



University and Community Experience Committee

Cycle 3- Wednesday, March 6, 2024

Start Time: 4:00 PM

Remote via MS TEAMS

[Click here to join the meeting](#)

Or call in (audio only)

[\(888\) 862-4985, 430409990#](#) Canada (Toll-free)

Phone Conference ID: 430 409 990#

Agenda

| # | Item | By | Start Time | Length | Action |
|----------------------|--|-------|------------|--------------------------|-------------|
| 1. | Call to Order & Land Acknowledgement | AF | 4:00 | 1 | |
| 2. | Declaration of Conflict of Interest | AF | 4:01 | 1 | |
| 3. | Approval of Agenda (including consent items) | AF | 4:02 | 2 | Approval |
| 4. | Business Arising from the Minutes | AF | 4:04 | 1 | Information |
| <u>KEY ITEMS</u> | | | | | |
| 5. | <u>Indigenous Engagement</u> | RB | 4:05 | 10 | Information |
| 6. | <u>Committee Charter Review (including appendices 1-3)</u> | YR | 4:15 | 20 | Information |
| 7. | <u>Brock's Next Institutional Strategic Plan (including appendix 1)</u> | LR | 4:35 | 10 | Information |
| 8. | <u>Institutional Rankings (including appendices 1-2)</u> | KP/MR | 4:45 | 10 | Information |
| 9. | <u>Building relationships and reputation in the community (including appendix 1)</u> | MR/MT | 4:55 | 45 | Information |
| <u>CONSENT ITEMS</u> | | | 5:40 | 5 (minutes if needed) | |
| 10. | <u>Minutes of Previous Meeting - Meeting #2 (2023-24) held on December 7, 2023</u> | AF | | | Approval |
| 11. | <u>Metrics - Campus Safety Security</u> | DM | | | Information |
| 12. | Other Business | AF | 5:45 | 5 | |
| 13. | ADJOURNMENT | AF | 5:50 | | |

Agenda Legend

| | | | |
|----|----------------|----|-----------------|
| AF | Arti Freeman | LR | Lesley Rigg |
| MR | Meagan Rusnell | TK | Tim Kenyon |
| KP | Kyle Paul | MT | Matt Terry |
| DM | Donna Moody | RB | Robyn Bourgeois |
| YR | Yvonne Roussel | | |

ACCESSIBILITY: If you require this agenda in an accessible format or require the provision of communications supports for the meeting, please submit a request by email to universitysecretary@brocku.ca Please note, where meetings are held using Microsoft Teams, individual participants can access live captioning by following these instructions: [Live Captioning in Teams Meetings](#).



Board of Trustees

Report to the University and Community Experience Committee

INFORMATION ITEM

TOPIC: Indigenous Engagement

March 6, 2024

Dr. Robyn Bourgeois, Vice-Provost, Indigenous Engagement

EXECUTIVE SUMMARY

1. Purpose of the Report

- Provide an update on Indigenous Engagement in support of Brock University's Institutional Strategic Plan.

2. Key Background

- First annual Brock University Powwow - Honouring our Students Past, Present, and Future
 - On January 19, 2024, Brock University hosted its first annual Honouring our Students powwow. Despite heavy snowfall, the event attracted over 2,500 visitors, 100 dancers, and 80 vendors.
- Eagle Staff
 - Brock University's Eagle Staff made its ceremonial debut at our first powwow. A sacred ceremonial item, this staff represents our institutional commitment to decolonization and Indigenization. We are currently exploring what role this item will play in major institutional events such as Convocation.
- Elders
 - We are pleased to announce that two new Elders have joined our Indigenous team at Brock. Linda "Okie" Hamilton is a Choctaw Two Spirit Elder who is highly respected in the Niagara region. In addition to meeting with students, she's been leading drumming sessions at Hadiya'dagénhahs First Nations, Métis and Inuit Student Centre. Our second Elder comes from closer to home: on January 23, Hadiya'dagénhahs director Cindy Biancaniello was formally named and announced as an Inuit Elder at a provincial gathering. She was gifted the name Anauta, which refers to a wooden bat in Inuktitut.

- Indigenous Degree-Level Expectations (IDLEs)
 - A coordinating committee has been formed to guide the process of establishing IDLEs. Led by the Vice-Provost, Indigenous Engagement, the committee consists of:
 - Dr. Brian Power, Vice-Provost & Associate Vice-President, Academic, & Deputy Provost
 - Dr. Rajiv Jhangiani, Vice-Provost, Teaching & Learning,
 - Cindy Biancaniello, Director, Hadiya'dagénhahs First Nations, Métis and Inuit Student Centre
 - Mac Orlando, Indigenous Educational Developer
 - Dr. Sheila Cote-Meek, Professor and Chair, Indigenous Educational Studies
 - Alyssa Best, Indigenous Graduate Student Representative
 - Melanie Newman, Indigenous Undergraduate Student Representative
 - An environmental scan of existing IDLEs at Canadian universities is underway.
- Indigenous Governance
 - In November 2023, the Office of the VPIE launched an extensive consultation process to review and reignite Indigenous governance at Brock. The process began with student consultations, which produced such significant interest that we are still working with these students to develop their vision for the future of Indigenous governance. From there, consultation will be completed with Indigenous faculty and staff and the external Indigenous community.
- Indigenous Plus
 - Consultation with Indigenous students is about to begin to guide the development of the program.
- Indigenous Faculty Support
 - Since September, the VPIE has been hosting monthly meet-ups for all Indigenous faculty to connect and check-in.
- Indigenous Educational Studies Events
 - The Office of the VPIE co-hosted two events with the Department of Indigenous Educational Studies. On January 25, we hosted Dr. Niigan Sinclair (University of Manitoba) to discuss what reconciliation in post-secondary institutions looks like. On February 1, we hosted a launch for Dr. Candace Brunette-Debassige's new book *Tricky Grounds: Indigenous Women's Experiences in Canadian University Administration*.
- REDress Day
 - On February 14, Brock University hosted its 6th annual REDress event honouring Missing and Murdered Indigenous Women, Girls, and 2SLGBTQQIA people. In addition to a panel discussion, the event included crafting sessions such as making "Faceless Dolls," beading, and seal skin earring making.

