



Postsecondary Education Quality Assessment Board
Commission d'évaluation de la qualité de l'éducation postsecondaire

900 Bay Street
23rd Floor, Mowat Block
Toronto ON M7A 1L2
Tel (416) 325-1686
Fax (416) 212-6620

900, rue Bay
23^e étage, Édifice Mowat
Toronto ON M7A 1L2
Tel (416) 325-1686
Fax (416) 212-6620

February 22nd, 2010

The Honourable John Milloy
Minister, Training, Colleges and Universities
900 Bay Street
3rd floor
Toronto, ON
M7A 1L2

Dear Minister:

**Re: Application from Conestoga College Institute of Technology and Advanced Learning for consent to offer a Bachelor of Applied Arts (Public Relations):
Recommendation to Grant Consent**

Pursuant to section 5(1) of the *Post-secondary Education Choice and Excellence Act, 2000*, Conestoga College Institute of Technology and Advanced Learning applied for your consent to offer a Bachelor of Applied Arts (Public Relations).

In accordance with section 5.2 of the Act, the application was referred on December 18th, 2008 to the Board for its review and recommendation. The Board reviewed the application in accordance with its *Handbook for Ontario Colleges, February 2006*, and gave final consideration to the application on July 21st, 2009. The Board recommended that you grant consent to Conestoga College and that consent be conditional on the College submitting a report to the Board on its progress toward meeting the commitments identified in its faculty hiring plan, annually at the end of each of the first four years of delivering the program.

On December 8th, 2009, you asked the Board for advice on whether consent could be granted under the normal standard terms and conditions, without a report on commitments as recommended by the Board.

In addition to those commitments made in its submission, Conestoga College committed to hire four additional full-time faculty with PhD's in the public relations area on a specific timeline: one hire in semester 1, one in Semester 2, one in Semester 5, and one in Semester 7.

The Board considered the applicant's commitments at its January 19th, 2010 meeting in light of your request.

Based on:

- the applicant's submission;
- the findings of the Quality Assessment Panel appointed by the Board to assess this program against the Board's standards and benchmarks for an honours baccalaureate in an applied area of studies;
- the applicant's response to the panel's report;
- any additional materials provided by the applicant to the Board;
- any commitments made by the applicant during the review process; and
- the Board's assessment of the information,

the Postsecondary Education Quality Assessment Board finds that the proposed program meets the Board's standards, and recommends that you grant consent to Conestoga College to offer a Bachelor of Applied Arts (Public Relations), to be abbreviated B.A.A., at its Doon campus at 299 Doon Valley Drive, Kitchener, ON N2G 4M4.

Should you decide to grant consent, the Board recommends that consent be conditional on Conestoga College hiring at least one new faculty member prior to program launch.

The Board's recommendation is predicated on an assumption that the College will meet the terms and conditions of consent which require it to honour all commitments made in the application and during the course of the review. Should these commitments, which include commitments to hire appropriate faculty, not be honoured, the program will not meet the Board's standards. The risks resulting from inadequate program quality are considerable and can range from individual risks to students who do not achieve the education they expect to the potential harm to the reputation of Ontario degrees. Given their importance, the Board recommends that you seek assurance from applicants that commitments made during the course of the review are honoured.

Yours truly,



Dale Patterson,
Chair

cc Postsecondary Education Quality Assessment Board
Deborah Newman, Deputy Minister, MTCU
Marie-Lison Fougère, Assistant Deputy Minister, Strategic Policy and Programs
Division, MTCU
Marion Crane, Assistant Deputy Minister, Postsecondary Education Division,
MTCU
Martin Hicks, Director, Postsecondary Accountability Branch, MTCU