

Simon Fraser University
Memorandum

To: Senate

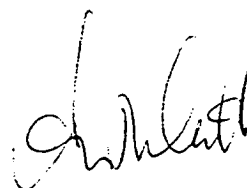
From: Alison Watt, Secretary
Senate Committee on Agenda and Rules

Date: March 23, 2004

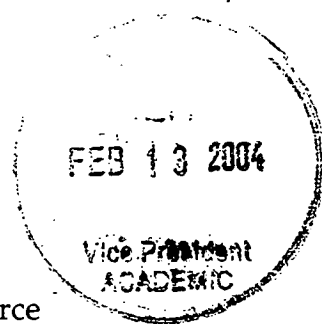
Subject: Name Change – Community Economic Development Centre

Action undertaken by the Senate Committee on Agenda and Rules at its meeting of March 23, 2004 gives rise to the following motion:

MOTION: "that Senate approve and recommend approval to the Board of Governors a change in name from the Community Economic Development Centre to the Centre for Sustainable Community Development, effective immediately"



SIMON FRASER UNIVERSITY
Office of the Dean, Faculty of Arts
MEMORANDUM



To: John Waterhouse
VP Academic

From: John T. Pierce
Dean of Arts

Subject: CEDC

Date: February 12, 2004

John, attached is a request from the Director of CEDC and supported by its duly constituted steering committee to change its name to the Centre for Sustainable Community Development. The attached documentation provides a cogent rationale.

The name change is a more accurate description of the current mandate of the Centre as it is of the future research and community outreach direction of the Centre. Internal to the University there is an important need to better articulate and focus research on sustainability—something the Centre has already begun to do. I strongly support the initiative.

JTP/rt

Attachments

Cc: M. Roseland, Director, Community Economic Development Centre

As recommended by the Steering Committee of the Community Economic Development Centre, the University's Governing Committee for Centres approves the name change of the Community Economic Development Centre to the "Centre for Sustainable Community Development" to reflect a more accurate description of the current mandate of the Centre.

John Waterhouse
Vice-President, Academic and Provost

Bruce Clayman
Vice-President, Research

COMMUNITY ECONOMIC DEVELOPMENT CENTRE



SIMON FRASER UNIVERSITY, BURNABY, BC, CANADA V5A 1S6

Mark Roseland, Ph.D., MCIP, Director

Christina Lai, Program Assistant and Secretary

Website: <http://www.sfu.ca/cedc/>

roseland@sfu.ca (604) 291-4161

chrislai@sfu.ca (604) 291-5849

Fax: (604) 291-5473

February 3, 2004

URGENT AND CONFIDENTIAL

OFFICE OF THE DEAN

FEB 09 2004

John Pierce, Dean of Arts

FACULTY OF ARTS

John,

Thanks for your prompt reply to my e-mail regarding my meeting with Bruce Clayman. As mentioned, enclosed please find revised versions of the following documents (with no reference to any change in the Centre's status or Schedule):

- The resolution of the CEDC Steering Committee to change the name of the CEDC to the Centre for Sustainable Community Development.
- A short paper explaining the rationale for the resolution.
- A revised version of our Three-Year Plan.

As before, I'm hoping these documents are what you need to take us the next step.

Please have the original January 6 version of our Three-Year Plan replaced with this January 7 version throughout the Dean of Arts office.

Please let me know if we can assist you in any way, and keep me posted on progress as best you can. I am trying to meet with Cathy Daminato and Susan McAlevy next week. Thanks again for your support, John.

10^{Years}
CEDC

Sustaining Communities through Cooperation and Partnerships

COMMUNITY ECONOMIC DEVELOPMENT CENTRE



SIMON FRASER UNIVERSITY, BURNABY, BC, CANADA V5A 1S6

Mark Roseland, Ph.D., MCIP, Director

Christina Lai, Program Assistant and Secretary

Website: <http://www.sfu.ca/cedc/>

roseland@sfu.ca (604) 291-4161

chrislai@sfu.ca (604) 291-5849

Fax: (604) 291-5473

January 12, 2004

John T. Pierce
Dean of Arts
Simon Fraser University

Dear John,

At its December 1, 2003 meeting, the Steering Committee of the Community Economic Development Centre unanimously and enthusiastically approved the following motion:

MOTION: That the Community Economic Development Centre change its name to the Centre for Sustainable Community Development.