Report to University and Community Experience Committee

INFORMATION ITEM

TOPIC: Committee Charter review

March 6, 2024

Yvonne Roussel, University Secretary & Vice-President, Governance & Policy

EXECUTIVE SUMMARY

- Purpose of the Report
 - To review the Committee Charter with the Committee to determine whether any updates are required.
- Key Background
 - The Board Bylaw provides that each standing committee of the Board shall have a charter that sets out its functions, responsibilities, powers, and composition. The Board Bylaw also provides that each committee shall review its charter at least every two years, with any proposed changes to be considered by the Governance/Nominating Committee and approved by the Board.
 - The Committee Charters were last reviewed in 2021.
 - Each Committee is being asked to review its Charter to determine if any changes are required. The University Secretariat has reviewed the Committee Charter and is recommending that a thorough review be conducted to clarify the purpose of the Committee.
- Next steps
 - Subject to feedback from the Committee, the Committee Charter will either be scheduled for a future review in 2025 or amendments to the Charter will be prepared in consultation with UCEC, for the consideration of the Governance/Nominating Committee.
- Background Materials

Appendix 1 - [University and Community Experience Committee Charter](#) (5 pages)

Appendix 2 - University and Community Experience Committee Historical Information (2 pages)

Appendix 3 - Samples of Other Universities Committee Charters (2 pages)

Brock Board

University Community and Experience Committee
Historical Information
March 2024

| Approx. Date | NAME of COMMITTEE |
|-----------------|---|
| 1976 | Development & Public Relations Committee Mandate: To make recommendations to the Board of Trustees or Executive Committee (1) on all matters relating to fund raising for any purposes and (2) on the development and maintenance of sound internal and external relationships within the University community and with the community at large, together with any other matter referred to it by the Board, the Executive Committee, and the President and/or his delegate. |
| 2000 | Government & Community Relations Committee Mandate: amended to include purview over “matters pertaining to alumni affairs” . |
| 2001 | Development & Community Relations Committee Mandate: amended name change |
| 2005 | Advancement & Community Relations Committee Mandate: The Advancement and Community Relations Committee shall make recommendations to the Board of Trustees or the Executive Committee a) on all matters relating to fund raising for any purpose, b) on the development and maintenance of sound internal and external relationships within the University community and with the community at large, c) on matters pertaining to alumni affairs, and on any other related matters referred to it by the Board, the Executive Committee and the President. |
| 2011 | Advancement, Community Relations and Research Committee Mandate: The Advancement, Community Relations and Research Committee shall make recommendations to the Board of Trustees or the Executive Committee a) on all matters relating to fund raising for any purpose; b) on the development and maintenance of sound internal and external relationships within the University community and with the community at large; c) on matters pertaining to alumni affairs; d) on research related funding, associated business planning, and other activities and practices and on any other related matters referred to it by the Board, the Executive Committee and the President |
| 2013 | Strategic Planning Committee Mandate: assist the Board in providing oversight of: a) all matters pertaining to the development, review, analysis, oversight and updating of the University’s strategic plans ; b) all matters relating to fund raising for any purpose; c) the development and maintenance of sound internal and external relationships within the University community, with government and with the community at large; d) matters pertaining to alumni affairs; and e) any other matters referred to it by the Board or the Executive Committee and the President insofar as they pertain to the responsibilities of the Board. |
| 2018 | University and Community Experience Committee The mandate of the University and Community Experience Committee (“Committee”) is to assist the Board in reviewing and providing guidance regarding: a. the implementation and metrics of the University’s strategic plans; b. the University’s enrolment and retention strategy; |

| | |
|--|---|
| | <ul style="list-style-type: none">c. the development and maintenance of sound internal and external relationships within the University community, with government and with community engagement at large;d. the university experience;e. fund raising and donor relations;f. alumni affairs; andg. brand and marketing strategy. |
|--|---|

External Relations Committees - Ontario

| Institution | Location | Committee | Link to ToR | Notes/Brief |
|----------------------------|-------------------|---|---|--|
| Brock University | St. Catharines ON | University and Community Experience Committee | https://brocku.ca/university-secretariat/board/ | The mandate of the University and Community Experience Committee ("Committee") is to assist the Board in reviewing and providing guidance regarding: a. the implementation and metrics of the University's strategic plans; b. the University's enrolment and retention strategy; c. the development and maintenance of sound internal and external relationships within the University community, with government and with community engagement at large; d. the university experience; e. fund raising and donor relations; f. alumni affairs; and g. brand and marketing strategy. |
| McMaster University | Hamilton ON | Committee on University Advancement | https://secretariat.mcmaster.ca/board-of-governors/committees/ | The Committee shall make recommendations to the Board on policy matters related to institutional advancement, including external and internal communications, fund-raising, alumni relations, development and public relations. |
| Lakehead University | Thunder Bay ON | External Relations Committee; Learning and Liaison Committee | Lakehead Board External Relations Committee; Lakehead Board Learning & Liaison Committee | |
| Trent University | Peterborough ON | None - Managed through VP, External | https://mycommunity.trentu.ca/vppage | Based on a shared passion for this special institution, our mission is to develop, inspire and nurture institutional relationships to build support, attract funding, increase engagement, raise profile and enhance Trent's reputation to advance the University's mission and vision. We aim to foster an enthusiastic and informed network of ambassadors and advocates, alumni, donors and partners to enrich our students, communities, and the world around us. |
| University of Ottawa | Ottawa ON | Executive Committee | https://www.uottawa.ca/about-us/leadership | Executive Committee advises on strategic plan and its implementation, and "duties include, among others, approving policies that are not the responsibilities of other committees of the Board" - no other committee identified with duties similar to Brock UCEC |
| Nipissing University | North Bay ON | Community Relations Committee; Fund Raising Committee | https://www.nipissingu.ca/about/governance | The Community Relations Committee is responsible to the Board for setting policy that will guide the administration in the areas of public relations, community affairs, alumni liaisons, communications strategies, intergovernmental affairs, media relations, and reputational matters. The Fund Raising Committee is responsible to the Board for developing plans and policies that will foster and support a philanthropic culture at the Board, across the University, and throughout the community that will help to produce fund raising success. |
| Wilfred Laurier University | Waterloo ON | Development Committee; Executive Committee | https://www.wlu.ca/about/governance/board | The Development Committee is responsible for ensuring active engagement of the Board of Governors in setting policy for and directly supporting ongoing fundraising activities of the University. The Executive Committee is empowered to act on behalf of the Board with powers of executive authority as delegated. The Committee also has overall responsibility for the completion of annual and strategic planning. |

