

**McMaster Association of Part-Time Students
Board of Directors Meeting – Minutes
Tuesday October 21, 2008 at 5:30 p.m.
Room 210, Centre for Continuing Education, McMaster University**

PRESENT Carole Armstrong, Tina Horton, Cassandra Pohl, Violet Wakeman-Ajandi, Candace Waterkamp, Allan Wong (chair)

BY PROXY None

ABSENT Hasnat Ahsan, Jeanette Button, Min-Ju Evans, Darlene Hayward, Jim Huff, Elaine Marion, Rose O'Connor, Eric Siu, Kate Pratas, Geraldine Voros,

STAFF Sam Minniti (Executive Director)

GUESTS Roger Trull (Vice-President, University Advancement), Andrea Grimm (Principal Giving Officer, University Advancement), Zach Churchill (National Director, Canadian Alliance of Student Associations), Dan Murphy (Member Relations Officer, Canadian Alliance of Student Associations)

CONSTITUTION OF THE MEETING

A quorum of directors being present, Wong called the meeting to order.

ATTACHMENTS TO THE OFFICIAL COPY OF THE MINUTES

- University Advancement brochure on *The Campaign for McMaster*
- Executive Director's Report
- President's Report
- Proposed Amendments to MAPS Bylaw

1. ADOPTION OF THE AGENDA

Motion: Moved by Waterkamp, seconded by Armstrong to adopt the agenda.
Carried Unanimously.

2. UNIVERSITY ADVANCEMENT PRESENTATION

Minniti welcomed Roger Trull (Vice-President, University Advancement), Andrea Grimm (Principal Giving Officer, University Advancement), Zach Churchill (National Director, Canadian Alliance of Student Associations), and Dan Murphy (Member Relations Officer, Canadian Alliance of Student Associations) to the meeting.

Minniti introduced Roger Trull and Andrea Grimm. Minniti explained that he and Wong met with Mary Williams, Associate Vice-President, University Advancement and Elizabeth Seymour, Director of Student Financial Aid on several occasions to explore avenues of providing considerably more student financial aid in the form of bursaries to certificate/diploma student enrolled at the Centre for Continuing Education (CCE) as per Board direction from the last meeting. Minniti and Wong determined that a presentation from University Advancement to the MAPS Board would be in order to explore how MAPS would like to proceed in creating additional bursaries for CCE students.

Trull thanked the MAPS Board for the opportunity to provide an overview of *The Campaign for McMaster University*. Trull congratulated MAPS on its upcoming 30th anniversary and indicated that he was the MSU President in 1978-1979 that negotiated the agreement with MAPS' inaugural President, Helen Barton, that authorized MAPS to collect student fees from part-time students. Trull highlighted the depth of MAPS' financial support of McMaster University in its 30-year history, including MAPS' support for capital costs associated with the McMaster University Student Centre and Mills Memorial Library, as well as student financial aid via bursary endowments, the most recent of which was a \$250,000 bursary endowment established by MAPS in 2006 honouring the retirement of Chancellor Mel Hawkrigg and his wife, Marilyn. Trull highlighted three potential areas that the MAPS Board may wish to consider should they wish to make another donation towards *The Campaign for McMaster University* to commemorate its 30th anniversary: research chairs, the proposed Liberal Arts Building that would house Social Sciences and Humanities programs and student bursaries.

Minniti asked if the proposed Liberal Arts building would have a graduate or undergraduate focus.

Trull indicated that there is no definite answer as of yet but he anticipates that it will be primarily undergraduate. Trull added that the provincial government is expected to provide some funding for graduate programs which may be manifested in the building.

Armstrong inquired whether or not the provincial government is continuing to match gifts to the University for student financial aid.

Trull explained that the current matching program by the provincial government is capped at \$2.9 million in matching funds for McMaster University, and that McMaster University had already fundraised sufficiently to receive all of the \$2.9 million.

Minniti explained that should the MAPS Board wish to allocate bursaries for certificate/diploma students, the provincial government would not be matching these funds even if there was room under the \$2.9 million cap given that matching funds are only for post-secondary student enrolled in degree programs, not certificates or diploma students.

Grimm indicated that if the MAPS Board were to provide another gift for *The Campaign for McMaster*, possibly towards the proposed Liberal Arts Building, this gift could be combined with the 2006 Hawkrigg gift for a possible naming opportunity within the Liberal Arts Building.

