MINUTES OF MEETING #2
OF
BOARD OF GOVERNORS
OF THE
ASSOCIATION FOR THE ADVANCEMENT OF LEARNING.

DATE: July 10, 1942 at 12:30 P. M.

PLACE: Room 2, Y.M.C.A.

PRESENT: Dr. H. L. Keenleyside, Vice Chairman; Mr. W. M. Connor, Dr. McGregor Easson, Mr. E. J. Jenkins, Mr. F. C. Jennings, Mr. W. S. Kidd, Mr. David Lewis, Mr. T. R. Montgomery, Mr. Frank J. Patten, Dr. J. E. Robbins, Mr. L. R. Shaw, Mrs. Bryce Stewart, Mrs. Phyllis Turner.

1. MINUTES: Minutes of the last meeting were read and approved.

2. CORRESPONDENCE: Dr. Keenleyside stated that he has received letters from Mr. C. G. Cowan and Mr. H. S. Southam regretting that they would be unable to attend the meeting because they were out of town.

3. APPOINTMENT OF AN ASSISTANT SECRETARY: Mr. Shaw reported that Miss G. M. Jost had been appointed to the position of Assistant Secretary at a salary of $125. a month.

4. FINANCES: Mr. Connor stated that Mr. W. S. Kidd and Mr. Fred Bronson had agreed to serve on the finance committee. The Board approved their appointment.

Mr. Connor then presented a bound book containing the Articles of Association, and said that he planned to place the book before the members of the Association for their signatures. At the same time the members will be asked to indicate what financial support they are prepared to give to the College, and this amount will be confirmed by letter.

5. INQUIRIES: Mr. Shaw said that 195 inquiries concerning the college had been received from prospective students. A mimeographed circular had been sent to each inquirer containing information as to admission requirements, courses and fees. It is planned to send the Calendar to these inquirers as soon as it has been printed.

Mr. Shaw stated that we had only letters from most of the persons who have so inquired, but approximately 40 interviews had been held. The majority
of those interviewed were Civil Servants who had their Junior or Senior Matriculation and wished to continue their studies.

6. ADVERTISING AND PUBLICITY.

The following suggestions were made as to advertising and publicity:

i: Dr. Easson pointed out that the Ottawa newspapers issued special educational editions in August in which articles and advertisements were featured. The Secretary was asked to inquire as to the date of these special editions. (Dr. Easson stated that Mrs. Robeson is in charge of the educational section of the Citizen).

ii: Posters: It was agreed that posters advertising the college should be printed immediately and placed in various places.

iii: Civil Service News: A full page article has been prepared by Mr. Montgomery and Mr. Rump, and will appear editorially in the July issue of the Civil Service News which is the official organ of the Civil Service Association. Quarter page advertisements will be inserted in this publication for the months of July, August and September.

iv: Application Forms: It was decided that application forms should be mailed out with the Calendar. A covering letter should also be mailed out at the same time, in which might be suggested that it would be desirable for students to send in their applications as soon as possible.

v: The Chairman suggested that copies of the Calendar be sent to the editors of each paper with the hope that editorials would be forthcoming.

vi: It was decided to send Calendars to each Senior student in the Collegiates. The lists containing the names may be secured from Mr. Patten. It was suggested that each of the newspapers would be asked to name a reporter who would give regular coverage to news reports of Carleton College.

vii: The question was raised as to whether or not advertisements should be placed in the newspaper Le Droit as well as in the Citizen and Journal. The Secretary was asked to secure the advertising rates from Le Droit.

viii: It was decided to insert advertisements in the Ottawa papers at the same time the Calendars are first available for distribution.

ix: It was thought that news items should be given to the newspapers at least once or twice each week. Announcement of the appointment of instructors, accompanied by information concerning each appointee was suggested as having news value.

x: Members of the Board were in agreement that there was need for a carefully worked out plan for publicity in the next three months. The following points should be given careful consideration in working out this plan: (a) question of the proper timing of editorials and news items; (b) cost of this publicity.
Mr. Kidd stated that a member of his staff might be helpful in working out the advertising budget and in advising as to the best lay-outs. (Mr. Shaw is to call Mr. Kidd concerning this matter.)

