

**Community Affairs Board
Innis College Council
Thursday 8 December 2016**

Meeting Minutes

Attendance:

Ben Weststrate (assessor), Brianne Katz-Griffin, Ennis Blentic (assessor), Ethan Wong, James An, Joanne Uyede, Joel Colby, Lesli Ransom, Marta Switzer, Rita Chen

1. ELECTION OF MODERATOR & SECRETARY

A nomination to elect Rita Chen as Moderator of the Community Affairs Board for the 2016-17 term was moved (Weststrate), seconded (Colby), and carried.

A nomination to elect Marta Switzer as Secretary of the Community Affairs Board for the 2016-17 term was moved (Weststrate), seconded (Katz-Griffin), and carried.

2. MINUTES OF THE MEETING OF MARCH 22, 2016

A Motion to adopt the minutes of the meeting of March 22, 2016 was moved (Katz-Griffin), seconded (Blentic), and carried.

3. BUSINESS ARISING FROM THE MINUTES

None reported.

4. ADVANCEMENT OFFICE REPORT

Ennis Blentic reported the following:

Marta Switzer has been hired as the new Events and Programs Coordinator. Her role is focused on the Mentorship Program. She also will be supporting the Office of the Principal.

Ennis expresses appreciation to Ben, Marta and Maitri for seeing through the advancement events while he was absent on parental leave.

This fall advancement hosted Five Canadian Film Forum Events which brought directors including Stephen Dunn, Guy Maddin, and Brett Story to the College.

Events with filmmakers Patricia Rozema, Ingrid Veninger, Deepa Meta and brother, Dilip Meta, and Emma Donohue are in the works for the new year.

During the fall advancement also supported the Jane Jacobs Centennial Event and the student awards ceremony. The awards ceremony included Lynda Nye (Innis College's first registrar) and alum Kofi Hope gave a keynote. This was the first awards ceremony which encompassed all of the awards.

Brianne and Ben agree that the event was a success

There will be a forum to discuss feedback with students, coordinators, and the registrar's office

Also coming up in the New Year will be an event in collaboration with Vice Media and Mongrel Media. For this event Innis will be working with alumni Eddie Moretti and Hussain Amarshi.

A. Communications

Ben Weststrate reported the following:

This report is focused on communications as it relates to Advancement Office. Student communications will be reported to the Student Affairs Board.

There are a number of projects that are in the works or on the horizon:

- Social media strategy – considering what social media platforms work best within a community outreach context and addressing phases of the alumni life cycle. It is necessary to consider a multi-model approach based on generational interest.
 - Instagram will be the focus because the platform allows for photo sharing
- Website redevelopment – all of the College's constituent websites will be redeveloped. This includes Student Life, Registrar's Office, Advancement, and the academic programs. Each constituent needs to be aligned but also maintain individual agency. Accessibility and inclusivity of the websites is a main priority; therefore, feedback will be gathered from focus groups of all user groups, particularly students.
- Alumni & Friends Magazine – will be distributed on April 25 in order to polybag with the Spring issue of UofT magazine. Ben, Charlie, Ennis, and Marta comprise the editorial committee that will identify content. Ben will lead imaging and design aspects.
 - The magazine's purpose is to promote, share, and convey stories of the College, especially stories of students and stories that express the current landscape of the college. The magazine aims to communicate the feel of the College today and to treasure the uniqueness of Innis.
 - Suggestions and ideas for content or the issue's theme can be brought forward to Ben or Ennis.
 - Rita suggested reaching out to the alumni community to invite contributors and provide thematic ideas.
 - The committee welcomes support from those who have an interest and experience in producing magazines.
 - Joanne noted that the magazine helps to capture the change in the demographic, and the UofT and Innis cultures. She added that campus is hopping with things!
 - "Innis is the best" says Ben. Joanne agrees and jokes about her maintained Trinity rivalry with a friend.
- College image branding – Innis College branding is guided by the central Advancement (DUA) branding campaign, "Boundless." This will guide most of the community-facing

communications from Innis.

- Ben welcomes feedback about branding in order to ensure that Innis is authentically represented.
- Ennis adds that the Boundless campaign is so successful it's expanding. Marta and students in the room stated that they effectively relate to its message.

B. Mentorship Program

Marta Switzer reported the following:

At a recent centrally hosted "Mentorship Coordinators Working Lunch" that Marta attended, it was communicated that mentorship on campus between alumni and students will continue to grow with the hope that every student can connect with a mentorship program at some point during their academic career.

Ben Weststrate, Sarah Burley-Hollows, and Marta have been working collaboratively on the mentorship program this year. This cycle of the program includes 37 pairings, with one more pairing starting in January. Of the 38 alumni & friends who are mentors 8 are affiliated in some way with the Urban Studies program, 11 with the Cinema Studies Institute, and 18 with the College. Of the student mentees 9 are enrolled with the Cinema Studies Institute, 8 with the Urban Studies program, 4 with the Writing and Rhetoric Program, and 16 are Innis College Students.

The program launch took place on Oct 27th and provided the first opportunity for mentees and mentors to meet. Rita Chen spoke on behalf of mentors and Elspeth Arbow spoke on behalf of students. Another event for the winter term is in the works and a University wide mentor recognition event is scheduled for early February. The program will close in March

Alumni also participated in a form of mentorship as panelists for the Frosh-to-Alumni Panel which took place during Orientation week in early September and in the Grad Expo panel (a collaborative event hosted by the Woodsworth Dean's office and Innis Office of Student Life).

James and Ethan run the peer to peer mentorship program called Insight and they have an increase in mentees this year. They also just recently ran an iStudy session
James and Ethan are interested in collaborating with the Alumni Mentorship Program on future events.

- Mentorship is a two-way street says Ben
- Rita says she learns many things from her mentees

C. Innis College Alumni Network

Robert Patrick continues to represent Innis on the College of Electors; Webnesh Haile continues to sit on the Council of Presidents; and Rita Chen is the Alumni representative on the Innis College Council.

5. LATER LIFE LEARNING REPORT

Nothing reported.

6. HAROLD INNIS FOUNDATION REPORT

This year's lecture by George E. Clarke was a success. Next year, Andrew Coyne will give the lecture on Nov 17, 2017. The executives of the foundation will meet again in late January/early February to discuss the communications plan.

Donald Bore has submitted a proposal for amendments of the Foundation's student awards.

- Mission of the Foundation is to maintain and promote the academic legacy of Harold Innis
- Lesli and Ben are working on the visual identity
- Others can sit on this board if they have interest

7. OTHER BUSINESS

A. First Graduating Class Reunion/Campaign

Ennis Blentic reported the following:

2017 marks the 50th anniversary of the first graduating class of Innis College. With the help of alumni from that class, Bud Patrick and Noel Simpson, a reunion and other supporting events will be planned. Those from this first graduating class will receive a medal during the Spring Reunion.

There will also be a campaign for the First Class Award which will be an endowed award. The hope is to create a blueprint for further class awards to be created.

Ennis Blentic motions to strike a special committee for Class of '67 Reunion Committee
Brienne Katz-Griffin seconds the motion.
Motion passes unanimously.

8. ADJOURNMENT

Joel Colby motions to adjourn the meeting.
Brienne Katz-Griffin seconds the motion.
Motion passes unanimously.