



OCTOBER 16, 2017

PRESIDENT'S REPORT TO  
SAINT JOHN AND FREDERICTON SENATES

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

### **Academic Planning**

A draft academic plan was shared with the UNB community on September 18. The document is the work of Fredericton's Academic Planning Committee and Saint John's Academic Planning and Resources Committee. The academic plan was discussed at both Senates as well as a bi-campus Town Hall in September and feedback was also invited to be sent in writing via email. Several responses requested additional time to review and comment on the document. In order to accommodate, the committees have adopted the following new timeline:

- Both committees will present the planning document to the respective Senates on November 21 and 22.
- The committees will have updates for the two Senates for their October meetings, as well as an information update to the Board of Governors at its meeting on October 19.
- The committees anticipate presenting the final planning document to the Board on December 4, after it has been reviewed by Senates in November.

## **Building a Better University**

### **Truth and Reconciliation**

It was my pleasure to attend a meeting of UNB's Truth and Reconciliation Task Force on October 10. The discussion centered on the work done to date by the task force and the direction we will take, as a University, in the coming year. Vice-President Academic Dr. George MacLean presented a ten-point action plan for consideration by and feedback from the group. The plan was well-received and members provided valuable feedback.

The plan is essentially separated into two parts. The first part includes two action items: forming an advisory council who will provide feedback and advice to us related to our plans and hiring an Indigenous lead who will focus on helping UNB to do our part in addressing the educational attainment gap. The second part of the action plan includes eight items which the advisory council and Indigenous lead will play an integral role in shaping. The actions cover a broad spectrum, but all are focused on addressing the educational attainment gap as a University-wide priority.

### **Strategic Planning**

UNB's strategic plan was set to cover the timeframe of 2010-2016. While we are now nearing the end of 2017, I did want to wait to renew the strategic plan until we have the first academic plan in place. This intention is that the work done in academic planning will provide a foundation for us as we work together to develop a new strategic plan. We are currently in the early stages of developing a framework for the strategic planning process and expect to announce the details late fall so that we may begin the strategic planning process early in the new year.

## **Leadership in Discovery, Innovation and Entrepreneurship**

### **UNB Cast Atlantic Salmon Research Chair**

On October 6, we announced the establishment of a research chair focused on Atlantic salmon as part of \$1.3 million in funding from the Collaboration for Atlantic Salmon Tomorrow (CAST) to conduct innovative research projects aimed at curbing the alarming decline of salmon stocks. Congratulations to Dr. Tommi Linnansari who holds this chair. Dr. Linnansari is a fish ecologist with almost 20 years of experience in Atlantic salmon research across four countries and a research associate with the Canadian Rivers Institute.

### **Bell Canada investment in Canadian Institute for Cybersecurity**

On October 6, Bell Canada is announced the establishment of a National Service Centre in Fredericton and, with it, a \$100,000 in UNB to collaborate with the Canadian Institute for Cybersecurity. The collaboration between Bell and the institute is part of a \$3.6-million investment from Opportunities New Brunswick (ONB) to support job creation and further expand the cybersecurity eco-system in New Brunswick. With Bell's investment, three dedicated graduate students will work with Bell's network of security professionals.

## **Financial Resilience and Responsibility**

### **Memorandum of Understanding with the Province of New Brunswick**

In the spring, we reached an agreement in principle with the province related to the details of a memorandum of understanding (MOU). For the past few months we have been finalizing the writing of the MOU and we recently agreed on the final document.

The MOU is broad in scope and recognizes shared interests in a variety of areas. Some examples of shared priorities include: providing a high quality education to our students, engaging in impactful research, improving accessibility to higher education, responding to the calls to action from the truth and reconciliation commission, and tuition predictability for students. The MOU also lays out provincial funding for the next four years and makes references to partnerships that will occur outside of the MOU to address our shared priorities. The MOU is meant to be a rolling four year MOU, thus, each year we will work together to add on the new fourth year of the MOU.

While UNB reached an agreement in the spring, the province was very interested in having MOUs for as many of the four publicly-funded Universities as possible before making an announcement. It is our understanding that much headway has been made in this regard and the province is almost ready to make an announcement.

### **Financial Models for Irregular Programs**

The task force has been meeting since the spring and recently completed a first draft of their final report. The task force does have more work to do before submitting a final report to me. As an example, the financial recommendations that are currently included in the report are now being vetted by analysts from our Resource, Planning and Budgeting team. The final report will make recommendations for financial models for online degree programs, pathway agreements, offshore programs, and premium priced or accelerated Masters programs. The intention is to have financial models for these innovative ways of attracting new students in order to both incentivize faculties to do more of this type of work and ensure that the University's operating budget is positively impacted.

