

APACUE Executive Meeting

Minutes of March 23, 2010

Present: Harvey Goldie, Betty MacDonald, Carol Sparkes, Ellen Stewart, Elaine Healey, and Stefani Woods (President/Chair)

Regrets: Heather Patterson, Patsy MacDonald, Robert Moffat

1. Approval of Agenda

Agenda approval moved by Betty and seconded by Harvey.

2. Approval of Minutes of February 16, 2010

Approval moved by Betty and seconded by Harvey.

4. Treasurer's Report

Ellen was able to report. The Balance sheet as of March 23, 2010 showed the GIC as \$6103.02 and cash was \$9826.41 for a total of \$15, 930.23. All the institutional membership fees were submitted except for Université de Moncton – Edmundston. They are checking with the institution in Moncton to see if they are covered under the institutional membership. Ellen thanked Stefani for the acquisition of a headset, so she could participate in these meetings through Elluminate.

Harvey mentioned that Université de Moncton - Edmundston should be covered under the institutional membership with Université de Moncton with four people and any additional members paying the \$20.00 instead of \$80.00.

We didn't have quorum to approve the Treasurer's report, so it was deferred until next meeting. We continued the meeting informally.

5. CAUCE Report

The Deans and Directors met in Ottawa February 25-26. There is new CAUCE President, Maureen MacDonald from University of Victoria. There were six institutions present: MSVU, Dalhousie, St F.X., UNB, and MUN. Acadia and NSCAD sent their regrets. The CAUCE website has posted the presentation by Ken Steele. One CAUCE report highlighted the collection of data for CE units that would be used by Canadian Association of Universities. There was not enough data collected that could be used yet. A reminder of the CAUCE conference in June is approaching and registrations need to be in. THE CAUCE journal will be available online. Atlantic Deans' and Directors' talked about the role of APACUE. A survey conducted by the Association of Atlantic

Universities collected data on culture, social and outreach activities. There was information collected about Continuing Education. This is opportunity to receive regional data.

6. 2010 Spring Forum and AGM

Ellen reported that there are five registrations so far for CAUCE and the APACUE AGM. Early Bird registration ends on Friday, March 26th, 2010. Ellen will be planning the lunch menu, but is waiting for confirmed numbers before finalizing it.

Harvey phoned the Directors of several institutions to spread the word about the APACUE AGM and to encourage participation.

Robert Moffat designed an email invitation for the APACUE AGM and sent it out to the APACUE membership based on the listserv email directory. Not everyone received the email invitation as the listserv membership directory is not up-to-date. Of the 42 invitations sent out, 16 people clicked on links for more information.

Stefani and Robert will work on updating the listserv membership directory based on the current membership list.

7. Membership update

Harvey continues to phone member institutions to confirm that their membership information is up-to-date, like correct names and email addresses. He is also reminding them of the CAUCE Early Bird registration. He sees this also as an opportunity to advertise openings for the Executive too.

We have 15 institutions participating in APACUE with 43 individual members. This is a good indication of the collegial networking that we value in APACUE.

8. APACUE Awareness

Over the last couple years there has been a turnover in Deans and Directors as well as staff working in different Continuing Education units. As a result there may not be an awareness of the value APACUE brings to its members and the region.

Betty reported that a short conversation around this topic happened at the CAUCE regional Deans' and Directors' meeting in February. There were at least three new people sitting at the Deans' and Directors' meeting and they wanted to address this concern. They were not familiar with APACUE's mandate. They wanted to know if the mandate was networking or collaborative work. To address this concern, they thought it

would be helpful to capture APACUE's goals and mandate in a report to the Deans and Directors of each member institution. Then, they could support it if they saw a value.

Harvey commented that this topic is raised every five or six years. APACUE brings together a regional group of colleagues networking between institutions. It provides a couple of venues to meet and become familiar with people working in continuing education program development at regional institutions. The annual APACUE Spring Forum addresses concerns of the region with regards to program development, administration, and professional development. APACUE membership is affordable and more members at a staff level. As well, the Joyce Kennedy awards provide outreach to students who need it most. So APACUE is here for the people, programming, and the community.

Carol agreed with Harvey. APACUE is in touch with the community people who we support. The web site has our aims and objectives.

Carol wondered if APACUE members, who attend our AGM, can join the CAUCE conference. Do they need separate membership to join CAUCE? Betty suggested that as long as their institution has a membership they can register for the CAUCE conference. Typically, the Deans' and Directors' attend CAUCE conference and CE staff attend APACUE Spring Forum because it is affordable and regional.

Harvey mentioned that this year we have a more modest AGM, whereas we usually have an enthusiastic Spring Forum. In order to build awareness, we should promote the next Spring Forum (2011) to build interest and demonstrate value. We should announce the next Spring Forum location and encourage participation at the 2010 AGM.

Harvey suggested a letter highlighting collegial networking, the Spring Forum, and the Joyce Kennedy awards would be the most effective from the APACUE President and a timely way to address the concerns of the Deans and Directors.

Betty suggested that there may be a Deans' and Directors' role to play in APACUE. Typically at the APACUE AGM, the Director presents the institutional report. As our leaders, they meet independently, but we, as staff, don't always have the same perspective. Time and financial constraints requires more coordination from active members of APACUE. The Director's report exposes us to their level of work and vice versa. Deans' and Directors' seem willing and open to accept a role, but expectations need to be communicated.

Carol added another idea to be included in the letter to the Deans' and Directors'. She suggested including stories from past Spring Forums. This would demonstrate and capture the sharing and caring from the different regional universities.

Stefani suggested another way to communicate between the Executive and the institutional CE units. In the past there were institutional reports. These reports allowed Members-at-Large to report on different areas of concerns, like enrolment, programs,

marketing, etc. Over the years, these reports were taken off the agenda, and it was suggested that they be added back to the agenda. Also invite other non-Executive members from member institutions to report at one Executive meeting during the year.

There was a suggestion to invite a member to report at the next meeting. Carol was concerned that people would come in every month to give an update, and it would take too long. Betty suggested indentifying a member or two from member universities that are not represented on the Executive. Agreeable members would rotate during the year, similar to a rotating schedule.

Based on this idea, we would need to vote on this motion at the next meeting because we did not have a quorum.

With no other comments, Elaine moved to adjourn the meeting and Carol seconded it.