| | | | | |
|---------------------------------|-------------|--|---|--|
| Toronto Metropolitan University | Toronto ON | None - There was an External Relations Committee but it was removed in November 2005 | https://www.torontomu.ca/governors/members/board-committees/ | |
| Queen's University | Kingston ON | External Relations and Development Committee | https://www.queensu.ca/secretariat/board-t | The External Relations and Development Committee ("Committee") is formed to support and enhance the capacity of the Queen's University Board of Trustees ("Board") to fulfil both its strategic responsibilities, and its fiduciary obligations to oversee the University's external relationships, philanthropic culture, brand and reputation, and associated risks. |
| University of Guelph | Guelph ON | None | https://www.uoguelph.ca/secretariat/menu/ | None of the Terms of Reference for the standing committees cover the same duties as Brock UCEC. |
| University of Waterloo | Waterloo ON | None | https://uwaterloo.ca/secretariat/sites/default | Similar mandates to Brock UCEC do seem to be covered in the general Board mandate (see link). |
| York University | Toronto ON | External Relations | https://www.yorku.ca/secretariat/board-of-g | The External Relations Committee provides advice and recommendations on matters related to institutional advancement and initiatives to enhance the University's overall reputation, mission and strategic objectives. |
| OCAD | Toronto ON | None | https://www.ocadu.ca/sites/default/files/doc | No committee with similar duties to Brock UCEC. |
| Western University | London ON | Fund Raising Donor Relations Committee | https://uwo.ca/univsec//board/committees/ | The Fund Raising Donor Relations Committee is a standing committee of the Board constituted for the purpose of ensuring active involvement of the Board of Governors in setting policy for, providing strategic guidance for, and directly supporting, ongoing generation of philanthropic dollars for the University and providing oversight and support to the relationship between the University and its donors. The Committee has responsibility to educate and engage the Board with respect to its roles and responsibilities in helping to achieve fund raising success. |



Board of Trustees

Report to the University and Community Experience Committee

INFORMATION ITEM

TOPIC: Brock's Next Institutional Strategic Plan

March 6, 2024

Lesley Rigg, President and Vice-Chancellor

EXECUTIVE SUMMARY

1. Purpose of the Report

- The purpose of this report is to provide an update on progress for the revitalization of Brock's institutional Strategic Plan.

2. Key Background

- Brock University's current Institutional Strategic Plan, titled "Brock University: Niagara Roots - Global Reach", is a seven-year plan from 2018-2025.
- The current Institutional Strategic Plan describes Brock University's history and its current environment, including challenges and opportunities that this entails. The University's mission, vision and guiding values are outlined, as well as four strategic priorities:
 - Offer a transformational and accessible academic and university experience.
 - Build research capacity across the University.
 - Enhance the life and vitality of our local region and beyond.
 - Foster a culture of inclusivity, accessibility, reconciliation, and decolonization.
- A report was provided to UCEC and the Board in Cycle 2 to provide an update on the selection of the Steering Committee and the consultation process.
- Since Cycle 2, the following steps have been completed:
 - December 2023:
 - Steering Committee finalized the Learn Phase consultation process which included a review of a consultation schedule, identification of groups to engage, moderators guides and survey instruments.
 - A Strategic Plan update webpage launched creating a central place for the community to stay informed about the strategic planning process.

- January 2024:
 - Learn Phase consultation began with consultation activities occurring during January and February.
 - Key stakeholder groups were engaged in the format of one-on-one interviews and group sessions.
 - An open call for focus group participation for faculty, staff, undergraduate and graduate students was communicated.
 - In addition, work was done to ensure engagement with Indigenous partners, alumni, and government and community partners.
- February 2024:
 - Strategic Plan surveys were launched for both internal and external stakeholders.
 - Focus group consultations continued.
 - A SWOT analysis was completed.
 - An environmental scan with a focus on sectoral trends and competitors strategic plans as well as regional, national, and international factors was completed.
 - Ongoing partnership with Marketing and Communications, Brock University Students' Union, Graduate Students' Association, Office of Vice-President Indigenous Engagement, Office of Human Rights and Equity, Government Relations, and Alumni and Donor Relations to ensure that the opportunity for input was communicated.

3. Next Steps

- The approach to developing the draft plan is set out in five phases, including: plan, learn, analyze, decide, and implement.
- Currently, we are moving from the final stages of the Learn Phase to the Analyze Phase, which will include MacPhie developing a comprehensive research report.
- As we move to the Decide Phase, the Board will be invited to a decision-making session to review the research and co-create our five year Strategic Plan.
- We aim to have a draft plan available for presentation to UCEC and the Board in Cycle 5.

4. Background Materials

- Appendix 1: Strategic Planning (9 pages)



Strategic Planning



MacPhie

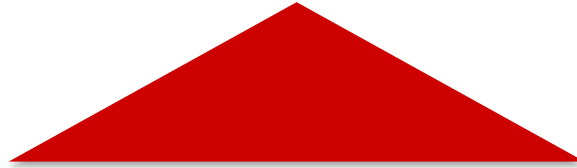
Strategic Plan Overview



Strategic Planning Framework

We are working together to co-create:

Purpose



WHY an organization exists.

