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## Message from the President

The past few weeks have included a visit to three campuses, participation in the government relations officers' network's conference, participating in the Transatlantic Dialogue, and attending a dinner given by Prime Minister Stephen Harper to welcome India's Prime Minister to Canada. The events have been a constant reminder of the diversity of our community, the scope of members' enterprise and the impact members are having in Canada and around the world.

AUCC's June Board meeting addressed several important matters including:

- approving a schema or outline of priorities for AUCC over the next 24 months;
- approving a course of action on Access Copyright;
- approving advocacy priorities for the next year.

Each of these was discussed at the AUCC membership meeting, held in Montreal in April.

AUCC's advocacy priorities for the coming year will be familiar, including seeking progress on research, international and aboriginal issues – so too will be the emphasis on alignment and coordination amongst stakeholders. Reflecting our new directions, greater emphasis will be placed on developing third party champions, and situating our requests within the government's stated priorities.

In that connection, AUCC has been a very active participant in the consultations on developing a new digital economy strategy, and is preparing to engage in the forthcoming review of federal research and development funding.

Board Chair Michel Belley, rector of the Université du Québec à Chicoutimi, visited Ottawa in early June to engage in early advocacy for the fall session, and his messages were well received by the associate secretary to the Cabinet, the assistant deputy minister at Finance, the granting council heads, the chair of the Finance Committee and others.

In the course of our meetings in Ottawa last month, and in visiting campuses and talking with the GRO network, it is clear Bill C-470 continues to be a concern. Several presidents (or their Board chairs) have engaged with their local MPs to discuss the negative implications of this opposition private member's legislation to cap salaries in the charitable sector. AUCC continues to work in cooperation with members and stakeholders on this matter and will be proposing amendments in the fall. We will keep your offices updated on this.

I also want to note the remarkable success of the Practitioners' Workshop on India. It is described in greater detail below, but I was struck by the community's recognition of the need to collaborate on pursuing deeper engagement with India, willingness to share lessons learned, and commitment to work together.

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## **Membership reaffirmation process to be launched**

AUCC member institutions will be asked to reaffirm their adherence to the criteria for AUCC membership shortly. This is the second time AUCC has required a reaffirmation of membership.

In October 2003, the AUCC Board of Directors determined that institutional members would be requested, on a five-year cycle, to reaffirm their adherence to the criteria for membership in AUCC. The first reaffirmation process took place in 2005. This cycle is scheduled to be completed by December 2010.

At its April 2010 meeting, the Board of Directors strongly confirmed the significance of this process for all AUCC member institutions.

Growing importance has been placed in recent years on membership in the association, particularly in the absence of institutional accreditation in Canada. Both in Canada and abroad, membership in AUCC, combined with the appropriate provincial legislation, is seen as a mark of quality higher education. The AUCC Board believes that reaffirmation of adherence to the association's membership criteria is of utmost importance for member institutions in a changing postsecondary landscape.

The reaffirmation is part of AUCC's quality assurance initiative, whereby we signal, in Canada and abroad, the quality and value of universities that are members of AUCC. The objective is to guarantee that the stature of Canadian universities, as institutions offering

high quality education, continues to be recognized around the world. This recognition is important not only for purposes of international student recruitment in an increasingly globalized market, but also for the reputation of Canadian graduates and researchers.

The 95 universities and university degree-level colleges that are institutional members of AUCC must meet a set of criteria that requires institutional autonomy, academic freedom, quality assurance, depth and breadth of program offering and a commitment to scholarship and research. The association's quality assurance initiative ensures that member institutions have robust institutional quality assurance policies and processes.

Reaffirmation of continued adherence to the membership criteria will further strengthen AUCC membership as an indicator of the level and quality of institutions that comprise the association. You will find the criteria for AUCC membership, which forms part of the association's by-laws, at [http://www.aucc.ca/ga/membership\\_crit/index\\_e.html](http://www.aucc.ca/ga/membership_crit/index_e.html).

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## Copyright law reform

The copyright reform bill tabled in Parliament last month will receive second reading after Parliament resumes September 20. The bill is then likely to be referred to a joint committee with representatives from both the Industry Committee and the Canadian Heritage Committee.

AUCC issued a [media release](#) welcoming the bill when it was announced. It contains many of the changes the university community suggested during the government's public consultations last summer. Among changes that will benefit education are:

- the amendment of fair dealing to include the purpose of education;
- an educational use of the Internet exception;
- amendments to permit the presentation of films in classrooms and students to copy online recordings of lessons at a time of their choosing.

