

# Board for State Academic Awards

Charter Oak State College  
Connecticut Distance Learning Consortium

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## Minutes of Meeting July 30, 2009

Members Present: L. Winkler, J. Long, E. Janney, M. Nicastro, J. Padilla, K. Richards, J. Whitcomb

Staff Present: E. Klonoski, S. Adams, D. Goldsmith, G. Claffey, C. Williams

Guests Present: S. Ciecko (DHE), C. Hebert, Director COSC Marketing

### 1. Call to Order

L. Winkler, the newly appointed Board Chair, called the meeting to order at 12:15 p.m. and introduced the new Board members—Kathleen Richards, Attorney Eric Janney and Mike Nicastro. After administering the Oath of Office, L. Winkler asked each new member to provide a short introduction and noted that resumes can be found in the Board's white folders.

### 2. Approval of Minutes of Meeting of May 28, 2009

L. Winkler asked if Board members have any revisions to the Minutes of May 28, 2009.

Having no changes, on a motion made by J. Whitcomb and seconded by J. Padilla, the Board APPROVED the Minutes of May 28, 2009.

### 3. COSC Action Items

#### A. Conferral of Degrees

L. Winkler noted that Charter Oak State College confers students every two months. The list of candidates can be found in the Board's white folders.

On a motion made by J. Long and seconded by J. Whitcomb, the Board APPROVED Resolution 09-17, Conferral of Degrees.

#### B. Core Faculty Appointments

L. Winkler explained that the College's Core Faculty are those who sit on various committees to oversee the College programs, student assessment, etc. The majority of the Core Faculty come from institutions across Connecticut –public and private and two and four year. The Core Faculty has been approved by both the Academic Council and the President's Advisory Council. The College's commitment to Affirmative Action procedures

are exercised when conducting a search for new faculty. This year, staff is presenting only reappointments to the Board for its approval.

On a motion made by J. Padilla and seconded by J. Whitcomb, the Board APPROVED Resolution 09-18, Core Faculty Reappointments.

C. Approval of Adjunct Consulting Faculty

L. Winkler noted that the College's Adjunct Consulting Faculty are those who perform services that the Core faculty are unable to provide. Adjunct Consulting Faculty serve for a period of two to three years. Staff also evaluate their performance.

On a motion made by J. Long and seconded by K. Richards, the Board APPROVED Resolution 09-19, Adjunct Consulting Faculty.

**4. BSAA Personnel Committee**

D. Off-Site Employee Designation

L. Winker explained that this Resolution addresses staff that are considered *off-site employees* (living in other states) and traveling. The current telecommuting policy does not address their travel reimbursement. This resolution would correct that issue.

C. Williams explained that this Resolution would also establish a permanent off site work designation as well as to provide a \$600 stipend for those employees as a reimbursement for phone and internet services.

On a motion made by J. Padilla and seconded by J. Whitcomb, the Board APPROVED Resolution 09-20, Off-Site Employee Designation.

**5. BSAA Action Items**

L. Winkler explained that each year the Board approves the spending and expenditure plans for the BSAA and therefore asked that C. Williams provide an overview about the budget documents that require Board approval.

**E. COSC FY 2010 Budget**

- Attachment A –ESA Revenue FY 2010
- Attachment B—ESA Expenditure FY 2010
- Resolution for ESA Expenditure Budget FY 2010

C. Williams reported that the first Resolution before the Board for its approval is Charter Oak State College's Expenditure Budget for Fiscal Year 2010, as based on revenue projections. Highlights of the FY 09 budget include:

- new program development,
- increase in Public Safety Administration enrollments,
- 200 % increase in Hispanic applications,
- 18% continued growth in distance learning courses,
- successful marketing campaigns with increased budget allocations,

- implementation of the College's new student database (Jenzabar), and
- recognition events which included the Shea Lecture, the President's Inauguration and the Foundation fundraiser.

C. Williams explained that the College's projected budget is based on several variables including program effectiveness. The national and state economic downturn has forced higher education to look at critical resources as well as how we can *tighten our belts*. The College's FY 2010 budget is based on a combination of the national economy, the state economy, the State budget, and consumer spending. Given the economy and retooling, the College is in a good position to begin to look at new and innovative skill sets.