Values



How an organization performs its work.

Strategic Directions



The broad areas in which we should be spending the majority of our efforts moving forward

Priorities

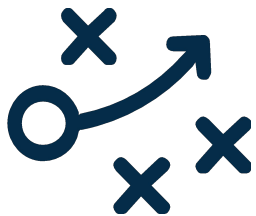


The roadmap describing what needs to be done to achieve our Strategic Directions

Approach and Timeline



Process Overview



Plan

Aug - Nov
2023



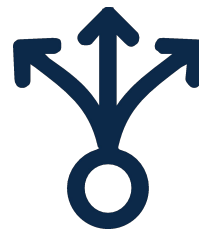
Learn

Dec 2023 - Feb
2024



Analyze

Feb - Mar
2024



Decide

Apr - May
2024



Implement

June
2024

Process Overview



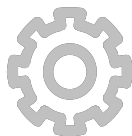
Plan

Aug - Nov 2023

Facilitate a kick-off meetings with the project sponsor Steering Committee

Produce a detailed outline of processes and product objectives.

Develop a detailed timeline/ engagement schedule and schedule all key meetings.



Learn

Dec 2023 - Feb 2024

Conduct an environmental scan & SWOT analysis.

Circulate two surveys.

Conduct 14 interviews and 15 focus groups with key stakeholders.



Analyze

Feb - Mar 2024

Analyze data from consultations, survey, and environmental scan.

Develop a comprehensive research report.

Present the research report to the project sponsor.

We are here!



Decide

Apr - May 2024

Facilitate multiple decision-making sessions to review the research and co-create our five year Strategic Plan.

Deliver a finalized Strategic Plan and creative brief outlining the graphically designed version of the plan.



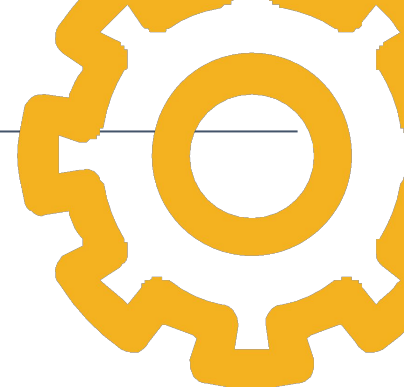
Implement

June 2024

Facilitate implementation planning sessions to develop and refine an Implementation Plan.

Present:
(1) the finalized Implementation Plan to be approved by the Board and (2) recommendations for an annual reporting process to the project sponsor.

Learn Phase Consultations: Complete



Focus Groups (15)

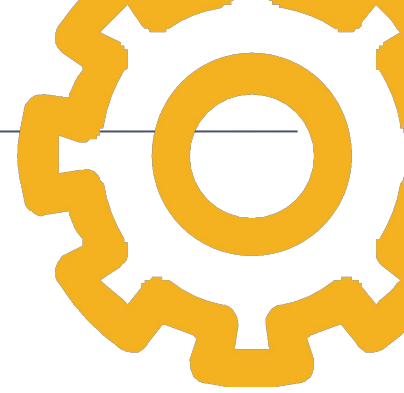
- ✓ Board of Trustees
- ✓ ALT
- ✓ Senate
- ✓ SALT
- ✓ Faculty #1
- ✓ Faculty #2
- ✓ Staff #1
- ✓ Staff #2
- ✓ Graduate Students
- ✓ Undergraduates #1
- ✓ Undergraduates #2
- ✓ Alumni
- ✓ Indigenous Partners
- ✓ Community Partners
- ✓ Government Partners



Interviews (14)

- ✓ President and Vice-Chancellor
- ✓ Interim Vice-President, External
- ✓ Interim Provost and Vice-President, Academic
- ✓ Vice-Provost, Indigenous Engagement
- ✓ Executive Director, Marketing and Communications
- ✓ Chief Financial Officer & Associate Vice-President, Financial Services
- ✓ Interim Vice President, Administration
- ✓ Registrar & Associate Vice-President, Enrolment Services
- ✓ Associate Vice-President, EDI
- ✓ Associate Vice-President, Students
- ✓ Vice Provost, Teaching and Learning
- ✓ Chancellor
- ✓ Acting Vice-President, Research
- ✓ Donor

Learn Phase Survey: Complete



Surveys (2)

On January 30th, 2024, surveys launched for Brock community members (internal) and community stakeholders (external) to provide feedback.

Both surveys have now closed.

Up Next:
**Analysis of the Data and
Research Report**





Board of Trustees

Report to the
University and Community Experience Committee

INFORMATION ITEM

TOPIC: Institutional Rankings
March 6, 2024

Kyle Paul, Executive Director, Institutional Planning, Analysis & Performance
Meaghan Rusnell, Interim Vice-President, External

EXECUTIVE SUMMARY

1. Purpose of the Report

- To provide the committee with an update on the current positioning of Brock University within the various global rankings.
- To provide information about the intent to develop a Rankings Working Group.

2. Key Background

- Rankings were the second most researched factor by prospective international students when choosing where to study.
- Rankings can be used for marketing and publicity purposes.
- Rankings have also been criticized for unfairly comparing different types of universities against one another.
- Rankings metrics appear to be continuously changing, which causes inconsistency.
- Brock actively participates in three main sets of rankings: Macleans, QS, and Times Higher Education.
 - Macleans
 - In the 2024 rankings, Brock ranked 13th of 15 in the comprehensive category.
 - QS
 - Brock ranked 9th in Canada in sport-related programs and 14th of 22 in Canada for MBA programs.
 - Overall, Brock was assigned a default ranking of 1,201-1,400 globally and 31st in Canada, primarily as a result of incomplete submissions.
 - Times Higher Education (THE)
 - Brock was assigned a rank of 201-300 in 2023, with 9/17 Sustainable Development Goals (SDGs) populated.
 - In 2024, through some concerted effort and collaboration, Brock submitted data for 14/17 SDGs.

