

Academic Advisory Meeting

Meeting Minutes

February 23, 2021

Present (via Teams): Andrew Hakin (Chair) and Lynne Delorey (Recording Secretary)
Andrew Beckett, Dan Belliveau, Karen Brebner, Gord Cunningham, Tim Hynes, Richard Isnor, Sandy Iverson, Janice Landry, Murray Kyte, MJ MacLellan, Jeff Orr, Gina Sampson, Larissa Strong, and Elizabeth Yeo

Invited Guests: Kyler Bell

Regrets: Tara Buksaitis, Kerry Prosper and Kevin Wamsley

A. Hakin opened the meeting at 9:00 am and welcomed Advisory Committee members. The minutes of the January 26, 2021 meeting and the agenda for the February 23, 2021 meeting were approved as circulated.

A. Hakin initiated discussion on the *StFX Strategic Plan 2017-22* and the foundation values on which the five pillars rest. The current values are weaved into a statement. Have these values endured? Are these truly foundational with respect to how we see ourselves as a University. This demands reflection as values are pivotal statements of what and who we are. To help us get there, K. Bell will offer a presentation on the branding project of 2019. Branding makes a lasting impression on all that is seen or heard.

K. Bell shared the results of the branding project. The project initially began as a marketing exercise to develop consistent messaging to support recruitment. Some highlights include:

- Brand is about the experiences one has with organization. It is more than a visual identity. It is also a feeling.
- The brand is not just a logo. A logo, standing alone, has no meaning unless it is recognizable.
- Surveys and online focus groups were used to help determine who we are.
- Faculty and staff surveyed indicated that they felt engaged with the X-Factor and the unique feel of campus and the quality of relationships.
- Students surveyed expressed the importance of the small school experience and how it enables a greater personal connection.
- Not all results were positive. They also highlighted our challenges and opportunities.
- Strategically, we can define StFX by the type of student that choose to come here, i.e., a student who wants to set themselves up for life. They are engaged citizens and active participants.
- Other engagement indicators include the “feel, belonging, achievement and being better prepared for next step.
- Several factors make up our “creative expression.” Academic quality is not our differentiator.
- Our university brand positioning is to create a feeling of sense of belonging to a community of engaged citizens.

Brand Attributes

- Holistic - small creates superior education experience.
- Highly engaged students/citizens/spirit
- Service orientation with a core value of the Xaverian value set.
- Supportive campus community
- Strong Alumni network

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Brand Benefits

- Belonging - to a community
- Engagement – supported in all aspects.
- Individualized experience
- Students make a difference.
- Life success / achievement
- Better prepared for next step opportunity to grow.

Elevator Pitch

- StFX is a special place where you become part of a family/community.
- An X-ring must be earned to be worn!!

Conclusion

- The brand engagement resonates with incoming students. We have a legacy to build upon!

Roundtable Q & A:

The following provides an overview of key elements raised through conversation by the committee:

- The X-ring is a differentiator. Where does “leadership” place here?
- StFX internationally is challenging, and our lack of definition is a major part. We need a selling point. Students are not looking at the “end” result at time of recruitment. It is easier to define if we are establishing our goals. Family is not a great word.
- How can or should we push the expectation of an engaged citizen?
- How are we using our brand to focus and accomplish our strategy?
- Does the physical infrastructure on campus make a difference?
- There is a sense of urgency to put a stake in ground on differentiation.
- The StFX experience happens in spite of us not because of us. Our actions, not our values, differentiate us. We need to get to action.
- StFX is unique in the way we present experimental learning/development with a service and social justice lens. Is this our differentiator?
- Although awarded on an academic qualification, does the true meaning of the X-Ring lie in the experience of each student.
- We must capture the spirit of StFX. Beyond academics, how do we capture and value the service learning and engagement in other activities?

Wrap-up

Andy Hakin thanked K. Bell for his presentation and everyone for their time. One of the observations is the needed to highlight the essence of StFX. How many people are we helping? How do we deliver on the promise? Our conversations are real and authentic. We need to know we can deliver on what we sell.

The meeting adjourned 10:30 a.m.