7. DECISION AS TO CLASS ROOMS:

Mr. Shaw presented a map of Ottawa which Miss Jost had prepared indicating the addresses of the 195 persons who had made inquiries concerning the college. The Secretary also referred to a letter from Dr. Tory favoring the Glebe Commerce building. It was then moved by Mr. Connor, seconded by Mr. Kidd, and carried, that the classes should be held in the Glebe Commerce building and that Mr. Patten, Secretary Treasurer of the Collegiate Institute Board, should be written to this effect.

8. TEXTBOOKS:

The question was raised as to the securing of textbooks. It was pointed out that for first year subjects the textbooks will be the same as are used in Grade 13 in the colleges, and therefore will be available locally. Second year courses in most cases will be similar to those given in Queens, Toronto or McGill Universities. It has been thought best to wait until registration has taken place in the fall so as to determine what courses will be given and then to secure the books from these centers.

9. CURRICULUM AND INSTRUCTORS:

The curriculum and instructors as prepared by the Educational Committee was then reviewed by the Board. The following suggestions were forthcoming:

i. English: It was thought that the English department should be further strengthened by the appointment of a teacher with University experience. It was suggested that of Cornell University should be asked to let his name stand as Head of the Department if it is possible that he may be in the City next year. , head of the English Department at and now resident in Ottawa was also suggested as a possible instructor.

ii. Economics: It was thought that in addition to the first course in the principles of economics that more specialized courses might also be offered. The subjects of War Finance and Labor Problems were suggested. The following were names put forward as possible instructors of a special course:

iii. History: The question was raised as to whether or not a course offered in history should be on the History of the British Empire or on the History of the United States and Canada since 1783. The members of the Board favored the latter subject and Mr. Shaw was asked to discuss the selection of subject with Dr. Gibson.
iv. Latin: Mrs. Turner suggested that the name of
of the staff of the Wartime Prices and
Trade Board as a possible instructor for the Classics.

v. Philosophy: It was mentioned that Professor
of Queens University is likely to be
resident in Ottawa this year.

vi. Physics: It was felt that an instructor should
be secured from the Research Council for the second
years' work in Physics. The name of
was suggested. Dr. Tory should be consulted con-
cerning this matter.

vii. Political Science: It was suggested that Pro-
fessor Angus should be consulted concerning the
wording of the description of the course in Political
Science.

viii. Psychology: It was mentioned that Professor
are all resident in the city at the
present time, and might be available as instructors.

ix. Special Courses: The Chairman suggested that
there had been some interest expressed in a course
on Child Psychology. There have also been some
inquiries concerning a course in the Russian language.
An instructor in the latter might be secured from
the Department of Censors.

10. CALENDAR:

In the light of these suggestions it was decided to
hold up the printing of the Calendar for a few days
until the Education Committee has had a chance to
deal with the questions raised. The Secretary
reported that tenders have been secured from three
printers, one of whom is willing to proceed with the
job immediately and to guarantee delivery within one
week.

11. PUBLIC ADMIN-
ISTRATION:
The Secretary was asked to write to the United States
and other countries to secure information as to what
is being done in the field of public administration,
education, so that this material will be available for
study at a later date. It was suggested that the
Office of Education at Washington would indicate to
us the sources of this material in that country.

12. CHAIRMAN OF
EDUCATION
COMMITTEE:
On motion of Mr. Lewis, seconded by Dr. Easson, Dr.
Robbins was appointed as Chairman of the Education
Committee with Dr. Tory to act as a member of the
Committee ex-officio.

13. DISTRIBUTION
OF
MINUTES:
The Chairman requested that the Minutes be mailed
out to the members of the Board as soon as they are
ready, and that special points be brought to the
attention of various members of the Board by under-
lining in red pencil.
14. ADJOURNMENT: The meeting adjourned at 2:45 P.M.

Respectfully submitted,

[Signature]

H. L. Keenleyside  L. R. Shaw
Vice Chairman  Secretary.