior Advisory Committee.

It is anticipated that a summary document will go to APR on Nov. 9, 2015, with the full report of the LCC scheduled to go to Academic Planning and Resources Committee in December. It is intended to be presented to the Saint John Senate on Jan. 27, 2016.

There continues to be communication between the two local campus committees.

Experiential Education

The Experiential Education Project Manager, Marcia Ross, has begun her work. The first phase of the project will be to meet with a variety of stakeholders to ascertain the needs on both campuses with respect to database management software for processes related to experiential education and student engagement.

Leadership in Discovery, Innovation and Entrepreneurship

Research Inventories

David Burns, Vice-President (Research), is beginning to organize the research initiatives discussion, which will be held in early November in both Fredericton and Saint John. In the meantime, Dr. Burns will be asking faculties for information about research initiatives in an effort to focus the meeting discussions. The research inventories are current initiatives/projects faculty are planning to propose in the next two years.

Financial Resilience and Responsibility

Administrative Review Task Force

The membership of the task force has been finalized and they met for the first time on Oct. 5 - membership includes a mix of administrative and academic personnel from both campuses. The intent of the review is to identify efficiencies in administrative operations throughout the university. The initial phase will see two surveys – one of administrative service providers to self-identify potential for improvements and efficiencies as well as the resource requirements to make those changes. The second survey will be to internal users of those services including academic units, students and other administrative units to identify “pain points” to prioritize the areas to examine in more detail. A key to success of this item will be for senior administration and the Board to support the recommendations and allocate resources to implement the recommendations.

Membership consists of:

- Karen Cunningham, Vice-President (Administration and Finance) (chair)
- Shirley Cleave, Associate Vice-President (Learning Environment)
- Kelly Ashfield, Director, Office of Research Services
- Cindy Flann, Director, Financial Services
- Terry Nikkel, Associate Vice-President (Integrated Technology Services)
- Heather Finkle, Director, Financial Administration Services Saint John (staff rep)

- Mark Warren, Director, University Budgeting and Decision Support
- Ali Ghorbani, Dean, Faculty of Computer Science (dean of an academic unit)
- Joanna Everitt, Dean, Faculty of Arts Saint John (faculty/dean rep Saint John)
- Cliff Shaw, Chair, Earth Science (faculty rep Fredericton)
- Lesley Balcom, Dean of Libraries (libraries rep)

Enterprise Resource Planning System (ERP)

The Ellucian Colleague (Datatel) rejuvenation program has a goal of providing a stable ERP system with easy access to one source of reliable, consistently produced data for the myriad of reporting needs across the institution. This rejuvenation will have us looking at business processes with an eye to streamlining and improving things over the next few years. The steering committee for the project has met and agreed upon a vision and guiding principles. The committee has a meeting with an executive of Ellucian planned for later this month to discuss various issues and what we can expect from Ellucian in terms of ongoing support. The committee is in the early stages of identifying the first couple of projects as part of this rejuvenation program.

It Begins Here Campaign

The *It Begins Here* fundraising campaign is continuing in the quiet phase, with nearly 50 per cent of the \$110 million goal secured in gifts and pledges. A public launch is expected in 2016, once 70 per cent of the goal has been raised.

The campaign is seeking support for UNB in five key areas:

- Give Our Students a Great Start - scholarships and bursaries
- Invest in Our Faculties - faculty development funds
- Build on Our Academic Strengths - chairs, centres and institutes
- Lead Canada's Next Wave of Innovation - entrepreneurial activities
- Prepare Our Students to Succeed in the World- experiential education

Contributions to date have come from faculty, staff, alumni, friends, corporations and foundations - more than 10,000 in total.

Vice-President (Advancement) Bob Skillen, the team in Development & Donor Relations and I all continue to focus on securing major gifts for UNB priorities. We are assisted by UNB's Chancellor Allison McCain and the Campaign Co-Chairs, alumni David Ganong and Bob Quartermain. They have in turn recruited a large cabinet of senior volunteers—distinguished alumni and businesspeople—who are sharing their time and talent with the campaign team. Recently, the cabinet met for two days in Fredericton and Saint John to review campaign progress and learn more about academic initiatives on both campuses.