The AUCC release expressed concern that the overly strict approach to protecting digital locks may diminish fair dealing and other user's rights in the *Copyright Act*.

Over the summer, AUCC staff will conduct a thorough review of the bill and seek meetings with officials in Industry Canada and the Department of Canadian Heritage to discuss areas that require improvement.

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## Digital economy strategy

The government of Canada launched nation-wide consultations in May on the development of a digital economy strategy for Canada. One component of the consultation process is a series of seven roundtable discussions. Organized by Industry Canada, the roundtable discussions are being held in various locations across Canada until early July.

AUCC provided all members with a backgrounder including suggested key messages that could be used at the roundtables, and in developing members' own submissions.

At the national launch, the government outlined that strengthening Canada's information communications and technology sector will be an important component of the strategy. Recognizing that innovation clusters – such as the ICT cluster in Ottawa – are engines of economic growth, the roundtable discussions have focused on identifying means to grow regional ICT sectors. This was the focus of the Ottawa regional consultation on June 8, which AUCC President Paul Davidson attended. Many of the private sector stakeholders present at the Ottawa roundtable spoke to the significant demand for talent – highly qualified professionals – that exists in Ottawa's ICT sector. Mr. Davidson stressed the important role that Canada's universities play in developing the skills and talent of students.

AUCC will present a submission to the government on July 9, to be found at [www.aucc.ca](http://www.aucc.ca).

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## **Public policy sessions**

AUCC and the Canadian School of the Public Service co-hosted a meeting June 8 between eight university presidents and six senior government officials. Under the auspices of the Deputy Minister University Champions Program, and guided by the provisions of Chatham House rules, the group engaged in candid, frank dialogue on the government's discussion paper on the digital economy.

The session was welcomed by all participants. Many expressed their appreciation for the opportunity to come together, from across Canada, and engage in open conversation on this important public policy issue.

In keeping with our renewed emphasis on contributing to public policy development, AUCC will continue to work with federal officials to organize similar meetings of this nature on other matters of public policy.

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## **Finance Committee submission and hearings**

The House of Commons Finance Committee is asking Canadians for their written 2011 pre-budget recommendations. Unlike recent years, these recommendations do not have to be framed to answer specific questions, limited in number or with costs provided.

Submissions are due to the committee August 13 and must be no longer than five pages. Briefs can be submitted electronically to [FINA@parl.gc.ca](mailto:FINA@parl.gc.ca).

AUCC will develop its submission based on a 2010-11 advocacy plan approved June 16 by the Board of Directors.

As usual, the Finance Committee will hold hearings in Ottawa and designated Canadian cities beginning in September. However, it is our understanding the committee will invite significantly fewer groups to present this year. The committee has tentatively scheduled hearings as follows:

Surrey, British Columbia:	Monday, September 27, 2010
Kamloops, British Columbia:	Tuesday, September 28, 2010
Saskatoon, Saskatchewan:	Wednesday, September 29 and Thursday, September 30, 2010
London, Ontario:	Monday, October 18 and Tuesday, October 19, 2010
Lebel-sur-Quévillon, Quebec:	Wednesday, October 20, 2010
Saint John's, Newfoundland:	Thursday, October 21, 2010

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## **Transatlantic Dialogue 2010**

Nine Canadian university presidents joined colleagues from the United States and Europe in New York City at the end of June to discuss how universities can continue to serve as engines of prosperity and social progress, while confronting the challenges of diminished resources, growing expectations and an ongoing climate of uncertainty. Held at New York University, this was the 12<sup>th</sup> transatlantic dialogue, which brings together members of AUCC, the European University Association and the American Council of Education. In addition to the university presidents, AUCC President Paul Davidson attended the dialogue along with AUCC's corporate secretary, Christine Tausig Ford.

Participants engaged in invigorating conversations on the social, political and economic climates that are driving change at universities worldwide. They broke into small groups to look at how leaders can cope with severely limited resources and how they can make difficult choices to deal with financial pressures, as well as topics such as the future of international cooperation in a time of limited resources; partnerships with the private sector; and responding to growing public pressures for accountability. Plenaries focused on the role of higher education in local and regional development and new ways to improve, assess and demonstrate student learning.

The dialogue ended with a look at how universities in Canada, the U.S. and Europe will need to change to deal with student demographics, new faculty and increased expectations over the next decade – and what the implications of those changes are for today's university leaders.

It is anticipated that the next Transatlantic Dialogue will be held in Europe in 2012.

