

Board for State Academic Awards

Charter Oak State College
Connecticut Distance Learning Consortium

BSAA
November 19, 2009
12 Noon

Minutes of Meeting

Members Present: L Winkler, M. Nicastro, J. Long, J. Padilla, E. Janney, L. Wildman

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

Guests: Scott Ciecko (DHE), Dave Hemenway, Carolyn Rogers, Carolyn Hebert

1. Call to Order

L. Winkler called the meeting to order at 12:20 p.m. and introduced Dave Hemenway from the Office of Institutional Effectiveness. Mr. Hemenway will be speaking later in the meeting about the College's *Dashboard* and Strategic Plan.

2. Approval of Minutes of Meeting of September 24, 2009

On a motion made by M. Nicastro and seconded by J. Padilla, the Board APPROVED the Minutes of September 24, 2009.

3. Action Items

COSC

A. Conferral of Degrees

On a motion made by E. Janney and seconded by J. Padilla, the Board APPROVED Resolution 09-31, Conferral of Degrees.

B. Revisions to Honorary Degree Committee

L. Winker explained that every two years the Board approves the appointment of a committee to review recommendations for an Honorary Doctorate candidate. The policy calls for the committee to have two members of the Board, the President of the College, the Dean or designee of the College's Core Consulting Faculty, and the President or designee of the Student Association. That committee then makes a recommendation to the full Board for candidate(s) to receive an Honorary Doctorate at the June commencement.

L. Winkler went on to report that after consultation with E. Klonoski, the recommendations for the Board appointments to the committee are John Whitcomb and Eric Janney. Dr. Patrice Farquharson, Dean of Faculty, and Susan Ives, President of the Student Association, will also serve on the committee.

On a motion made by J. Padilla and seconded by J. Long, the Board APPROVED Resolution 09-32, Appointment of Honorary Degree Committee.

C. Revised Letter of Agreement with BSAA and COSC Foundation Board

L. Winker reported that in accordance with the Connecticut State Statutes, the Foundation Board and the Board of Trustees of the College are required to have a written agreement. This agreement was last reviewed in 1998. Since that time, the Foundation Board has added a member of the Alumni Association to serve as a non-voting member. The Foundation Board concluded that the document should be reviewed to determine if other revisions are required. To that end, the Foundation Board, at its October 27, 2009 meeting, approved the one revision regarding the addition of a member of the Alumni Association as a non-voting member. No other revisions were required.

J. Padilla noted that attention should be paid to the Foundation Board; particularly its investment performance. He reported that a few years ago, the Foundation's investment performance did not seem to be up to par and the then President, Merle Harris, met with the New Haven Foundation for Public Giving's investment staff to discuss options. J. Padilla recommended that E. Klonoski should be reviewing that and other areas concerning the College's Foundation.

L. Winkler noted that she is planning to organize a joint meeting of the Foundation and BSAA Boards in early spring in order to discuss a number of issues and initiatives.

On a motion made by J. Long and Staff requests that the Board approve Resolution 09-33, the Revised Letter of Agreement between the BSAA and the Foundation Board.

D. Appointment of Distance Learning Committee Faculty

L. Winkler reported that staff is requesting the appointment of Amy Feest as a member of the Distance Learning Committee to replace a faculty member who passed away earlier this year. Ms. Feest has the appropriate qualifications and has been teaching Charter Oak's online Communications 101 course. Additionally, the Academic Council has approved this appointment.

On a motion made by J. Padilla and seconded by M. Nicastro, the Board APPROVED Resolution 09-34, Approval of Amy Feest to the Distance Learning Faculty.

E. Approval of Reduced In-State Veterans Fees

L. Winkler reported that over the years, Charter Oak State College has not been named under the Connecticut State Statutes requiring public institutions to provide tuition waivers for Connecticut veterans. The legislation had not been imposed on Charter Oak State College because the College does not have "tuition" but, instead, has fees. However, veterans and legislators continually question staff about the College's policy not to provide a waiver. Staff believes that this has become an issue that should be addressed.

E. Klonoski reported that although this will incur a cost to the College, it is the correct action for the Board to approve. The language follows that of the Connecticut State University System which allows for 100% tuition waiver for Connecticut veterans matriculated full time at the university and a 50% course fee waiver for part-time students.