C. Williams further reported that the College ended FY 09 with more revenue than expected and therefore is well positioned for growth and hopefully will be able to increase our revenue for FY 2010. State support continues to hover around 24%. The College's revenue projection is 17% more in FY 2010 than in FY 09. The College's revenue drivers are academic and distance learning fees. The College would like to see at least a 10% - 12% goal in matriculation and distance learning for FY 2010.

Expenditure projections are at \$6.5 million, with personnel costs being the majority and fees for professional services (faculty) being the next largest.

In terms of the capital budget, the College and the CTDLC have not received any capital funds in the last two years. Both organizations rely heavily on those monies to support our technological infrastructure. It is becoming critical that we resolve first and foremost how and what we are going to do about the disaster recovery. Staff has been expecting those capital funds and if we are not approved soon, we will need to expend at least \$46,000 from the reserves.

On a motion made by J. Long and seconded by J. Whitcomb, the Board APPROVED Resolution 09-21, Expenditure Plan for FY 2010.

#### **F. COSC Four-Year Statement of Revenue, Expenditures, & Fund Balance**

- Attachment A – Fund Balance Projections – FY 2007-2010
- Exhibit A – Revenue Projections – FY 2007-2010
- Exhibit B – Expenditure Projections – FY 2007 – FY 2010
- Resolution for Four-Year Statement of Revenue, Expenditures, and Fund Balance

C. Williams reported on the four-year statement of projected revenue, expenditures and fund balance from FY 2007 thru FY 2010.

On a motion made by J. Padilla and seconded by J. Whitcomb, the Board APPROVED Resolution 09-22, Four-year Statement of Revenue, Expenditures and Fund Balance.

#### **G. COSC Designated Reserves for FY 2010**

C. Williams explained that this policy describes the amount that the College has in its reserves and how those funds might be used in FY 10. The figures also show the amounts set aside for catastrophic events, building maintenance, disaster recovery, continuity of operations, building contingency (set aside for new building), compensated absences (5% of vacation, sick time), and funds to support the current budget.

C. Williams provided a brief overview about the College's proposed new building that would be located on another property owned by CCSU. The building would be a three-story structure at a cost (in 2008 dollars) of about \$14 million. Staff is requesting \$2 million in design work from the General Assembly in the FY 09 Bonding package.

On a motion made by K. Richards and seconded by J. Whitcomb, the Board APPROVED Resolution 09-23, Designated Reserves for FY 2010.

### **CTDLC Overview of FY 09 Expenditure Plan**

D. Goldsmith provided a brief overview of the CTDLC's FY 09 revenue / expenditures; noting that the Board would be approving the same type of documents as for the College. FY 09 highlights for the CTDLC include:

- continued growth in the adult virtual diploma program,
- continued growth in eTutoring as well as partnerships around this initiative,
- new LMS offerings—Angel and Moodle, and
- new grants / partnerships in particular s STEM grant and a Davis grant.

The CTDLC does not market to individuals, but to institutions, agencies and businesses. Unfortunately, given the uncertainty around budgets (both state and local), coupled with the economic downturn, the CTDLC has seen a decline in revenue, especially in one of its newer initiatives, the Virtual High School.

### **H. CTDLC FY 2010 Budget**

- Attachment A—ESA Revenue FY 2010
- Attachment B—ESA Expenditure FY 2010
- Resolution for ESA Expenditure Budget FY 2010

Diane Goldsmith went on to speak to the CTDLC's FY 2010 budget as based on projected revenues and explained that the same formulas are considered as the College. Unfortunately, the CTDLC is in more of a precarious situation than the College. Expenditures for the CTDLC have decreased; there has been a reduction in State appropriation dollars, as well as the loss of the CT Community College Vista contract, all of which is coupled with no capital dollars. For FY 09, the CTDLC projected using \$214,069 in reserves and instead expended \$261,038.

On a motion made by J. Padilla and seconded by J. Long, the Board APPROVED Resolution 09-24, ESA Expenditures for FY 2010 for the CTDLC.