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## **India update**

### **Prime Minister Singh's visit to Canada**

Indian Prime Minister Manmohan Singh was in Canada for the G-20 summit, and conducted a bilateral meeting with Prime Minister Stephen Harper June 27 in Toronto.

AUCC provided briefing material for this meeting, highlighting our ongoing efforts to promote the Canada-India academic and research relationship, and the significance of this relationship to our members.

Along with several AUCC members, Cabinet Ministers, and private sector leaders, AUCC President Paul Davidson attended the gala dinner on June 27 hosted by Prime Minister Harper to celebrate the visit. Both Prime Ministers signaled in their speeches the importance of higher education in the bilateral relationship between Canada and India.

A memorandum of understanding between the Department of Foreign Affairs and International Trade and the Indian Department of Human Resource Development was announced during this visit. This MOU is one result of AUCC's ongoing efforts to formalize the higher education relationship. During the AUCC-hosted visit to Canada in February 2010 of Sukhadeo Thorat, chair of the India's University Grants Commission, a meeting was held with DFAIT where MOU discussions were launched. The MOU will create a platform for enhanced Canada-India student and faculty mobility.

### **Practitioners' workshop**

AUCC's workshop on strategic engagement with India was a great success, attracting more than 50 representatives of 30 universities from across Canada in mid-June. The workshop also garnered significant media attention in Canada and India.

The workshop featured key experts from India, the United Kingdom and the Netherlands, as well as Canadian universities, to explore successful models of engagement with Indian institutions. It was opened by the Indian High Commissioner to Canada, Shashishekhar Gavai, with keynote speeches by David Malone, president of IDRC and former Canadian High Commissioner to India, and Karen Booth, executive vice-president, MITACS. The MITACS Globalink program has placed more than 100 top Indian students in research internships at Canadian universities in British Columbia, Ontario and New Brunswick this year.

The workshop underscored the variety and richness of current institutional partnerships while highlighting the need for Canadian universities to work together to build Canada's brand of excellence in India. Key themes included:

- the appetite for greater collaboration among Canadian institutions in such areas as mentoring new Indian higher education institutions, creating opportunities for Canadian students to study or do internships in India, and attracting top Indian graduate students;
- the necessity of a multidimensional approach to building relationships in India, including with Indian non-governmental organizations, think-tanks and the private sector; and
- the identification of niche areas of Canadian expertise such as continuing education, co-op programs, and distance education.

The workshop featured a session on India's new *Foreign Education Provider's Bill* which is designed to open the Indian higher education sector to the world, and its potential negative consequences on existing academic partnerships between Indian and foreign universities.

With the support of the Federation of Indian Chambers of Commerce and Industry and the Canadian High Commission in Delhi, AUCC is following up with the Ministry of Human Resource Development in India to raise these concerns formally and urge for clarification of the law.

AUCC will launch a compendium of key workshop outcomes to serve as a tool for good practice by early November 2010.

On the opening day of the workshop, *Embassy* magazine printed AUCC's opinion piece on building the Canada brand in education in India. The article can be found at <http://www.embassymag.ca/page/view/davidson-06-09-2010>

### **Mission to India, November 2010**

The workshop also set the stage for the November mission to India for executive heads that will take place Monday, November 8 to Monday, November 15, as part of AUCC's broader India strategy. Planning is progressing well and AUCC is continuing to consult with Canadian and Indian government and private sector stakeholders to coordinate efforts. Key elements include:

- a Presidents' Roundtable to follow up on the higher education event held by Prime Minister Stephen Harper during his November 2009 visit to India;
- a Canada-India Partnership Forum focused on university-industry linkages;
- senior Indian government meetings with key departments of interest; and
- featured roles at the Higher Education Summit of the Federation of Indian Chambers of Commerce and Industry and the annual general meeting of the Association of Indian Universities.

Fifteen Canadian university presidents from across Canada have confirmed their participation. The mission will showcase the expertise available within Canadian universities, build Canada's brand of excellence, and provide a platform for Canadian government political engagement and potential "announceables" on behalf of the sector. AUCC plans to generate a concurrent media campaign both in Canada and India to position Canada as a partner of choice for Indian higher education institutions. We are seeking ministerial participation in the mission and understand that there is strong interest in the invitation.

Over the summer, AUCC will canvass mission participants as well as the broader membership via the international liaison officers' network with a brief survey to ensure that the mission is focused on concrete objectives. We will also identify what resources are currently or could be dedicated to India-specific activities as part of a Canadian package of higher education offerings that can be announced during the mission.