- Brock's inability to claim a rank on a global world ranking can be thought of as having a strong negative impact on student perceptions and overall institutional ability to convert applicants into registrants.
- Brock's resourcing and ability to submit data to rankings portals in a complete and timely manner that meets submission deadlines is currently limited. The creation of a Rankings Working Group would help address some of these challenges.
- Anticipated membership for the Rankings Working Group would include the following offices: International; Institutional Planning, Analysis and Performance; Infrastructure & Facilities Management; Research; University Library; and the Goodman School of Business.

3. Next Steps

- The development of a Rankings Working Group (and collaborate data collection strategy) will ensure that Brock is taking the necessary steps to build capacity around global rankings and prioritize the reputational benefits associated with them.
- Further updates will be provided to the University and Community Experience Committee as needed.

4. Background Material

- Links to rankings (1 page)
- Slides (10 pages)



Board of Trustees

UCEC Committee
TOPIC: Institutional Rankings
DATE: March 6, 2024
Appendix 1

Appendix 1 - Links to Rankings

Macleans:

<https://education.macleans.ca/school/brock-university/>

QS:

<https://www.topuniversities.com/world-university-rankings?region=North%20America&countries=ca&search=brock>

QS MBA:

<https://www.topuniversities.com/mba-rankings/canada>

THE Impact rankings:

https://www.timeshighereducation.com/impactrankings#!/length/25/name/brock/sort_by/rank/sort_order/asc

Institutional Rankings

Presentation to the University and Community Experience Committee

March 6, 2024



Agenda

- 1. Rankings: Advantages and disadvantages**
- 2. Brock's current state**
 - 1. QS rankings**
 - 2. Times Higher Education (THE) rankings**
 - 3. Maclean's rankings**
- 3. Risks**
- 4. Looking forward**

Rankings: Advantages and disadvantages

University rankings have become commonplace in global higher education over the past decades.

- No ranking is perfect.
- All university rankings are the target of widespread criticism.



Rankings: Advantages and disadvantages



Advantages:

- Encourage healthy internal dialogue about institutional performance
- Marketing and publicity purposes
- Influential for international students

Disadvantages:

- Unfair comparisons of different types of universities
- Excluded the measurement of teaching activity quality
- Inconsistency due to continuous change

QS World Rankings



“The most comprehensive ranking of its kind, shines a light on the best institutions from across the world, supporting our mission of enabling motivated people anywhere in the world to fulfil their potential through educational achievement, international mobility, and career development.”

QS World Rankings

World rankings

- No overall score
- Brock defaults to the 1,201-1,400 group; 31/31 in Canada

Sustainability 2024

- 30/31 in Canada

World MBA rankings

- 14/22 in Canada

Brock's sport-related programs rank 9th in Canada

| <i>Performance Lenses</i> | <i>2024 Edition Weights</i> |
|--------------------------------|-----------------------------|
| Academic Reputation | 30% |
| Employer Reputation | 15% |
| Faculty Student Ratio | 10% |
| Citations per Faculty | 20% |
| International Faculty Ratio | 5% |
| International Student Ratio | 5% |
| International Research Network | 5% |
| Employment Outcomes | 5% |
| Sustainability | 5% |

QS World Rankings



The Times Higher Education ***World University Rankings*** are the only global performance tables that judge research-intensive universities across all their core missions: teaching, research, knowledge transfer and international outlook, while the ***Impact Rankings*** assess universities against the United Nations' Sustainable Development Goals (SDGs) using indicators to provide comprehensive and balanced comparison across four broad areas: research, stewardship, outreach and teaching.

INSTITUTIONAL RANKINGS

Times Higher Education (THE) rankings

Brock University in 2023 Impact rankings



World rankings

- *Not ranked*

INSTITUTIONAL RANKINGS

Maclean's rankings

- Brock is ranked as a comprehensive university.
- Universities in this category have a significant amount of research activity and a wide range of undergraduate, graduate and professional programs.

| University ▲ | Rank | Last Year | Student Awards | Student/Faculty Ratio | Faculty Awards | Social Sciences & Humanities Grants | Medical/Science Grants | Total Research Dollars | Operating Budget | Library Expenses | Library Acquisitions | Scholarships & Bursaries | Student Services | Reputational Survey |
|--------------|------|-----------|----------------|-----------------------|----------------|-------------------------------------|------------------------|------------------------|------------------|------------------|----------------------|--------------------------|------------------|---------------------|
| Brock | 13 | 13 | 13 | 11 | *10 | 12 | 12 | 15 | 8 | 7 | 5 | 6 | 8 | 13 |

Risks



- Brock's inability to claim a rank on a global world ranking may have a negative impact on student perceptions and overall ability to convert applicants (especially international applicants) into registrants.
- Brock's resourcing and ability to submit data to rankings portals in a complete and timely manner that meets submission deadlines is currently limited.

Looking forward

The Rankings Working Group will establish a framework and procedural roadmap that will allow for a more seamless data submission process by:

- Improving institutional awareness around data elements needed for each of the submissions.
- Increasing engagement from non-Working Group members with record keeping and data collection.
- Establish a 'check-in' process that allows for review of previous years' data for validation, verification, and updating.
- Ensuring Brock has or creates all relevant content so that the data is readily accessible.
- Establishing a formal communication plan to disseminate, promote, and discuss the results of rankings.
- Creating a sense of global accountability that results in the desire to collaborate further on initiatives that could improve Brock's rank.

