

# Board for State Academic Awards

Charter Oak State College  
Connecticut Distance Learning Consortium

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## Minutes of Meeting September 23, 2010

**Members Present:** L. Winkler, J. Long, M. Nicastro, K. Richards, L. Wildman, John Whitcomb

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

**Guests:** Shelly Maynes (OPM), Scott Cieccko (DHE), Carolyn Rogers (AFSCME President), C. Hebert (Marketing Director)

### 1. Call to Order

L. Winkler called the meeting to order at 12:15 p.m. and announced that John Padilla could not attend the meeting. L. Winkler appointed John Whitcomb as Temporary Secretary. L. Winkler noted that Shelly Maynes from OPM and Scott Cieccko from DHE are both in attendance.

L. Winkler announced that this is Lisa Wildman's last meeting because her two year term as the Student Representative has concluded. The Board members and staff thanked Ms. Wildman profusely for her energetic and responsive service during her time on the Board.

### 2. Approval of Minutes of July 29, 2010 Meeting

On a motion made by K. Richards and seconded by J. Long, the Board APPROVED the Minutes of the July 29, 2010 meeting.

### 3. Approval of Minutes of Executive Session, July 29, 2010

On a motion made by M. Nicastro and seconded by K. Richards, the Board APPROVED the Minutes of the July 29, 2010 Executive Session.

### 4. BSAA Action Items

#### COSC Action Items

#### A. Conferral of Degrees

S. Adams reported that with only 33 graduates, this class is much smaller than previous ones. The College is seeing more students entering with fewer credits and, therefore, might find that it takes students longer to graduate.

On a motion made by K. Richards and seconded by J. Long, the Board APPROVED Resolution 10-33, Conferral of Degrees.

**B. Approval of Additional Faculty Member for Core Faculty**

L. Winkler reported that in July, the Board approved the Core Faculty. Since then, staff has found the need for a faculty who has background in Hebrew and Judaic studies. Dr. Avinoam Patt is being recommended. He has been approved by the Academic Council and the President's Advisory Committee.

On a motion made by J. Long and seconded by M. Nicastro, the Board APPROVED Resolution 10-34, Additional Faculty Member for Core Faculty.

**C. Revision of Charter Oak Role and Scope Statement**

L. Winkler announced that periodically the College revises its Mission Statement and the Role and Scope documents that accompany it. With the College's implementation of the Capstone and Cornerstone courses as requirements for degrees, there is need for revisions to the Role and Scope documents. The College no longer has a "no residency" requirement because of the two mandated courses. Therefore, these changes are reflected in the Role and Scope documents.

On a motion made by J. Long and seconded by K. Richards, the Board APPROVED Resolution 10-35, Revision of Role and Scope Document.

**D. Revision of Designated Reserves**

L. Winkler reported that at the July 2010 Board meeting, the designated reserves were presented for approval. Since that meeting, the College has continued to plan for the implementation of a graduate program in Organizational Effectiveness and the planning process has identified new expenses. Therefore, staff is requesting a revision to Charter Oak State College's FY 11 designated reserves in preparation for the launch of the new graduate program in FY 12. The amount being requested is \$174,920.

On a motion made by J. Long and seconded by J. Whitcomb, the Board APPROVED Resolution 10-36, Revision of Designated Reserves.

**CTDLC Action Items**

**E. Fee Revisions**

L. Winkler informed the Board that as of January 2011, the CT Virtual Learning Center teachers will be treated as employees rather than independent contractors. The additional cost for benefits will be approximately 8% or another additional \$12 per teacher. Teachers are paid at a rate of \$150/student. This request follows the same implementation that the College is executing by moving its faculty onto payroll.

On a motion made by J. Whitcomb and seconded by J. Long, the Board APPROVED Resolution 10-37, CTDLC Fee Revisions.

## **5. BSAA Personnel Committee**

### **F. Role & Responsibilities of the Personnel Committee**

J. Long explained that the Personnel Committee has operated for a number of years but without formal written policies and procedures. Although all matters that come before the Personnel Committee are then discussed and voted by the full Board, at this point in time, given that Connecticut's public higher education institutions have come under scrutiny, it seems prudent to have in writing the role and responsibilities of the Personnel Committee.

On a motion made by J. Whitcomb and seconded by M. Nicastro, the Board APPROVED Resolution 10-38, Role and Responsibilities of the Board's Personnel Committee.

### **G. Personnel Items – Combined COSC & CTDLC**

J. Long turned the discussions over to C. Williams who explained the personnel items.

C. Williams explained that these personnel items relate to career ladders established several years ago for the CTDLC. Upon the resignation of the College's Director of the Distance Learning, the academic division conducted an analysis regarding the resources required to support a rapidly expanding online program. Given that the College has just hired a Dean, it was determined that additional resources were now needed to support the instructional design area and not refilling the position for Director of Distance Learning. The positions outlined in the previously approved career ladder for the CTDLC align into the resource plan identified by the academic division.