J. Padilla questioned why the College would not put in place a 100% course waiver.

S. Adams responded that the majority of the College's veterans are part-time students.

On a motion made by J. Padilla and seconded by E. Janney, the Board APPROVED Resolution 09-35, Adoption of Reduced in-State Veterans Fees.

BSAA

F. Revised Purchasing Policies and Procedures

L. Winkler reported that in 1999, the Board approved the current purchasing procedures. Since then, additional overlays to the process have been outlined by State agencies and internal operating processes. The revised policy incorporates updated State Statute language and ethical conduct standards.

C. Williams went on to explain that the revised procedures are an update to the State Statutes and that the guidelines and procedures now better align with CORE (which the College did not have at that time the Board approved the previous policies and procedures) as well as changes to CHRO. The revisions also clearly articulate the ability to connect to other publicly bid items by other agencies.

On a motion made by J. Long and seconded by M. Nicastro, the Board APPROVED Resolution 09-36, Approval of Revised Purchasing Policies and Procedures.

G. Revised Disposal of Equipment Procedures

L. Winker explained that previously the BSAA has followed generic State guidelines for the disposal of State equipment. In order to expedite the process and remain in accordance with State guidelines, staff proposes using the procedures that are followed by the other constituent units of higher education.

C. Williams noted that all State agencies are required to follow State Statutes, but that institutions of higher education have a more liberal Statute for equipment disposal. The BSAA will now be able to respond more quickly given the revised procedures.

On a motion made by E. Janney and seconded by M. Nicastro the Board APPROVED Resolution 09-37, Approval of Disposal of Surplus Property.

4. Personnel Committee

J. Long presented the Personnel Committee's report explaining that the College has a Director of Finance which is classified as a Director 1 position. Fred Owens, of Owen-Pottier, reviews requests for reclassification for higher education employees. In 1999, the BSAA contracted with Owen-Pottier to review a number of job descriptions because his firm is experienced in the higher education personnel arena. Since that time, Mr. Owen has been reviewing job descriptions and making

recommendations to the BSAA Executive Management. Mr. Owen was contracted to review the Director 1 position and found that the position and duties do indeed suggest it should be a Director 2 position. The reclassification would be an increase of about \$6,100 per year.

On a motion made by E. Janney and seconded by M. Nicastro, the Board APPROVED Resolution 09-38, Reclassification of the Director of Finance position.

5. Reports & Discussion Items

A. Marketing Report

L. Winkler introduced Carolyn Hebert to present an overview about the fall's marketing campaign, the tracking results, and the upcoming spring 2010 marketing campaign.

C. Hebert reported that during the fall marketing campaign, staff tracked how the College's media efforts performed in enticing potential students to the College. These tracking reports enabled staff to begin to make decisions and adjustments regarding its spring 2010 marketing efforts. Staff found that of the six radio stations, three performed well and three underperformed in terms of luring students to the College's website.

C. Hebert went on to report that although the median age of a Charter Oak student remains at 40, one of the College's fastest growing age segments is under 25. The *Post-It-Notes* on newspapers produced some good responses and therefore we will be doing those again in the January 1 and January 13 editions. The pay-check stuffers for State employees also have produced potential students and staff is investigating private company paycheck stuffers. The online course registration numbers are driving very well; but we also noticed that many students registered very late last fall. Given that information, staff may consider having a more compressed radio schedule towards the last three weeks in January. Additionally, we will also run a week of radio ads a week before term 2 courses begin.

C. Hebert reported that the College's tracking efforts allow for smarter decisions in advertising. Lastly, Dan Russell has been instrumental in moving ahead the College's efforts around social networking. He is blogging on *Facebook* and *Linked In*. The College is seeing more and more of our alumni who are using the social networking blogs. Dan Russell is also on several other discussion blogs where he speaks about the College.

M. Nicastro noted that he might be helpful in providing C. Hebert with some business contacts through the Bristol Chamber that might utilize the paycheck stuffers.

