

## **APACUE Executive Minutes November 2008**

The APACUE Board met via Eluminate, on November 20,2008.

Present: Stefan Woods, Cindy Etheridge, Harvey Goldie, Isabelle Christian, Patsy MacDonald, James Cameron, Elaine Healey, Heather Patterson

Absent : Betty MacDonald, Philip Longmire (on leave)

Guests: Sarah MacDonald, NSAC

### **1. Approval of the Agenda**

Agenda approval moved by Patsy

### **2. Approval of the Minutes**

Approval of October minutes was moved by Patsy and Seconded by Heather

**3. Business Arising:** Much of the Business Arising is treated under Item 6, to follow.

### **4. Treasurer's Report**

A financial report has been circulated by Cindy for this meeting. The accounts accumulated \$1.46 in interest. Cindy forecasts more activity in the next month or two; for example costs of hosting the website.

### **5. CAUCE**

There was no CAUCE report for November 2008.

### **6. Joyce Kennedy Award Update**

Elaine Healey,(MUN) Chair, is to be assisted by Mary MacInnis and Betty MacDonald, in the review of 8 applications. Any other interested Executive could join in the process. Decisions re recipients will be made in time for next meeting.

### **Spring Forum**

Dates are April 23-24 2009 at Alumni Hall and Cumming Hall, NSAC. Sarah Macdonald and staff will coordinate logistics. Currently the planners are Sarah, Stefani and Harvey. Sarah participated in the November Executive meeting to garner feedback on the plans to date. There is room for more participation, either from Executive or through a call to membership. Sarah is eager to highlight NSAC's involvement in Continuing Education. Harvey suggested that Friday afternoon could be a good spot for the host institution to showcase a program or event.

The agenda has traditionally included the organizations AGM, a round table of activities and innovations, and a set of interactive themed workshops. A coordinator is required for each of these workshops on the day. The Deans and Directors meeting has not recently been held in conjunction with the Spring Forum.

If there is to be a guest speaker, the specific date needs to be firmed up (where this fits into the overall program).

Heather asked whether the AGM has to be held in the spring. It is a busy time of year at universities. However Harvey pointed out that we do not want to be in competition with CAUCE in May or June. In 2010, UNB hosts CAUCE, and APACUE will run concurrently. (The field is open to any institution that wants to speak for 2011). It was recommended that a Forum evaluation be put on the agenda for the AGM, and that dates and any related by-laws be discussed.

Discussion turned to suggestions by Forum topic. Marketing has been identified as a challenge for member institutions. Suggestions follow: Robert Moffett, at Dalhousie, can demonstrate how to use web marketing (Facebook, MySpace). A marketing agency such as Revolve Or a web development company to suggest best uses for our university web spaces.

Elaine supported marketing as the topic, in light of shrinking budgets. Harvey suggested that the 2008 evaluations be reviewed for ideas about changes to the overall program. No further topics were identified, but more than one could be on the agenda if others come up. The topic will have to be determined by December-January. Three factors at play in this decision are a) the speaker's schedule; b) possibility to attract a sponsor; and c) time frame for promotion.

### **Forum Finances**

The treasurer explained that the Forum is intended to be self-financing, through the registration fee. Twenty-five dollars per participant goes back to APACUE. The host collects the registration. Cindy raised the question: should this \$25.00 return to APACUE be written into the by-laws? The APACUE organization can be drawn upon, as in 2008, to flow any grant money or sponsorships through. The committee will explore such sources of funds. It is thought that for Marketing, it could be difficult to find funding, but topics in Adult Learning or Community Engagement could prove easier to underwrite.

### **Membership and Executive update**

Since last month it has been determined that Carol Sparkes' plans for 2009-10 are uncertain, and the organization cannot count that she will move into the President's chair next year. Stefani will send a call on the list-serv, for a Vice-president for the short term, open to present Executive and membership.

### **Website Update**

Send any PD opportunities to Stefani, for posting. She is also seeking pictures from the 2008 Forum.

### **7. Adjournment**

Moved by Harvey, seconded by James

### **Next Meeting**

Thursday, December 18 at 2:00PM.