C. Williams went on to explain that by leaving the Director 2 position vacant, it would be more prudent to increase the instructional design resources. At the same time, the CTDLC also conducted a review of their Instructional Design staff and found that it was more appropriate to the duties of current staff.

C. Williams noted that the fiscal impact on the CTDLC is expected to be approximately \$5,000. There will be no fiscal impact for the College. Staff recommends approving the Associate Director, Instructional Designer II, the Senior Associate, Course Developer, and Assistant Director, Instructional Designer I (position already exists).

J. Long reported that the Personnel Committee approved this recommendation.

On a motion made by K. Richards and seconded by J. Whitcomb, the Board APPROVED Resolution 10-39, Combined COSC and CTDLC Personnel Requests.

## **6. Reports & Discussion Items**

### **A. Marketing Report**

Carolyn Hebert presented the fall marketing report highlighting various areas of expansion in the marketing arena:

- Expanded marketing efforts to include the Springfield, MA area, New England and national

- Refined the landing page on the College’s website so that when prospective students go to that particular webpage (having been steered there because of an ad) they will see similar messaging
- Continue to track the prospective students that come from the radio ads
- The newspaper *sticky notes* have been found to have a “shelf life” – in other words, people take those ads and put it someplace handy and then come back at a later date to do follow up
- Launched the first campaign on Yahoo ad networks.
- The College is now seeing results in advertising on a national level
- Broadening our markets by using Yahoo, Google, Linked In, and Facebook
- Continue to utilize the State paycheck stuffers where we have found positive responses in the past
- Ads have been run in twenty different media outlets – the top efforts were utilizing online services
- Currently working on a conversion rate (will not be as scientific as the radio ads where prospective students are linked to a specific URL)
- Generated over 600 followings on Facebook
- Producing high quality newsletters and brochures
- Continue to target the Latino community using a variety of media

Some of the future marketing goals will consist of completing the market research report from the Melior Group, building an online survey, advertising year around on online sites, producing a professional video, evaluating public relations management software, and completing research about national websites that would best target our audience and demographics.

## **B. Report on New Building**

C. Williams reported that he and E. Klonoski attended a meeting with DPW officials to become familiar with the process for construction of a new building. John Cavacas, Assistant Director of Project Management, and Richard Terrell, Associate Project Manager, will oversee the project. Based on the three methods that DPW could utilize to design and construct a new building, it has been decided that the design/build method would be the best approach for the BSAA. They chose this approach because our building resembles more of an *office building* than a complex higher education building. The feature of the design/build approach is that they hire a criteria architect who would do the preliminary design. The design outcome incorporates the building program, site work, criteria for the site (traffic, environmental, appropriate building materials) to create a design that would allow for construction to begin while the final design could be worked out by the design/build contractor. The building will be a LEED silver structure. The DPW staff announced that the criteria architect could complete its part within 9-15 months after being selected.

The Board received the report.

## **C. CTDLC Report**

D. Goldsmith reported that the instructional design is a growth area for the CTDLC; especially in the area around State agencies. Recent agencies include public safety,

DEMAS, DDS, and DOC. The CTDLC remains true to its core – build it once and use it for many projects. D. Goldsmith announced she is hopeful to be able to go to the General Assembly in its next session to announce that the CTDLC and DOC have launched an “online” pilot project in one of the correctional institutions. The CTDLC continues to grow its collaborative consortiums. The online adult diploma program did see some rescissions given the Federal cuts. The staff is beginning to see more interest in the high school credit recovery courses.

#### **D. Financial Aid Reports**

L. Winkler announced that the Financial Aid requests continue to grow and have increased again for the fall semester.

#### **E. Enrollment Management Reports**

S. Adams announced that the enrollments are up again this year and that the College is on track to meet its goals for FY 11.

#### **F. Financial Reports**

The Board received the reports.

#### **G. COSC Foundation Audit Report**

L. Winkler announced that the Auditors of Public Accounts have completed the Foundation’s Audit ended June 30, 2009. The report is included in the Board’s packet.

The Board received the report.

### **7. Chairman’s Report**

### **8. Executive Director’s Report**

E. Klonoski announced the following:

- The process is underway to put our faculty onto payroll.
- The consultant who was hired to review executive compensation has almost completed his report.
- Rebecka Scalia’s husband, Frank Scalia, took Ed to meet with executives at the Barnes Group and Kaman.
- M. Woodman arranged a meeting for E. Klonoski with the new AT&T CEO and with John Motley, former President of the Travelers Foundation and now CEO for Motley Beup.
- The Transparency by Design group has appointed E. Klonoski as its Chair.
- E. Klonoski spoke at a distance learning forum sponsored by Post University

### **9. Other Business**

The Board had no further regular business.

## **10. Executive Session**

At 1:30 p.m., on a motion made by M. Nicastro and seconded by K. Richards, the Board moved to go into Executive Session to discuss personnel items.

## **11. Adjournment**

At 2:30 p.m., on a motion made by J. Long and seconded by M. Nicastro, the Board MOVED to Adjourn.

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**Secretary**  
**September 23, 2010**