Additional information



ADDITIONAL INFORMATION

Times Higher Education (THE) Categories

EXPLORE IMPACT RANKINGS FOR INDIVIDUAL SDGS

| | | | | | | | | |
|--|---|---|---|---|---|--|---|---|
|  OVERALL RANKING | 1  NO POVERTY | 2  ZERO HUNGER | 3  GOOD HEALTH AND WELL-BEING | 4  QUALITY EDUCATION | 5  GENDER EQUALITY | 6  CLEAN WATER AND SANITATION | 7  AFFORDABLE AND CLEAN ENERGY | 8  DECENT WORK AND ECONOMIC GROWTH |
| 9  INDUSTRY INNOVATION AND INFRASTRUCTURE | 10  REDUCED INEQUALITIES | 11  SUSTAINABLE CITIES AND COMMUNITIES | 12  RESPONSIBLE CONSUMPTION AND PRODUCTION | 13  CLIMATE ACTION | 14  LIFE BELOW WATER | 15  LIFE ON LAND | 16  PEACE, JUSTICE AND STRONG INSTITUTIONS | 17  PARTNERSHIPS FOR THE GOALS |



Board of Trustees

Report to the University and Community Experience Committee

INFORMATION ITEM

TOPIC: Building relationships and reputation in the community
March 6, 2024

Meaghan Rusnell, Interim Vice-President, External
Matt Terry, Executive Director, Marketing, Brand and Communications
Amelia Canto, Executive Director, Development & Donor Relations

EXECUTIVE SUMMARY

1. Purpose of the Report

- To provide the committee with opportunities to support the University

2. Key Background

- The Board can play an important role in supporting Brock's connections with community by:
 - Bring forward opportunities for Brock to expand its offerings.
 - Capture trends you see related to community needs that Brock can address.
 - Be ambassadors, highlighting the benefits Brock brings to our students, region, and business & research community
 - Attend events
 - Expand our reach and build new connections
 - Identify potential donors

3. Next Steps

- Brock will provide the Board of Trustees members with;
 - Talking points about key initiatives happening around the university
 - Invitations to events and
 - Will follow up on any suggested introductions or leads provided by the Board of Trustees

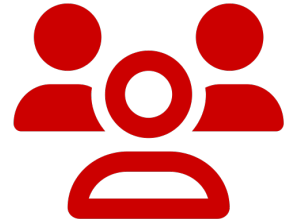
4. Background Information

Appendix 1

- PowerPoint Presentation

Ambassadors for Brock

IMPORTANCE OF BOARD PARTICIPATION



As engaged community members, **you
can represent Brock as you live and
work in the community.**

Engaged community members

Out in the community, you are Brock's eyes and ears. You are positioned to:

- Bring forward opportunities for Brock to expand its offerings.
- Capture trends you see related to community needs that Brock can address.
- Be ambassadors, highlighting the benefits Brock brings to our students, region, and business & research community



Engaged community members



You have an opportunity to share how Brock makes a difference in the community, to invite them in and show them how we've grown with their support.

- Our mutually beneficial and synergistic relationships in the community:
 - Ex. Working with TOES Niagara to combat human trafficking
- Our reputation for knowledge mobilization:
 - Ex. YWCA Niagara Region policy brief focused on improving safe and affordable housing for women in Niagara

**How you
can help**



HOW YOU CAN HELP

Participation & Communication



HOW YOU CAN HELP

Events

Your participation in events helps to build credibility, enhance engagement, and encourage participation. Types of events include:

- Alumni events
 - Campus events, virtual webinars, location-based events
- Community events sponsored by Brock
- Government announcements



HOW YOU CAN HELP

Events



How the Board can contribute to the success of Brock events and engagement:

- Attend
- Share invitations; spread the news
- Identify hosts, guest speakers for events and classes – alumni or community
- Make alumni connections back to Brock – identify notable alumni and alumni stories to tell

HOW YOU CAN HELP

Events



- Cuvee Grand Tasting
- Centre for Adaptive Physical Activity Grand Opening
- The President's Golf Classic
- 60th Anniversary Homecoming Events
- Alumni Weekend

HOW YOU CAN HELP

Connections



The people of our community have made a difference for Brock time and again. **Enabling and expanding our engagement is a key objective of External Relations.**

HOW YOU CAN HELP

Connections

Members of our networks provide valuable resources and expertise that benefit our students, academic programs, research, and overall contributions to the community.

This enables Brock to:

- Expand our reach and build new connections.
- Identify potential donors



HOW YOU CAN HELP

Connections



How your connections **may engage with and contribute to Brock:**

- On the Board and/or its committees
- Advisory groups within a range of faculties or program areas
- Volunteering as ambassadors
- Support and advance Brock's vision through philanthropic support to strategic priorities

HOW YOU CAN HELP

Meetings

Meetings are opportunities to connect with contacts who could be:

- Influencers, connectors, city/community-builders
- Disconnected members of Brock who we should re-engage
- Alumni, donors, companies and business people, organizations, foundations
- Leaders with expertise, perspectives and innovative insights



HOW YOU CAN HELP

Meetings



How to open the door to meet:

- Leverage existing relationships to identify contacts, connect their skills and interests with Brock's priorities, provide introductions, and connect them to Brock staff.
- Talk positively about Brock when you encounter government and community.

HOW YOU CAN HELP

Meetings



How to open the door to meet:

- Offer a meeting, tour or lunch at Brock; accompany them on the first meeting.
- Suggest next steps for follow up that Brock can carry out.
- Check in with your contact for feedback and share it with Brock.

Key Messaging



KEY MESSAGING

Brock is a national leader

Brock is a national leader in providing an accessible, transformative, career-ready education.

- Cutting-edge simulation lab prepares nurses to care for patients from birth to end of life
- Teacher candidates get hands-on with classroom tech



KEY MESSAGING

Commitment to EDI, reconciliation and decolonization



Brock fosters a strong culture of equity, diversity and inclusion, and is deeply committed to advancing reconciliation and decolonization.

- Black Student Success Centre ensures students thrive
- Pow Wow: "Events like this help me become more comfortable in my own identity."