B. Enrollment Management Reports

S. Adams reported on the enrollments noting the following:

- There are 1,698 matriculated students at Charter Oak State College. This enrollment number is noticeably higher than the two previous years' enrollment numbers for matriculated students.
- Charter Oak State College had 338 new matriculated students in FY 2009-2010 as of the end of October. This is 39% of our goal for this year and is comparable to the two previous years' new matriculated student statistics.
- Four hundred matriculated students renewed their matriculation by the end of October, 2009. This is 41% of our goal for this year and slightly exceeds last year's comparable information.

- There were 31 re-matriculated students as of the end of October, 2009. As of this time, we have made 34% of our annual goal for re-matriculated students. This is slightly below the comparable information for the last couple years.
- Seventy-five military students were matriculated at Charter Oak State College as of the end of October.
- As of the end of October 2009, there were 23 new military matriculated students

C. Review of COSC Strategic Plan and Dashboard - Presentation by David Hemenway

L. Winkler introduced Dave Hemenway to provide an update on the College's Strategic Plan and *Dashboard*.

D. Hemenway distributed documents for the Board; noting that the College continues to work on scalability, efficiencies, and to determine why students come to us and what they are seeking once matriculated. The goal is to provide summaries and to get information out of Jenzabar (the College's student information system) to help to determine which direction the College should take. Staff has been given a goal to reach 5005 students for the future and therefore, adjustments will be needed as we progress. D. Hemenway went on to explain the strategic indicators in the *Dashboard* document.

D. Hemenway further explained that he coordinates the data collection and that the *Dashboard* documents represent goals, whereas the detailed reports given to the Board bi-monthly are more accurate. Staff discussions continue around the positive and negative impacts in various areas. Currently, staff is attempting to survey students as to their impressions and concerns about various aspects of the College. Data about our students is very important around marketing efforts, outreach, etc.

D. Financial Aid Report

S. Adams noted that at this point, the College has already increased over the total number of students who received aid in FY 2009; and the numbers continue to grow. The College does need to continue to review our default rate as that could become problematic in the future.

The Board accepted the report.

E. Financial Reports

C. Williams reported that revenues are above expectations for this period of time and course enrollments are up. Online course enrollments continue to be the largest driver for our revenues.

The Board accepted the report.

F. CTDLC Report

D. Goldsmith noted that the CTDLC reports are matching with their Goals/ Strategic plan. The good news is that the CTDLC was awarded a FIPSE grant in the amount of \$375,000. These grants are very, very difficult to receive. This particular grant is geared at adult students and there is a consortium of community colleges. Although the funding is less than requested, the grant will allow the CTDC to expand the eTutoring initiative.

D. Goldsmith went on to report that the MOU detailing the collaboration with the Department of Correction's project is almost completed.

The Board accepted the report.

G. Adjunct Faculty Report

The Board accepted the report.

6. Chairman's Report

L. Winkler reminded the Board members that the January meeting will be held one week earlier, on January 21, 2010 in order to accommodate several Board members' scheduling conflicts. L. Winkler reported that she received a telephone call from a Foundation Board member and has arranged a meeting in early December at which point she will raise J. Padilla's points. L. Winkler also noted that at the last meeting several members mentioned business contacts for E. Klonoski to reach out for the College. One in particular is the CT Hospital Association.

E. Klonoski noted that he had not done so, but would follow up.

7. Executive Director's Report

E. Klonoski reported on the following:

The College hosted the CT ASPA awards.

E. Klonoski and Jason Jakubowski attended the New Britain Mayoral Inauguration.

Carolyn Hebert just graduated from the MetroHartford's Quest Program;

E. Klonoski will attend the New Britain Chamber's Annual Meeting.

M. Woodman arranged a meeting with DPW to discuss the College's options around the funding for the new building. E. Klonoski noted that he would be in touch with Chancellor Carter to discuss how CSU might be helpful in the process as Central CT State University continues to be anxious to get our current building.

Staff brought on board a UCONN intern to help support data research.

An RFP has gone out to staff for their strategic planning initiatives.

Faculty is working on a credit bearing course for our students which would help to address writing skills. It is hoped that the course will launch in September.

8. Other Business

No further business.

9. Adjournment

At 1:45 p.m. on a motion by E. Janney and seconded by M. Nicastro, the Board ADJOURNED.

Secretary
November 19, 2009