



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

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July 13<sup>th</sup>, 2010

The Honourable John Milloy  
Minister, Training, Colleges and Universities  
900 Bay Street  
3<sup>rd</sup> floor, Mowat Block  
Toronto, ON  
M7A 1L2

Dear Minister:

**Re: Application from Humber College Institute of Technology and Advanced Learning for consent to offer a Bachelor of Public Relations: Recommendation to Grant Consent**

Pursuant to section 5(1) of the *Post-secondary Education Choice and Excellence Act, 2000*, Humber College applied for your consent to offer a Bachelor of Public Relations. In accordance with section 5.2 of the Act, the application was referred on January 22<sup>nd</sup>, 2010 to the Board for its review and recommendation. The Board reviewed the application in accordance with its *Handbook for Ontario Colleges, February 2006*, and considered the application on June 21<sup>st</sup>, 2010.

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 Humber College Institute of Technology and Advanced Learning to offer a Bachelor of Public Relations, at its Lakeshore Campus at 3199 Lakeshore Boulevard West, Toronto, ON M8V 1K8.

In addition to the commitments made in the submission, during the course of the review Humber College committed to hiring additional faculty members, offering more flexibility and choice in liberal arts electives; and providing greater support for faculty members' participation in research.

Should you decide to grant consent, the Board recommends that consent be conditional on Humber College hiring one faculty member with either a Ph.D. in communications or a closely related area

and with experience in public relations, prior to program launch; and capping the enrolment for writing classes at 20 students per class.

The Board's recommendations are predicated on an assumption and the Minister's requirement that consent holders will meet the terms and conditions of consent which require them 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 by Humber College, 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 Humber 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  
Nancy Naylor, Assistant Deputy Minister, Postsecondary Education Division, MTCU  
Martin Hicks, Director, Postsecondary Accountability Branch, MTCU