A short document explaining the rationale for this resolution is attached.

We are eager to work with the Dean of Arts office to guide this change through various university bodies (e.g., Senate) to formal adoption as soon as possible.¹

On behalf of the CED Centre Steering Committee,

Mark Roseland, CEDC and Geography
Bob Anderson, Dialogue Institute and Communication
Steve Duguid, Graduate Liberal Studies and Humanities
Alison Gill, Geography and REM
Jock Munro, Economics and Urban Studies
Judy Oberlander, City Program

¹ The Dean of Arts and the Chancellor have each indicated their approval and support.

SFU Centre for Sustainable Community Development

We, the presidents, rectors, and vice chancellors of universities from all regions of the world are deeply concerned about the unprecedented scale and speed of environmental pollution and degradation, and the depletion of natural resources... These environmental changes are caused by inequitable and unsustainable production and consumption patterns that aggravate poverty in many regions of the world... We believe that urgent actions are needed to address these fundamental problems and reverse the trends...

Universities have a major role in the education, research, policy formation, and information exchange necessary to ... initiate and support mobilization of internal and external resources so that their institutions respond to this urgent challenge.

We, therefore, agree to... Increase Awareness of Environmentally Sustainable Development, ... Create an Institutional Culture of Sustainability,... Establish programs to produce expertise insustainable economic development... Collaborate for Interdisciplinary Approaches...

— from The Talloires Declaration, signed by over 300 university presidents and chancellors in over 40 countries¹, including Simon Fraser University

1 Introduction

The purpose of this document is to introduce the need for a strategic re-branding of the Community Economic Development Centre (CEDC) at Simon Fraser University. A variety of internal and external factors have created the conditions in which a new centre, named the Centre for Sustainable Community Development (CSCD), will respond more appropriately to societal needs and funding opportunities. The CSCD will build upon the existing foundations of the CEDC and enhance the reach and relevancy of the university in the important area of sustainable development.

2 SFU Resources and Gaps in Sustainability

SFU has a variety of internationally acclaimed faculty and staff with expertise in sustainable development (e.g., Geography, CED, REM, SFU Community Trust). However, these individuals are dispersed across the university and lack any formal institutional linkages or integrative resources.^{2 3}

¹ http://www.ulsf.org/programs_talloires.html

² By contrast, UBC has an academic focal point for sustainability, the Sustainable Development Research Initiative (as well as the School of Community & Regional Planning and other academic units with a strong sustainability focus), and a non-academic institutional focal point, the Campus Sustainability Office

³ SFU Sustainable Campus Coalition (a student initiative) is now agitating for an SFU campus sustainability office; there is also SFU student participation in a North American "Greening the Ivory Towers" initiative.

In response to this gap in our sustainability response, it is insufficient for SFU to simply have, for example, a new Centre for Building Sustainable Enterprises housed in the Faculty of Business Administration. Similarly, it is insufficient that the UniverCity development, which is advancing sustainability in SFU's name, does not have any formal academic link to university research and teaching. Intellectually and strategically it is imperative that an SFU sustainability centre be able to draw from expertise across the university.

Simon Fraser University needs a Sustainability Centre as a focal point that reflects sustainability; it must be integrative and transdisciplinary.

3 Why a Centre for Sustainable Community Development?

The transformation from the CEDC to the new Centre for Sustainable Community Development represents an ideal organizational unit in which to house a new sustainability emphasis within the university for a variety of reasons.

Course and Program Development:

- Since its founding in 1989, the CED Centre has always defined CED as a way to integrate economic, social and environmental objectives; this integration is now recognized globally as sustainable community development.
- The CEDC is the only centre in North America to focus on sustainable CED:
 - the only Canadian CED centre with a strong sustainability focus
 - the only Canadian sustainability centre with a strong CED focus
- Since 1999, the CEDC has offered a required course on "Sustainable CED" for both undergraduate certificate and post-baccalaureate diploma students; this is unique in Canada.
- The CEDC offers an elective course on *Sustainable Enterprise Development*.
- The *Developing Sustainable Communities* course is required in the CEDC professional certificate program.
- CEDC has been working for 4+ years to create a graduate program in sustainable community development:
 - we have been in negotiations with a major financial institution to sponsor the graduate program
 - we have been in negotiations with SFU Faculty of Business Administration to collaborate on a new Centre for Building Sustainable Enterprises and a possible new graduate management program

- CEDC Director will be teaching an Undergraduate Semester in Dialogue course on Sustainable Community Development in 2005-3 or 2006-1.
- No other university in BC or Canada has a centre focusing on sustainable community development.