A highly representative Fundraising Priorities Committee has been established (nominees to be determined from the Fredericton Senate), which will review new priorities that emerge during the course of the campaign.

Building a Better University

Strategic Partnerships

UNB is taking a strategic approach to working with organizations with which it has multiple touch points. The strategic partnerships initiative is part of Advancement's effort to support the academic mission of the university. It is being developed with the help of a university-wide strategic partnership team with representatives from eight faculties, Research Services, and units responsible for employment services and professional development. A set of guidelines for UNB's participation in strategic partnerships, developed by a working group and taken into the university for consultation, was approved by the President's Executive Team Sept. 1. The guidelines and additional information are available on the strategic partnerships website, unb.ca/partnerships. Strategic partnerships are mutually beneficial, multi-faceted relationships that are entered into with purpose and co-ordinated. While partnerships may eventually be established with organizations from all sectors, initial efforts have focused on three of the province's largest private-sector employers: J.D. Irving, Limited; McCain Foods; and Irving Oil — all of which expressed an interest in strengthening their relationship with UNB. The relationship with JDI is the most advanced, with identified outcomes that include educational enrichment experiences for our students and research opportunities for faculty. We are already seeing increased engagement with our alumni who work for all three organizations and expect these enhanced relationships to result in philanthropic support for faculties.

Emergency Response System

In 2014, UNB Security & Traffic requested permission and funding from the Vice-President Academic (Fredericton), to purchase an emergency mass notification service for the campus community (UNB and STU). UNB Security & Traffic led the procurement process and after reviewing several potential service providers, UNB Security & Traffic decided to go with the ERMS (Emergency Response Messaging System). UNB Security & Traffic is currently piloting the ERMS system in collaboration with UNB and STU's ITS and communications offices. A full communications roll-out plan has been developed and will be implemented in the coming weeks, once the system has been properly tested and the website landing page is complete. The communications plan is written with a one-year cycle in mind so if it's decided to continue with ERMS after UNB Security & Traffic have conducted a review of the system in Fall 2016, an annual or bi-annual communications effort will be required.

Building a Better Province

Community and Government Relations

On Oct. 13 I spoke at the Pan-Canadian Alumni Reception in Cambridge, Mass., having been invited to give an address on Canada's innovation landscape and meeting with alumni from UNB and other universities.

Economic Modelling Specialists International (EMSI) has been commissioned to provide an independent economic impact analysis of UNB's operational and capital projects impact. The report was released on Oct. 7. The research and analysis conducted by EMSI identified a total economic impact of **\$1.2 billion** on the provincial economy – the equivalent of **29,503** jobs, and **4.5%** of New Brunswick's Gross Domestic Product (GDP). The report also evaluated the university as a public and individual investment. For every \$1 spent:

- \$2.80 is returned in lifetime earnings for students
- \$2.80 is returned in added provincial income and social savings for society
- \$2.10 is returned in added taxes and public sector savings for taxpayers

David Burns, Vice-President (Research), and I met with the CEO and Board of Directors of the Saint John Port Authority on Sept. 24 to discuss the establishment of a collaboration working group. The working group will develop an array of research and innovation opportunities under the themes of advanced logistics, coastal economies, and big data.

On Sept. 9, the other presidents of New Brunswick's publicly funded universities and I met with Premier Brian Gallant to discuss the Premier's vision for higher education in New Brunswick, and the relationship of NB's publicly funded universities with his government.

The other presidents and I met with PETL Minister Francine Landry and Deputy Minister Tom Mann on Sept. 8 to discuss emerging GNB policy on higher education, including the outcome of the recent working group, and the anticipated outcomes of the strategic program review.

The federal Truth and Reconciliation Commission of Canada has issued a *Calls to Action* report, which includes issues related to higher education. UNB is considering how best to plan and assemble an institutional response to this important policy document, including initiatives that address aboriginal student participation, education in specific areas like law and health care, and indigenous themes in academic programming.