KEY MESSAGING

A community resource

Brock is a resource for the region to help solve problems, generate research solutions and co-create knowledge.

- Brock's economic impact in region: **Approx. \$1.2B**
- Responding to local and provincial demand for industry expertise:
 - Brock's Nursing program has expanded from 310 students to 760
 - Establishing the first university undergraduate engineering program in Niagara – BEng Integrated Engineering



KEY MESSAGING

Research with impact



When it comes to research with impact, **Brock punches above its weight.**

- Francine McCarthy and Martin Head making international headlines for work on defining the Anthropocene
- Giving minoritized voices centre stage in transforming theatre education

KEY MESSAGING

Where to stay updated

Brock tells stories that are shareable online and through social media.

- Follow us on social media
- Subscribe to Brock News for updates

We will provide top-level highlights regularly to keep you abreast of Brock's current affairs.

GALLERY: Pow Wow welcomes hundreds to celebrate togetherness

FRIDAY, JANUARY 19, 2024 | By Douglas Pratt



Head Dancer Karla Jones Regier (20th) "I's" moves to the beat during a Pow Wow hosted by Brock's Indigenous First Nations, Métis and Inuit Student Centre on Friday Jan. 19.

The thunder of drums roaring through the air was a welcoming call inviting people from all nations to gather together at Brock University Friday, Jan. 19.

Hundreds of people packed into Ian Beddis Gymnasium to take part in a Pow Wow hosted by Brock's



Brock University
103,875 followers
2w +

Val **Andrew Fajardo** is one of Brock University's 10 Canada Research Chair.

He studies how proteins and enzymes interact to determine the condition muscles, and his research leads to drugs and treatments that optimize muscle health and physiology throughout the lifespan.

Read more about his work in The Brock News: <https://loom.ly/W1XF4vk>



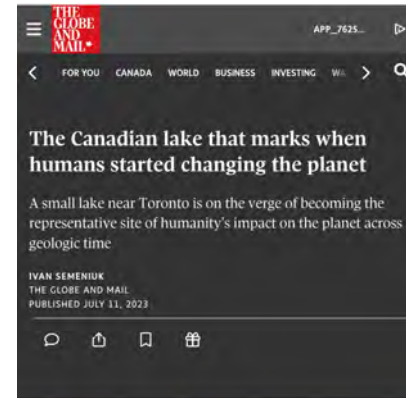
Brock researcher explores new frontier in muscle health

You and 141 others

Like

Comment

Repost



FRED LUM/THE GLOBE AND MAIL

Brock University
@BrockUniversity

.@BrockBadgers women's hockey player JJ Parks was diagnosed with a pulmonary embolism thanks, in part, to the diligent care of the Brock Sports Medicine team.



From BrockU.ca

12:22 PM - Jan 31, 2024 · 751 Views

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

Repost

Share

More

1 comment

Like

Comment

NO TEXT IN THIS AREA

Support for Board Members

NO TEXT IN THIS AREA

SUPPORT FOR BOARD MEMBERS

Moving forward together



- Email will be sent to the Board of Trustees with key messaging
- Invites to Brock events including government and alumni will come from the security's office
- Any leads or interest can be directed to Vpexternal@brocku.ca
- Happy to meet with any board member to discuss opportunities



MINUTES OF MEETING #2 - CYCLE 2 (2023-2024)

UNIVERSITY AND COMMUNITY EXPERIENCE COMMITTEE

WEDNESDAY, DECEMBER 6, 2023, 3:00 PM

REMOTE PARTICIPATION VIA MICROSOFT TEAMS

MEMBERS

PRESENT: Arti Freeman (Committee Chair), Rejeanne Aimey (Committee Vice-Chair), Mark Arthur, Laura Lane, Anne McCourt, Marleen McMaster, Dan Malleck, Lesley Rigg, Rakha Zabin

INVITED

TRUSTEE: Hilary Pearson

RESOURCE

PERSONNEL: Chabriol Colebatch, Stacey Duncan, Jennifer Guarasci, Tim Kenyon, Meaghan Rusnell, Margaret Thompson, Lynn Wells

REGRETS: Jonathan Davey, Stephanie Thompson

ALSO

PRESENT: Invited staff members during specific agenda items and other members of the Brock community

1. Call to Order

The Committee Chair welcomed members and staff, called the meeting to order, and provided a land acknowledgement.

2. Declaration of Conflict of Interest

There were no conflicts of interest declared to any matter on the Agenda.

3. Approval of the Agenda

The Committee Chair referred members to the Agenda and confirmed that there were no items to be lifted from the consent portion.

On a motion by Trustee Arthur, seconded by Trustee Malleck and carried, it was

RESOLVED that the Agenda, including consent items, be approved.

4. Business Arising from the Minutes - **None**

5. Government Relations Report

[An Information Item *TOPIC: Government Relations - Report* dated December 6, 2023 had been posted with the meeting materials together with the following appendices:

1 - List of Meetings Held in Ottawa, October 3-5, and 2 - Government Relations Board Report.]

By way of a presentation, the Interim Vice-President, External and the Director of Governance & Community relations reviewed the Report that provided an update on the government relations portfolio at Brock University. During discussion, members of the senior leadership team responded to a question raised regarding advocacy and collaboration among Ontario universities.

6. Development & Alumni Update
[An Information Item *TOPIC: Development and Alumni Update* dated December 6, 2023 had been posted with the meeting materials together with the following appendices: 1 - Performance History; 2 - Pipeline; and 3 - Update on Development and Alumni Relations.]

The Interim Vice-President, External introduced the Report which provided departmental updates on the Office of Development and the Office of Alumni Relations. During discussion, the Interim Vice-President, External addressed questions raised by members regarding potential upcoming campaign opportunities, strategies, and staffing.

7. Marketing & Communications Report
[An Information Item *TOPIC: Marketing and Communications Report* dated December 6, 2023 had been posted with the meeting materials together with Appendix 1 - Advertising Creative Examples.]