Research Direction:

The CED Centre has an exceptional record of sustainability-oriented research (please see annual reports). Our current round of proposal development reflects a more direct transition towards understanding the mechanisms of sustainable development:

- Market Mechanisms for Sustainable Community Development (SSHRC SRG, 3 years, \$285,000)
- Site Control for Sustainable Community Development (CMHC, 16 months, \$25,000)
- Integrating Sustainability Into Institutional Practices (SSHRC CURA, 5 years, \$1 million)
- We are also collaborating with the Learning Strategies Group and others on urban sustainability proposals to Western Diversification and other funders

Leadership:

Mark Roseland, Ph.D., MCIP, is Director of the Community Economic Development Centre at Simon Fraser University and is a professor in SFU's Department of Geography. He was the North American Editor of the international journal *Local Environment*, published in association with the International Council for Local Environmental Initiatives, from its outset in 1995 until 2002. Dr. Roseland lectures internationally and advises communities and governments on sustainable development policy and planning.

Dr. Roseland has published widely, and his work has been cited in numerous journals. Over 12,000 copies of Dr. Roseland's book *Toward Sustainable Communities: A Resource Book for Municipal and Local Governments* were distributed internationally by the Government of Canada's National Round Table on the Environment and the Economy. A completely revised and updated edition of this landmark book, titled *Toward Sustainable Communities: Resources for Citizens and Their Governments*, with a foreword by Hazel Henderson, is published by New Society Publishers.

Dr. Roseland has been awarded 24 funded research projects from a variety of sources, including the Canadian International Development Agency (CIDA), the

Social Sciences and Humanities Research Council (SSHRC), the Association of Universities and Colleges in Canada (AUCC), Forest Renewal BC, the Science Council of British Columbia, the Department of Fisheries and Oceans, VanCity Savings Credit Union, the Real Estate Foundation of BC, the City of Vancouver, the National Round Table on the Environment and the Economy, and the Ontario and British Columbia Round Tables on the Environment and the Economy.

Dr. Roseland chairs the Community Advisory Committee (CAC) of the Simon Fraser University Community Trust, which is responsible for the UniverCity sustainable community development project, and has served on the Trust's Board of Directors since the early days of the project. He also teaches courses on sustainable community development that have focused extensively on the UniverCity project, as well as the City of Vancouver's model sustainable community being developed at Southeast False Creek, and the Vancouver-Whistler 2010 Olympic Bid.

Steering Committee Support:

In December 2003 the CEDC Steering Committee unanimously and enthusiastically resolved to change the Centre's name to the Centre for Sustainable Community Development. We will be working over the next several months with the Dean of Arts to guide this change through various university bodies (e.g., Senate) to formal adoption.⁴

Pending approval of the above change by Senate, an expanded Steering Committee will reflect sustainable community development interests from across SFU.⁵ Proposed additional SFU Steering Committee members would likely include, for example:⁶

- Mark Jaccard, Resource and Environmental Management
- Carolyn Egri, Faculty of Business Administration
- Meg Holden, Urban Studies
- Mark Winston, Dialogue Institute and Biology
- Nancy Olewiler, Master of Public Policy and Economics
- Michael Geller, SFU Community Trust (UniverCity)

4 Conclusion

There are numerous exciting possibilities created by a convergence between the evolution of the CED Centre into the Centre for Sustainable Community

⁴ The Dean of Arts and the Chancellor have each indicated their approval and support.

⁵ The current Steering Committee includes Bob Anderson, Dialogue Institute and Communication; Judy Oberlander, City Program; Steve Duguid, Graduate Liberal Studies; Alison Gill, Geography and REM; Jock Munro, Economics and Urban Studies.

⁶ NOTE: Not all of these people have yet been approached. The Centre will also have external advisors.

Development and a more comprehensive commitment by the University to the challenges posed by sustainable development.

Simon Fraser University should support
The Community Economic Development Centre's evolution into
The Centre for Sustainable Community Development.