### **I. CTDLC Four-Year Statement of Revenue, Expenditures, & Fund Balance**

- Attachment A – Fund Balance Projections – FY 2007-2010
- Resolution for Four-Year Statement of Revenue, Expenditures, and Fund Balance

Diane Goldsmith reviewed the four-year statement of revenue, expenditures and fund balance.

On a motion made by J. Long and seconded by K. Richards, the Board APPROVED Resolution 09-25, Four-Year Statement of Revenue, Expenditures and Fund Balance.

## **J. CTDLC Designated Reserves for FY 2010**

D. Goldsmith further explained that like the College, the CTDLC also has designated reserves. For FY 2010, the CTDLC is looking at using \$205,000 of its fund balance for shortfalls.

On a motion made by K. Richards and seconded by E. Janney, the Board APPROVED Resolution 09-26, CTDLC Designated Reserves.

## **6. COSC Marketing Report / Plan**

L. Winkler introduced Carolyn Hebert, Director of Marketing, to provide the Board with an overview about the College's fall marketing campaign.

C. Hebert played the radio ads and spoke to the areas where the College is seeing successes because of its tracking and analysis of prospective students -- where they *go* once they get to the College's website. The College radio ads can be heard on several radio stations and feature Matt Fluery, CEO of the CT Science Center, Rebecca Irizzary and Carlos Victoria. The campaign has also purchased advertisements on *Telemundo*. In addition, the College will expand its Internet ads to other states, will have a CT State paycheck insertion (70,000+), and be prominently featured on the *I-84 digital board*. Prospective students will be sent to a new home-page that will be much easier to navigate. At the end of August, an oversized postcard will be mailed to 16,000+ Connecticut Hispanic households. Staff is in the process of redesigning our website to be more prospective student friendly. C. Hebert reported that staff is excited to announce that Charter Oak State College will finally have an online shop that will feature cups, hoodies, sweatshirts, and lots more. The shop will be launched at the end of August.

## **7. Reports & Discussion Items**

L. Winkler noted that the following items are the standard reports and do not need votes, but are provided for additional information and input from the Board members.

### **A. CTDLC Report**

The Board accepted the report.

### **B. Financial Aid Report**

L. Winkler noted that the Financial Aid documents provide a summary of the FY 09 aid awarded to students. Staff is realizing more and more of our students needing aid. We have seen 100 more students in FY 09 over FY 08 and for FY 2010 there is an even larger increase.

The Board accepted the report.

### **C. Financial Reports**

L. Winkler reported that the financial statements were included in the budget documents.

The Board accepted the report.

#### **D. Enrollment Management Reports**

L. Winkler explained that these documents are a snapshot of FY 09 enrollments showing Dashboard strategic indicators. The second document shows a month by month calculation of the various categories of students (matriculated, rematriculated, military and new military).

The Board accepted the report.

#### **E. Adjunct Faculty Report**

The Board accepted the report.

#### **8. Chairman's Report**

L. Winkler passed along the Board's deepest sympathies to John Whitcomb on the loss of his wife Pia. She reported that the previous week the staff organized a Board orientation for the new members and this proved to be very helpful. She would welcome another orientation should new members be appointed to the Board. L. Winkler noted that for the coming year she would like to have E. Klonoski organize a Board retreat with staff as well as a joint meeting with the Foundation and BSAA Boards. Lastly, L. Winkler noted that many of the Board members have relationships with legislators and the Executive branch. She welcomes staff calling upon the members for their help in governmental policy and funding issues.

#### **9. Executive Director's Report**

E. Klonoski welcomed the new Board members and congratulated L. Winkler on being appointed as the new Board Chairperson. E. Klonoski reported that he and R. Frederick, Admissions Advisor, had just returned from Atlanta at a DoD symposium where he gave a presentation. With over 2,200 people in the audience, it was a great opportunity for the College to have a presence. The College has just signed a second corporate partnership with Hartford Hospital which has over 300 employees in its education pipeline. Lastly, three Charter Oak State graduates were featured in *CT Magazine's most influential people in Connecticut*.

#### **10. Other Business**

No further business.

#### **11. Adjournment**

At 2:30 p.m., on a motion made by J. Whitcomb, the Board ADJOURNED.

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**Secretary**  
**July 30, 2009**