**COLLEGE ADMINISTRATOR**

**Editorial Board**

**January 12, 2012**

**Next Teleconference meeting**

Tuesday, January 31, 2012

1:30 pm – 2:30 am

**Call in info:**

Toll free: 1-877-394-5901

Local 416: 416-548-6023

Participant/Security Code: 9243517

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| **Committee Members** |
| Diane Posterski, Executive Director (Chair) |  | Rick Webb, Sault College |  |
| Susan Atkinson, Sheridan College |  | **Resource:**  |  |
| Joanne Metcalfe, Mohawk College |  | Bill Swan, Retiree, Communications Consultant |  |
| Gregory Murphy, Durham College |  | *Notes: Sally Ritchie (Colleges Ontario) has left the system; Robert Bentzen resigned his position.* |  |

**Meeting Notes**

| Agenda item |
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| 1. Welcome/ introductions:

Our newest member, Susan Atkinson, Manager, Media Relations & Editorial Services, Sheridan College was welcomed.  |
| 1. Story idea: four retiring presidents, could we do a story based on interviews with them?

A very enthusiastic discussion involved engaging students from media/journalism programs to conduct interviews with Presidents, including video coverage. Greg Murphy agreed to contact the Fanshawe program and to offer this as a project. He will explore availability and scope of project (do they want to write the article as well?). He is also willing to contact Pat Lang to see if she might be in the Toronto area sometime. “Outgoing/or already gone” Presidents: * Tony Hanlon, Lambton
* John Davies, Humber
* Brian Tamblyn, Georgian
* Robert Gillettt, Algonquin
* Pat Lang, Confederation

It was agreed that this would be a good presentation during the annual conference in June. We will follow up again at the next meeting. **Action: Greg Murphy – contact Fanshawe program****Diane – looking at budget** |
| 1. Review of Fall issue: content, style, feedback

It was agreed that the content is relevant to administrators. There was discussion about making the overall look and feel a bit more contemporary, including the masthead. Diane agreed to start the discussion with Kelman (the publisher). **Action: Diane will follow up with publisher and request a few proposals for styling changes, and masthead update. We will aim for the fall edition.**  |
| 1. Spring issue line-up (Supplementary Notes)

Based on discussion item above, what needs to be incorporated?Cover photo |
| 1. Possible Contributors/story ideas for fall issue

(college contribution to Canada’s literary heritage) |
| 1. Administration: next meeting
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| 1. Adjournment
 |

**Supplementary notes:**

1. On May 17, the Editorial Board met to discuss some mission goals. I’m not sure that I received notes on this meeting as I was attending the CoP meeting that day.

* Here are the guiding principles/goals that were offered and might still be considered:
	+ CA will seek to identify current, relevant issues that inform administrators across the system
	+ In particular, where CA can be an unique voice to the system, we will aim to be that (funding, wage restraint – both issues that presidents cannot address with the government)
	+ Commitment to invite contributors that bring particular value to administrators
	+ Controversy won’t be created for its own sake, but it won’t be avoided either.
	+ Readers need some ownership of publication
	+ CA needs to appeal to all sectors

How do we select guest contributors?

What does every issue need to include for sure?

2. Story line-up for Spring 2012:

**Feature:** *The Learning College*

12 colleges are members; John Davies, Humber is on the International Board of Directors

*Sidebar story: Fleming College, Dean Jim Drennan*

Bill Swan

Length: 1500 words

**Career Corner**

*The Learning College*

Brian Desbiens

Usual length – 1200

**Feature: Focus on OCASA**

*OCASA Strategic Plan/Membership recruitment Plan*

*(complimentary membership for new hires starting May 2012)*

President, Rick Helman

Length: 1000 words

**CAAT Pension Plan**

One page article with French translation

**Access Copyright article:** in CA to launch discussion, then online discussion with links to viewpoints.

**OCASA 2012 Conference spread (4 pages)**

**Regular features:**

*Member News*

*Member Profile*

*Presidents message*