The Executive Director, Marketing, Brand and Communications provided an overview of the Report that that included detailed information on the activities of University Marketing and Communications in support of brand-building, reputation enhancement, student recruitment and Brock's strategic priorities.

8. 60th Anniversary
[An Information Item *TOPIC: 60th Anniversary* dated December 6, 2023 had been posted with the meeting materials together with Appendix 1 - Draft Official Plan.]

The Associate Vice-President, Students presented the Report that provided an update on the planning for Brock's 60th anniversary celebration which is taking place from September 2024 to June 2025.

9. Update on the Institutional Strategic Plan
[An Information Item *TOPIC: Update on the Institutional Strategic Plan* dated December 6, 2023 had been posted with the meeting materials.]

The President and Vice-Chancellor provided an overview of the Report that contained an update on progress made for the revitalization of Brock's institutional strategic plan.

10. Minutes of Previous Meeting
[The Minutes of the previous meeting had been posted with the meeting materials.]

The Minutes of Meeting #1 (2023-24) of the University and Community Experience

Committee held on September 27, 2023 had been approved by consent.

11. Updated 2023-24 University Experience Committee Work Plan
[An Information Item TOPIC: 2023-24 University and Community Experience Committee Work Plan had been posted with the meeting materials.]

The Committee received the report by consent.

12. Metrics - Campus Security
[Metrics related to Campus Security Services had been posted with the meeting materials.]

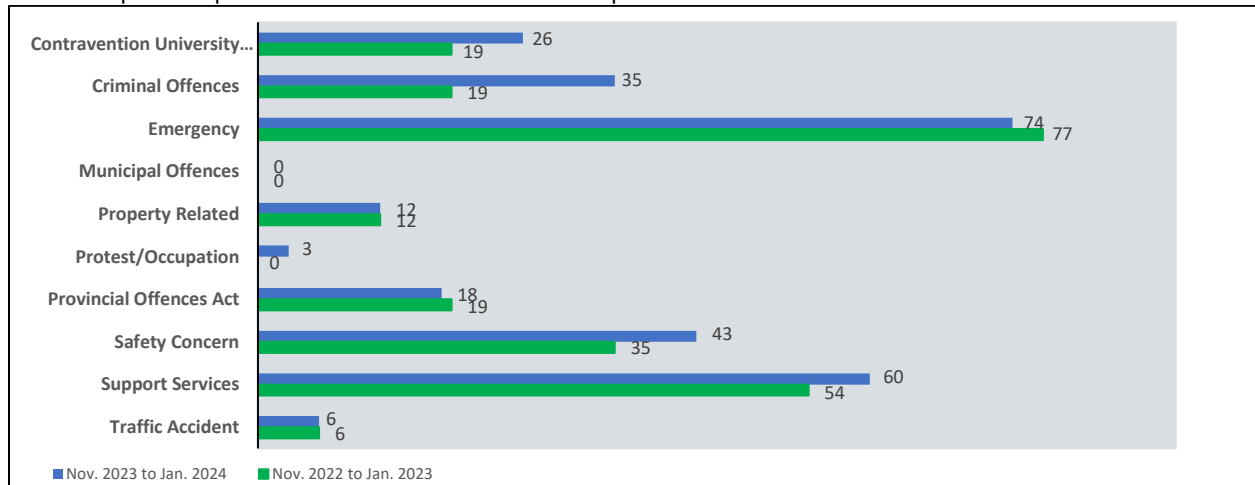
The metrics had been received by consent.

13. Other Business - None

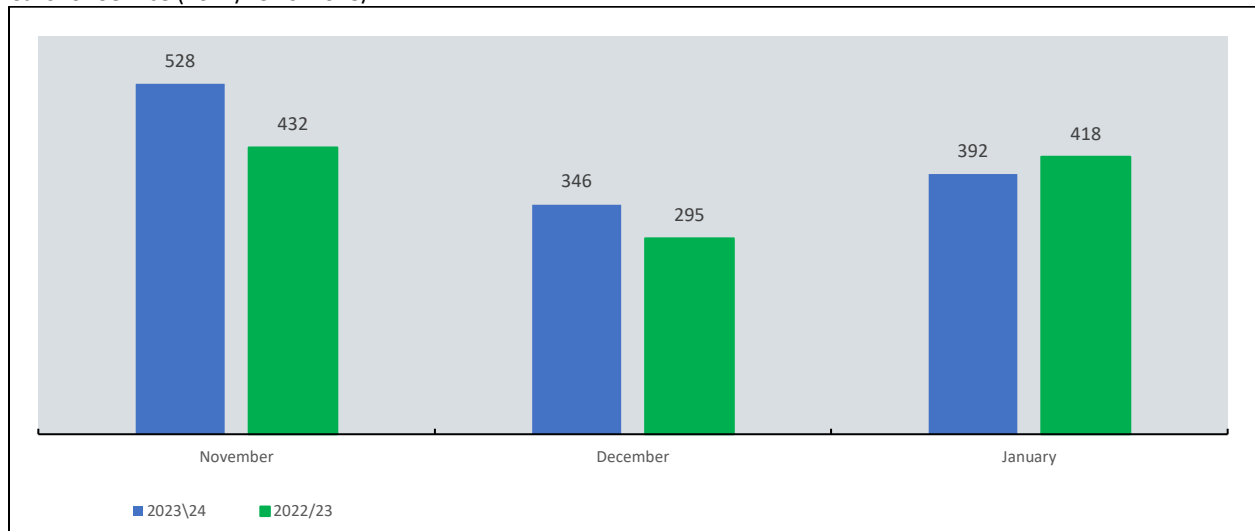
14. Adjournment

The meeting adjourned at 4:02 p.m.

Incident report comparison Nov. 2023 - Jan. 2024 to same period 2022-2023



Calls for Service (2022/23 vs. 2023/24)



Criminal and Provincial offences yearly comparison (Nov. - Jan.)