Wong inquired whether a performing arts centre would be a part of the proposed Liberal Arts Building.

Trull explained that it would depend on the amount of money raised and the location of the proposed building. Trull suggested that an additional \$30 million would be required just for a performance arts theatre component, possibly in the old Zone 2 parking area, south of Hedden Hall and north of Togo Salmon Hall.

Armstrong asked if Trull could explain how an endowment gift would fund a research chair.

Trull explained that endowed funds could either help subsidize a researcher's salary, his or her indirect research costs, or both, depending on the size of the endowment gift. He indicated that endowed chairs help the University attract and retain world renowned researchers. Trull indicated that typically \$1 million would be required to endow a chair.

Minniti asked what size of an endowment would be required to fund 30 students a year in the amount of \$800 each, should MAPS wish to brand its gift to recognize 30 years of Board leaders.

Grimm indicated that assuming a return on investment of 4 per cent, endowing \$600,000 would generate approximately \$24,000 in interest per year. If MAPS were to allocate this equally amongst 30 students, each student would receive \$800.

Minniti agreed that \$600,000 would be a sufficient amount for an endowment fund, however, such a large amount would be difficult to budget for in one fiscal year. Minniti asked if a hybrid model combining smaller, more affordable annual endowments with direct annual expenditures could be used so as to spread out the endowment in a more affordable manner while at the same time, not having to wait several years until the interest of the endowment reached its final target for self-sufficiency.

Trull indicated that such a model is not common, but would indeed be a creative solution if MAPS would not be in a position to allocate the total endowment all at once as was the case with the \$250,000 Hawkrigg gift. Trull indicated that the final “sticker price” of the endowment would be higher under this model since the funds allocated each year as bursaries would be from an expendable pool (not the endowment) and would have an opportunity cost associated with them in terms of lost interest. Trull maintained that MAPS could generate the most bang for its buck by endowing the funds all at once in order to generate interest that would fund the bursaries immediately from the endowment, or to have yearly endowments without expendable funds to minimize the overall sticker price and opportunity cost of the endowment given that funds budgeted each year would generate interest.

Minniti indicated that this would be an option the Board could consider, however, to date discussion about a bursary endowment between MAPS and University Advancement had focused on the desire to place bursaries in the hands of certificate and diploma students starting in January of 2009, given the increase in certificate and diploma student enrolment as a result of the current global economic downturn. Minniti added that this was more important as opposed to racing towards a self-sufficient endowment fund where the interest alone would fund bursaries.

Trull added that given the current economic climate, the budgeted 4 per cent return on investment could obviously decrease, which would in turn increase the amount of time required to reach a target amount that.

Pohl asked if Trull was aware if other part-time student associations were involved in fundraising on this level.

Trull was not aware of other part-time student associations doing this, and suspected that MAPS was unique in this category.

Trull invited the MAPS Board to attend University Advancement’s mid-campaign celebration on Friday October 24 at 12:30 p.m. in the David Braley Athletic Centre where it would be announced that the University has reached the 80 per cent mark of its \$400 million goal.

Trull concluded his remarks by providing an update on the Brandon Hall fire as he attended a meeting facilitated by the University’s Crisis Management team the previous evening. Trull commended the outpouring of support from the McMaster and Hamilton communities.

Minniti indicated that the work of the Crisis Management Committee would be worthy of a nomination for the Rudy Heinzl Award.

Minniti thanked Trull and Grimm for attending the MAPS Board meeting. Trull and Grim left the meeting.

3. CANADIAN ALLIANCE OF STUDENT ASSOCIATIONS (CASA) PRESENTATION

Minniti introduced Zach Churchill, CASA National Director and Dan Murphy, CASA Member Relations Officer. Minniti reminded Board members that they had expressed an interest in exploring federal advocacy at the Annual Spring Retreat in June, and as such, Churchill and Murphy from CASA were invited to make a presentation to MAPS.

Churchill thanked the MAPS Board for the opportunity to share information about CASA. Churchill indicated that he was President of the full-time undergraduate student union at St. Mary's University in Halifax, Nova Scotia. He became the National Director of CASA in May of 2007.

Murphy indicated that he was involved with the full-time undergraduate student union at St. Thomas University in Fredericton, New Brunswick and like Minniti was a former Chair of CASA.