For additional information on the June workshop, the November mission to India or our advocacy work related to India, please contact Pari Johnston, director of international relations, at <pjohnsto@aucc.ca> or ext. 253.

## **International education marketing consortium moves ahead**

A new consortium for international education marketing has taken another step forward on June 29, when the heads of five national education associations signed a memorandum of understanding to formalize the group.

The consortium – consisting of AUCC, the Association of Canadian Community Colleges, the Canadian Bureau for International Education, the Canadian Association of Public Schools - International, and Languages Canada – aims to develop a mechanism to coordinate and deliver international education marketing activities.

The formal agreement will send a strong signal to both federal and provincial governments highlighting the sector's united front.

In order to advance the planning of consortium marketing activities, a steering committee of consortium partners met June 22 at the British Columbia Council for International Education's conference. Also taking part in that session were officials from Foreign Affairs and International Trade Canada, Citizenship and Immigration Canada and the Council of Ministers of Education, Canada to consult on an action plan for the consortium.

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## **Successful education mission to Chile**

A delegation of 20 Canadians, including 10 representatives from AUCC member institutions, successfully completed an education promotion mission to Chile in mid-May. With funding from the Department of Foreign Affairs and International Trade, this pilot initiative was jointly organized by AUCC, the Canadian Bureau of International Education and the Association of Canadian Community Colleges. The three organizations are partners in the new international education marketing consortium (see story above.)

Key elements of the Chile mission included a coordinated Canadian presence at several major national student recruitment fairs, "Canada-Chile Education Partnership" events in Santiago, Valparaiso and Valdivia, and strategic briefings by the Canadian embassy in Santiago as well as the Chilean university association and research funding council.

The mission promoted the excellence of the Canadian education system to Chilean students, higher education institutions and government officials and helped Canadian participants to enhance their relations with existing and new Chilean partners and better understand the dynamics of this important market. Lessons learned will inform initiatives being planned by consortium partners in other target markets.

A highlight of the mission was the renewal of a memorandum of understanding between AUCC and the Chilean Council of University Rectors, which was signed during an official ceremony in Santiago by Victor Pérez Vera, president of the Universidad de Chile. Staff from the two associations and university participants on the mission also met to build a plan of action to enhance partnerships among member institutions.

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## **NAFSA 2010 presents unified Canadian brand**

The Canada pavilion at this year's NAFSA: Association of International Educators conference was a hit with visitors, presenting a high-profile and unified message to promote education in Canada.

AUCC staff, along with representatives from approximately 40 Canadian universities, attended this year's NAFSA conference, which was held in Kansas City May 31 to June 4, and which welcomed approximately 7,500 participants from more than 100 countries.

The Canada pavilion featured the new *Imagine Education in Canada* brand. A Canadian reception, co-sponsored by AUCC, was also a successful occasion, with about 400 international guests and partners participating.

AUCC also took part in a policy session on the Bologna Process with counterparts from Europe, and a workshop for Canadian and Norwegian university partners.

Next year, NAFSA will be held in Vancouver, B.C. – a good occasion to promote Canada to the world. AUCC will be working with conference organizers, the federal government and consortium partners to ensure a strong, coordinated impact.

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## **Higher education cooperation in Haiti**

More than 100 senior university representatives from Haiti, and partner countries including Canada, France and Belgium, met last month at the Université de Montréal to develop an action plan to help reconstruct the Haitian postsecondary education system following the January earthquake. The meeting, called "les assises internationales", was hosted by the Agence universitaire de la Francophonie.

Haitian university leaders at the meeting emphasized the pressing infrastructure, faculty remuneration and quality needs of the system while several partners presented ideas and proposals to respond and assist. AUF presented a consolidated plan of action which will help guide future efforts. The agency will also establish an international working group to implement next steps, including securing funding from partner and government sources for such initiatives as student and faculty scholarships, a digital campus project and a new Haitian rectors' council. AUCC participated in the conference and will support the working group's efforts. All conference documents are posted at <http://assises-haiti.info>.

AUCC also continues to convene key national and provincial postsecondary organizations in Canada with an interest in ensuring that Canada's development cooperation strategy for Haiti includes a higher education dimension. Working group members will liaise with the Canadian International Development Agency, as CIDA's plans for engaging civil society partners in its Haiti efforts are still evolving.

The Canadian Bureau for International Education has also launched a new competition funded by the Department of Foreign Affairs and International Trade, to support Haiti's postsecondary education needs. There are several components: student and faculty scholarships for short-term stays in Canada, institutional projects, and an initiative to design on-line courses in key sectors. Guidelines were sent to AUCC's international liaison officers network.