The UNIVERSITY of WESTERN ONTARIO

MINUTES OF THE MEETING OF THE BOARD OF GOVERNORS

JANUARY 26, 2012

The meeting was held at 1:00 p.m. in Room 4155 Stevenson Hall.

PRESENT: Mr. S. Coxford, Chair
Ms. I. Birrell, Secretary

Mr. J. Adams
Dr. A. Chakma
Dr. R. Darnell
Mr. M. Dietrich
Mr. K. Goldthorp
Ms. L. Gribbon
Mr. H. Hassan
Mr. P. Jenkins
Mr. J. Knowles
Ms. G. Kulczycki
Mr. D. Lemieux
Ms. J. Moss
Mr. C. Shah
Dr. S. Sims
Dr. S. Singh
Ms. J. Vanderheyden
Dr. J. White
Mr. M. Wilson
Mr. K. Zerebecki

By Invitation: R. Langille, L. Logan

BG.12-01 **CHAIR'S REMARKS**

Mr. Coxford addressed the Board:

"This is my first meeting in the Chair and I would like to make some brief remarks suitable to the occasion. First of all, I would like to give tribute to my predecessor, Frank Angeletti. Frank provided great leadership to this Board for two years as Chair and I recognize that he leaves behind big shoes to fill. I am most grateful for the opportunity to serve on this Board and most thankful for the confidence that you as a group have in me in electing me your Chair for this coming year.

"This is a great institution and we all have a common purpose in these meetings and in the work we do on committees: we are all here because we love the institution and we want the very best for it going forward. In my view our universities in this country are among the best in the Western world and this university represents all the very best things that we see in our society. What goes on here every single day in laboratories, classrooms, wherever, appeals to our higher sense of purpose. We all want the best for the University and all its stakeholders going forward and in that spirit I am hoping that over the next couple years I can effectively lead this Board.

"We have a very proud heritage here, dating back 135 years; we can look back at tremendous accomplishments and contributions to the greater good – a single example that came up over lunch today in conversation – the recent announcement of an HIV vaccine going to clinical trials in the United States – you can imagine what that means to society overall and what that means to this

University if it proves to be what we hope it will be. I believe that the best days for Western lie ahead. I think that the University has been on an upward trajectory for a number of years, our President took over an institution in great shape and our challenge is to compound past successes with all kinds of wonderful things that we see going forward from here. I am very proud to be sitting at the head of this table and I look forward to working with all of you. Thank you very much for the confidence you have shown in me."

BG.12-02 **REPORT OF THE PRESIDENT**

The President's report consisted of the following: Government relations update, FDA approval of the HIV vaccine for human clinical trials, Fall Preview Day, leadership recruitment, Federal Advisory Panel on International Education, Canadian universities mission to Israel, Western's new visual identity, the selection of Joe Rotman as Western's next Chancellor and activities of the President between November 19, 2011 and January 20, 2012. Details are found in his report distributed with the agenda.

BG.12-03 **UNANIMOUS CONSENT AGENDA** [Apppendix I]

It was moved by L. Gribbon, seconded by C. Shah,

> That the 13 items listed in Appendix 1 be approved and/or received for information by the Board of Governors by unanimous consent.
>
> CARRIED

BG.12-04 **Minutes of the Previous Meeting**

The minutes of the meeting of November 24, 2011, were approved as circulated.

REPORT OF THE PROPERTY & FINANCE COMMITTEE [Appendix II]

BG.12-05 **Information Items Reported by the Property & Finance Committee**

The Report of the Property & Finance Committee, detailed in Appendix II, contained the following items that were received for information by unanimous consent:

- Analysis of Revenues, Expenditures, and Tuition Fees by Faculty 2010-2011
- Wolfe Medical Research Chair in Pharmacogenomics
- Wolfe Senior Research Fellowship in Steroidal Hormones in Health and Disease
- Wolfe Senior Research Fellowship in Tumor Suppressor Genes
- Quarterly Financial Report (Operating Budget)
- Ancillary Financial Report
- Investment Committee Report
- New and Revised Scholarships and Awards

REPORT OF THE SENIOR OPERATIONS COMMITTEE [Appendix III]

BG.12-06 **Selection Committee for a Vice-President (Research)**

On behalf of the Board, the Senior Operations Committee had appointed Mr. Chirag Shah to the Selection Committee for a Vice-President (Research).