Churchill went through a slideshow presentation of CASA, Churchill explained that CASA is a member-driven, bilingual organization representing student associations from across Canadian post-secondary institutions and advocates on behalf of these student associations at the federal level. This includes lobbying the federal government, all political parties, national government agencies such as officials from the Canada Student Loan Program (CSLP), the Council of the Federation (a body composed of all provincial premiers), and the Council of Ministers of Education Canada (CMEC). Churchill explained that CASA represents approximately 300,000 students and was founded with principles of equality, where each member organization is treated equally, translating into a "one member, one vote" policy regardless of organization size or student enrolment. Churchill added that CASA focuses solely on post-secondary issues, promotes an "easy in, easy out" mechanism with respect to joining or leaving, and does not infringe upon the autonomy of member student unions. Churchill maintained that CASA is a policy-based organization using pragmatic and proactive means to achieve policy goals. He added that, constitutionally, despite the fact that education is predominantly within the provincial realm, the federal government plays a significant role with respect to education, including funding post-secondary institutions via Canadian Social Transfer (CST) payments (\$3.2 billion annually), providing 60 per cent of all student financial aid in Canada (over \$940 million), federal tax credits totalling approximately \$1.5 billion for tuition, textbooks, and Registered Education Savings Plans (RESP), national funding of research, and aboriginal issues. Churchill indicated that In total, the federal government spends \$8.9 billion on post-secondary education annually. With respect to students in Ontario, Churchill maintained that since the early 1990s, student in Ontario went from paying 17 per cent of their education to over 30 per cent. Churchill explained that tuition rose as did debt and that Ontario has the highest number of full-time student borrowers (53%) and the second-highest amount of part-time student borrowers after Alberta. Overall, Churchill informed the Board that the federal government allocates \$1.2 billion for part-time students in federal loans and with respect to grants, some part-time students qualify for Canada Study Grants.

Murphy provided an overview of the internal workings of CASA. Murphy maintained that as a member-driven organization, members set the agenda and direction on a yearly basis and that CASA meets four times per year. Murphy indicated that a typical life cycle for CASA includes regional transition meetings in the spring, a policy & strategy conference in the summer, a lobby

conference in Ottawa during the fall, and an Annual General Meeting (AGM) in the winter. Murphy added that besides the National Director (elected by the membership) and the Member Relations Officer, CASA has six full-time staff in Ottawa, including a Government Relations Officer, a Policy & Research Officer, and a Public Relations & Communications Officer.

Armstrong asked for further details about the annual lobby conference, including how lobby meetings are arranged.

Churchill elaborated that during the annual lobby conference, members of CASA meet with Members of Parliament (MPs) from all parties, Senators, senior government bureaucrats, critics, and civil servants from key ministries involved with post-secondary education. Churchill indicated that it is usually the President and/or Vice-President External, however some member schools send other elected student leaders or student union staff, such as researchers, executive directors, or business managers. Churchill added that usually no more than four attend, and as such, about 50 to 60 delegates from member schools meet with government officials in teams of two to four. Churchill noted that where possible, meetings are arranged based on matching student leaders with MPs from their riding or MPs for whom they have a connection with, while controlling for student leader lobbying experience, gender, and overall regional representation. Churchill indicated that in 2008, CASA delegates met with over 180 government officials, including the Minister of Human Resources & Social Development Canada, staff from the Canada Student Loan Program, the Prime Minister's Office and all party leaders.

Minniti added that the lobby conference is chronologically not the first event in the life cycle of CASA, rather, the first event is the regional transition conference. As such, delegates from member schools have substantial time to identify whom they would like to meet with in Ottawa in the fall.

Waterkamp indicated that MAPS was invited to attend the regional transition conference in Waterloo last spring, but due to miscommunication, MAPS was unable to participate.