### **It Begins Here campaign**

I was pleased to attend the campaign cabinet meeting in Toronto on October 4, where it was announced that we are at 92% of the \$110 million campaign goal. Notably, the goal of giving our students a great start is 102% funded and the goal of building on our academic strengths is 101% funded. This speaks to the great commitment our donors have to our students and our academic mission. As we embark on the home stretch of this campaign, I look forward to the many campaign visits and events in my calendar when I can continue to tell the inspiring story of UNB and engage our alumni, friends, and partners in investing in our future.

### **Administrative Review**

The first recommendation of the Administrative Review was to examine the administrative structure at UNB. We engaged KPMG to look at the organizational structure of the administrative units providing support to the academic mission. We received the final report in April and issued a University-wide call for feedback in July with feedback due on September 30. Additionally, the report was discussed at Deans Council (Fredericton) and both Senates in September. We received 59 responses in total and my office has provided me with a copy of all of the responses. There were five recommendations in the report and the feedback is varied on each of the recommendations. I expect to provide my response to the recommendations in the review to the community this fall and the board of governors in December. Thank you to everyone who took the time to submit responses to me. The feedback is very helpful to me in considering the recommendations in the report.

### Communications Office Update

In addition to media relations, (Apr.-Sept. 2017 reports attached), the Communications Office provided strategic communications, media relations, issues management, writing and event management or support on several files, including:

- Alumni News Spring, Fall e-direct, writing
- Annual Report 2016, content development, writing
- Numerous news releases, speeches, op-eds, obituaries, special announcements
- Marine Additive Manufacturing Centre of Excellence news conference
- Women's Varsity Hockey Coach news conference
- Health Research Chair in Cannabis news conference
- Health Research Chair in Chiropractic Care news conference
- Energia and Beauceron launch news conference
- Purdy Crawford Post-doc awards news conference/event (SJ)
- McCain Post-doc award in innovation news conference
- UNB CAST (CRI) Salmon Research Chair news conference
- UNB – CUPE collective agreement signing event
- Kinesiology/LB Time Capsule event
- Encaenia FR / Graduation SJ / Commencement
- Budget 2017-2018 Town Halls
- Summer Institute Communications Strategy (CBC picked this up as a feature series)
- Transformation through Innovation PR plan developed
- Administrative Review communications support
- Closure of the Bathurst Nursing program (communications strategy & roll-out)
- Sir Max Aitken Pool /LBR closure communications
- Board chair & vice-chair announcement
- National Aboriginal Day
- Harrison McCain Faculty Awards release
- Start-up Canada Entrepreneurial Awards
- Special announcements (decanal, acting, VPR)
- SHAD program media relations support
- Several issues managed (student with mumps, privacy breaches, Medicare for int'l students, other student services/legal issues, safety concerns)

Number of media inquiries received in Communications Office:

April: 57 | May: 67 | June: 56 | July: 56 | August: 68 | September: 97

Advertisement value\* of earned media:

Aug: \$644,664.00

Sept: \$468,716.00

\* *Advertisement value is the cost of purchasing a print ad with similar parameters as a print article.*

**President's Activities: August 21 - October 19, 2017**

**An Exceptional and Transformative Student Experience**

- 9 Internal Meetings (1 faculty meeting, 1 admin. meeting, 7 student meetings)
- 1 External Event
- 6 External Events

**Leadership in Discovery, Innovation and Entrepreneurship**

- 1 Internal Meeting (admin. meeting)
- 7 External Meetings
- 4 External Board/Committee Meetings
- 3 External Events

**Financial Resilience and Responsibility**

- 7 Internal Meetings (admin. meetings)
- 9 External Meetings
- 5 Internal Board/Committee Meetings
- 2 Gift Announcements
- 30 Donor Meetings
- 6 Cities Visited (Saint John, Hyannis, MA, Hartland, Aroostook, ME, Moncton, Halifax)

**Building a Better UNB**

- 38 Internal Meetings (admin. meetings)
- 32 Internal Board/Committee Meetings
- 11 Internal Events
- 2 External Meetings

**Building a Better Province**

- 3 Internal Meetings (admin. meetings)
- 5 External Meetings
- 2 External Events
- 2 Government Meetings

My calendar consisted of 179 meetings, of which 108 were internal meetings and 71 were external meetings, during the period from August 21 to October 19, 2017.