REPORT OF THE FUND RAISING AND DONOR RELATIONS COMMITTEE [Appendix IV]

BG.12-07 **Visual Identity Launch**

Mr. Goldthorp provided an overview of Western's new visual identity launched today. Overhead slides used to highlight his presentation are attached as **Appendix 1.**

Members suggested that additional work might be needed to clarify when "Western", "Western University" and "The University of Western Ontario" were to be ued. The press release was somewhat confusing. Mr. Goldthorp agreed that this issue must be addressed to ensure that it is clear that the name of the University has not changed. He also believed that those individuals who were immediately critical at first will see the value of the new identity/branding over time.

BG.12-08 **Information Items Reported by the Fund Raising and Donor Relations Committee**

The Report of the Fund Raising and Donor Relations Committee contained the following items that were received for information by unanimous consent:

- Quarterly Report on Fund Raising
- Fundraising Results to December 31, 2011

BG.12-09 **ITEMS REFERRED BY SENATE**

Information Item Referred by Senate

Appendix V, Items Referred by Senate, contained the following item that was received for information by unanimous consent:

- Academic Administrative Appointments

The meeting adjourned to the confidential session.

S. Coxford
Chair

I. Birrell
Secretary

Western
UNIVERSITY · CANADA

Visual Identity Implementation Update

January 26, 2012

Western

Kevin Goldthorp • VP (External)

Shield Modifications

- Half stag and demi-lion (simpler)
- Ermine dots and coronet added to demi-lion
- Larger maple leaf
- Date on book in "marketing" version only

Western

Visual ID Implementation Update

Link With Coat of Arms

- Align shield and coat of arms – updated coat of arms underway
- Current design "substantially acceptable" to Office of Chief Herald
- 4-6 months process under way

Western

Visual ID Implementation Update

Faculty and Unit Sub-Brands

- New format for named faculties and major institutes

Western Music
Don Wright Faculty of Music

Western Medicine&Dentistry
Schulich School of Medicine & Dentistry

Western

Visual ID Implementation Update

Brand Architecture Defined

Western Engineering

Western Science

Western SocialScience

Western Engineering

Western Science

Western SocialScience

Western

Visual ID Implementation Update

Stationery Designed

Western

Visual ID Implementation Update

Western

Visual ID Implementation Update

Today's Launch

- Virtual launch starting at 5 a.m. with homepage revised and main banner art
- Brand launch website

Western

Visual ID Implementation Update

Today's Launch Cont…

- Amit sent mass email to faculty/ staff/ students inviting them to check website
- Ivey Dean emailed Ivey faculty/staff supporting Western's new brand
- Media release – traditional media
- Full social media push
- Courtesy calls to government stakeholders

Western

Visual ID Implementation Update

Today's Launch Con't…

- Pitches to Canadian Business, Marketing Magazine, Globe on branding process
- Western News feature stories
- New banners along Western Road boulevard
- Video playing on screens across campus
- Wallpaper on library computers with new ID

Western

Visual ID Implementation Update

Launch Plans – Post Jan. 26

- Jan. 28 – Distribution of Western Alumni Gazette with visual ID cover story
- Jan. 30 – Engineering Alumni e-newsletter
- Feb. 1 – Alumni e-newsletter story
- Feb. 1 – Ivey@intouch alumni newsletter

Western

Visual ID Implementation Update

Web Redesign

- Sept. 2011 – Research and Analysis (review analytics, peer websites, content inventory)
- Oct./ Nov. 2011 – Surveys and Focus Groups
- Nov. 2011 – Information architecture (primary and secondary navigation)
- Dec. 2011 – Wire framing and navigation click testing by 100 people on campus

Western — Visual ID Implementation Update

Web Redesign Cont…

- Jan. 2012 – Concept and Design (homepage and second level page)
- Feb.- Apr. 2012 – Cascade content management system design and integration
- Early May 2012 – User testing on final design
- Late May 2012 – new site launch

Western — Visual ID Implementation Update

Implementation Timeline and Milestones

- Jan. 26 – Virtual launch
- Fund Raising & Donor Relations Committee updates – each meeting
- April 2012 – new web homepage launched
- April 2012 – working with ITS to develop plan for redirecting uwo.ca traffic to westernu.ca

Western — Visual ID Implementation Update

Implementation Timeline

- Month 2012– Brand guidelines completed
- March 2012- Campaign Case completed
- September 2012 – Majority of faculties and priority department websites redesigned (5-7 students working May – September)
- January 2013 Ivey co-branding in place

Western — Visual ID Implementation Update

Western
UNIVERSITY · CANADA