Churchill indicated that CASA has a solid reputation on Parliament Hill and that CASA has been cited at various government committee meetings and in the House of Commons more than any other post-secondary education stakeholders. In terms of most recent accomplishments and success, Churchill noted that CASA is proud to have been a stakeholder that pushed for increased access for part-time work for international students studying in Canada and that during Paul Martin's final year as Prime Minister, CASA pushed for increased funding, and ultimately, the government at the time announced \$1.5 billion on top of what was already being invested. Churchill maintained that CASA also lobbied Stephen Harper's government to increase post-secondary education funding by \$4 billion, and as a result, an additional \$800 million dollars was earmarked coupled with a review of the Canada Student Loan Program and the establishment of a Canada Student Grant Program (\$350 million per year) to replace the Canadian Millennium Scholarship Fund that is ending in 2009. Churchill added that CASA was also involved in raising awareness of post-secondary education issues during the most recent federal election in the fall of 2008 and that all three major federal parties have drawn heavily upon CASA's policy recommendations for their own education platforms. Churchill indicated that CASA's narrative of access for underrepresented students such as part-time students and students with disabilities, student financial aid, debt repayment, and a vision for a pan-Canadian education accord with higher levels of accountability for funding earmarked for provinces was picked up by numerous media outlets and received more hits than the war in Afghanistan. Churchill added that CASA is now working on a policy to address proposed changes in copyright legislation that would restrict students to access a digital source for only five days. Churchill highlighted some of the benefits for smaller, underrepresented groups to be a part of

CASA, such as MAPS and that MAPS would have a unique opportunity to bring local, nuanced part-time student issues to the federal level and to discuss them with the top decision makers in Canada and to have an impact on public policy. Churchill maintained that CASA is cost-effective in terms of membership fees, especially when compared to the Canadian Federation of Students (CFS) and the Ontario Undergraduate Student Alliance (OUSA). Churchill expressed that having MAPS a part of CASA would not only benefit MAPS, but also benefit CASA as MAPS would be the first and only part-time student union within CASA. Churchill continued that the goal of CASA is to tackle post-secondary student issues in a holistic and comprehensive manner and CASA cannot do that unless all of the post-secondary student demographics are represented at the CASA table. Churchill noted that having MAPS as a member of CASA would help CASA advocate with part-time student perspectives as well as further increase the number of member schools from Ontario, a large, influential province.

Horton asked what it would cost for MAPS to join CASA.

Churchill answered that the CASA membership fee structure is unique and considers a number of factors including a student union's population and student union fees. Churchill noted that a formula developed by a University of Waterloo mathematics student takes into consideration a prospective member school's capacity to pay along a sliding scale. Churchill indicated that larger schools such as the University of British Columbia with substantial student union fees paid by an undergraduate population of approximately 40,000 students would pay the maximum of \$50,000 per year and that in the case of smaller student unions such as MAPS, there is a minimum membership fee of \$3,500 per year.

Horton asked if the McMaster Students Union was currently a part of CASA.

Churchill indicated that the McMaster Students Union was a member of CASA from 2000 until 2003 and that currently, they have been observing CASA for the previous year and a half. Churchill expects that the Student Representative Assembly will approve the MSU joining CASA as an associate member, at which point CASA would then ratify them as associate members at the upcoming lobby conference.

Minniti noted that associate membership allows a member school to fully participate within CASA, except for voting, and requires only half of the calculated CASA membership fees.

Armstrong asked how many clients CASA has in Ottawa.

Churchill indicated that they are member-driven and only work for member schools and that currently, there are 23 member schools.

Minniti noted that out of the five Ontario part-time student unions, MAPS is the only one that is not currently aligned with the Canadian Federation of Students, and as such has been heavily courted. Minniti added that the mandate of the CFS goes beyond education to include other social justice issues, and as such, in his opinion, weakens the focus on post-secondary education. Minniti added that membership fees for the CFS are much higher and assessed at a rate of \$1.97 per course. Minniti noted that for MAPS, this would be a membership fee of approximately \$40,000. Minniti also added that the modus operandi of the CFS, known to be radical at times, is at odds with MAPS' collegial style and relationship with senior administration. Minniti added that it is the goal of MAPS to be a national leader advocating for part-time student issues and that of all the part-time student unions, none have the ear of government officials, and MAPS should change that. Minniti added that if MAPS were to be an observer of a federal lobby group, there would be an expectation to see a focus on part-time student issues

discussed at the table and then forwarded on to government with other post-secondary education issues that benefit students, regardless of course load.

Churchill agreed and stressed that should MAPS join CASA, it would be the first and only part-time student union in CASA's history and MAPS would have an opportunity to lay the foundation for part-time student issues. Churchill added that once MAPS participates with CASA, MAPS will see how receptive and collaborative CASA is with its member schools and that this would be similar to CASA delving into graduate student issues with the assistance of their sole graduate student union member at the University of Waterloo.

Pohl indicated that MAPS was a member of a provincial lobby group in the past, namely the Ontario Undergraduate Student Association (OUSA). She inquired as to how CASA would help MAPS achieve its goals that compete with other student unions within CASA.

Churchill disagreed with Pohl that MAPS would be competing against other member schools for funding or attention, rather, all of the issues that CASA tackles would benefit post-secondary students in general as opposed to benefit only some member schools.

Minniti noted that OUSA advocates at the provincial level, not the federal level and that only the CFS and CASA are at the federal level. Minniti added that unless things have changed, the CFS is not at the same tables as CASA and that the CFS focuses on services such as internal transition issues for student unions, a travel agency (TravelCuts), and a student union directory. Minniti indicated that whenever MAPS has been approached by the CFS, it has been via CFS-Ontario, the Ontario wing of CFS, to participate in their Day of Action to protest tuition fees and advocate for the reduction of tuition fees at the provincial level.

Churchill added that CASA and the CFS serve different purposes, and in some cases, both the opinions of the CFS and CASA are solicited. Churchill noted that CASA focuses more on building relationships and dialogues with decision makers via meetings as opposed to protests or days of action.

Churchill concluded by thanking the MAPS Board for allowing he and Murphy to address CASA and encouraged any follow-up questions after the meeting through Minniti, Waterkamp, or Wong.

4. PRESIDENT'S REPORT

Wong presented his written report (a copy annexed to the master copy of the minutes).

5. EXECUTIVE DIRECTOR'S REPORT

Minniti presented his written report (a copy annexed to the master copy of the minutes).

6. MAPS BURSARIES FOR CCE STUDENTS

Minniti encouraged that the Board consider passing a motion that would allow he and Wong to continue exploring the possibility of another bursary endowment with University Advancement. Minniti underscored that he and Wong would not decide on any parameters, but would simply provide information at the next MAPS Board meeting.

Motion: Moved by Pohl, seconded by Waterkamp that MAPS explore making another donation to McMaster University via *The Campaign for McMaster University* for CCE bursaries such that 30 additional bursaries are created, with the first round of bursaries being awarded in 2009 to coincide with MAPS' 30th Anniversary.
Carried Unanimously.

7. BYLAW REVIEW

Minniti reminded Board members that from time to time, the organization reviews its own bylaw to ensure consistency with practice, and that intent and impact are as congruent as possible. Minniti reminded the Board that the last review of the bylaw occurred in 2006, and under her role as Executive Councillor, Armstrong was leading a bylaw review for this Board. The Ad-Hoc Bylaw Review Committee met yesterday and went through the bylaws with a particular focus on addressing some of the confusion that arose at last year's Annual General Meeting (AGM), namely associate membership and proxy voting. Minniti explained that the goal this evening is to have the MAPS Board of Directors pass a motion endorsing the proposed amendments to the MAPS Bylaw as recommended by both the Ad-Hoc MAPS Bylaw Review Committee and Executive Committee. This Board endorsement would then go to the general membership for approval at a Special General Meeting (SGM). Minniti noted that most of the proposed changes dealt with spelling, grammar, and gender neutral language, however, the significant changes involved expanding the definition of notice to include electronic communication, removing associate membership status, and removing proxy voting. Minniti also explained that after this evening's Board motion, MAPS' legal counsel will review the proposed amendments and that he would report back on legal counsel's review at the SGM.

Motion: Moved by Armstrong, seconded by Wong that the MAPS Board recommend to the general membership, the amendments to the MAPS Bylaw as outlined in the "Proposed Amendments to MAPS Bylaw" document, as recommended by the MAPS Ad-Hoc Bylaw Review Committee and Executive Committee.
Carried Unanimously.

8. UNFINISHED/OTHER BUSINESS

There was no unfinished or other business.

9. TIME OF NEXT MEETING / ADJOURNMENT

Minniti informed that the next meeting of the MAPS Board of Directors is scheduled for Tuesday November 18, 2009 at 5:30 p.m. in the David Braley Athletic Centre, Room 112. There being no further business, the Board adjourned at 8:45 p.m.

Motion: Moved by Armstrong, seconded by Waterkamp to adjourn.
Carried Unanimously.