

**MEETING OF THE BOARD OF TRUSTEES OF THE  
WILLIAM PATERSON UNIVERSITY OF NEW JERSEY**

**Monday, March 19, 2012**

The meeting was called to order at approximately 9:00 a.m. in the College Hall Board Room.

BOARD MEMBERS PRESENT: Mr. Adzima, Mr. Guarasci, Ms. Mascolo, Mr. Mazzola, Mr. Pesce, Dr. Pruitt, Mr. Taylor, Mr. Tolud and President Waldron

ABSENT: Ms. Conway, Ms. DeMarco Clisset, Mr. Gruel, Mr. Jackson, Ms. Niro

OTHERS PRESENT:

Provost and Senior Vice President Weil, Vice President Bolyai, Vice President Ferguson, Vice President Martone, Associate Vice President Goldstein, Mr. DeDeo, Mrs. Santaniello, Mrs. Barone, administrators, faculty, and others.

ANNOUNCEMENT CONCERNING ADEQUATE NOTICE OF MEETING:

In accordance with the "Open Public Meetings Act," the Chairperson publicly announced and had entered into the minutes that "adequate notice" of this meeting was provided. In compliance with the Statute, this notice was posted on the University's web page and distributed to The Herald News, The Record, and The Star Ledger more than 48 hours prior to this meeting.

It was moved and seconded to adopt the following resolution:

3-12-1 - RESOLUTION, TO MOVE INTO EXECUTIVE SESSION (Appendix 1)

The resolution was unanimously adopted.

At approximately 10:45 a.m., the Public Session resumed.

MINUTES OF THE FEBRUARY 3, 2012 BOARD MEETING AND FEBRUARY 3, 2012 BOARD RETREAT:

The minutes of the February 3, 2012 Board meeting and February 3, 2012 Board Retreat were approved as distributed.

CHAIR'S REPORT:

Mr. Mazzola reported that this meeting was scheduled for the Board to vote on the approval of the Strategic Plan 2012-2022. A few additional items of business will also be addressed. Mr. Mazzola thanked the Strategic Planning Steering Committee for their commitment of time and energy over the last ten months to develop the university strategy. He commended the University community for their participation and feedback on the framework and the final plan. He remarked that there are two University initiatives that stand out as hallmarks of inclusion and transparency and they are the Presidential Search resulting in the selection of President Waldron, and the development of the Strategic Plan. This is a source of great pride for the University. The Finance, Audit and Institutional Development Committee will recommend the engagement of a new marketing firm, and the Personnel and Compensation Committee will recommend a managerial appointment and faculty promotions. Mr. Mazzola reported that Mr. Will Pesce, Vice Chair of the Board has been selected to be inducted in the New Jersey Business Hall of Fame™ Laureate by Junior Achievement of New Jersey organization. This is a significant recognition and the Board congratulated Mr. Pesce on receiving this honor.

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PRESIDENT'S REPORT:

President Waldron congratulated Mr. Pesce also and said the University would sponsor a table for the Trustees to attend.

President Waldron gave updates on the Governor's budget message, the official opening of the Science Complex, the Middle States Progress Report, faculty accomplishments, Brave New Radio awards, financial planning students competition win, women's and men's basketball achievements, club sports ice hockey and bowling successes, new employee searches, and the Legacy Gala. The President's full report is included as part of the minutes.

President Waldron also provided history of the strategic planning process which resulted in the development of the Strategic Plan 2012-2022. That Plan will be voted on by the Board at this meeting. She thanked all who were involved in the ten month process for their participation, input, feedback, and support.

Mr. Pat DeDeo provided a legislative update.

COMMITTEE REPORTS:

FINANCE, AUDIT, AND INSTITUTIONAL DEVELOPMENT COMMITTEE:

Mr. Adzima reported that the Finance, Audit and Institutional Development Committee met on March 9, 2012. AVP Goldstein presented a recommendation to engage Forge Academia, a marketing and public relations firm whose focus will be to build identity, drive enrollment, and enhance the promotion of graduate programs. Five metrics have been developed to measure the success of the program. Four firms submitted proposals and gave presentations to the Marketing and Public Relations Committee. That Committee selected Forge Academia for recommendation to the Board.

It was moved and seconded to adopt the following resolution:

3-12-2 - RESOLUTION, BID WAIVER, FORGE ACADEMIA (Appendix 2)

The resolution was unanimously adopted.

VP Bolyai presented the state's proposed budget for FY2013, noting that it includes a 6.6% increase in funding earmarked for use towards paying fringe benefits. It cannot be used to mitigate tuition costs. He spoke about the update of the Facilities Master Plan which will begin in fall 2012. There was an academic mini-master plan which would assess the Coach House, Wightman Gym, Hunziker Hall, Hunziker Wing, Raubinger Hall and Shea Auditorium evaluating the structural, HVAC and roofing condition of each building. The last item discussed was a report on the parking garage project. Attempts at public-private partnerships were made but proved not to be beneficial for this project. The planning will continue to determine the best way to finance the parking garage and to operate it.

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PERSONNEL AND COMPENSATION COMMITTEE:

Dr. Pruitt reported that the Personnel and Compensation Committee met on March 12, 2012 and discussed faculty promotions and other personnel matters. The Committee recommends the following resolutions for approval by the Board:

It was moved and seconded to adopt the following resolution:

3-12-3- RESOLUTION, VARIOUS PERSONNEL MATTERS (CONSENT AGENDA) (Appendix 3)  
Faculty Promotions  
Various Personnel Matters

The resolution was unanimously adopted.

STRATEGIC PLAN 2012-2022

President Waldron thanked the Strategic Planning Steering Committee, Mr. Pesce, the Board representative on the Committee, and the consultants for their diligence and leadership in formulating the Plan. She praised the Faculty Senate for the consideration and input and the closed ballot vote resulting in overwhelming approval of the Strategic Plan 2012-2022. President Waldron noted there were two resolutions for approval – the adoption of a revised mission and vision statement and the strategic plan itself.

Mr. Mazzola asked Mr. Pesce to present the resolutions for approval.

It was moved and seconded to adopt the following resolution:

3-12-4- RESOLUTION, ADOPTION OF THE WILLIAM PATERSON UNIVERSITY MISSION  
AND VISION STATEMENTS (Appendix 4)

The resolution was unanimously adopted.

It was moved and seconded to adopt the following resolution:

3-12-5- RESOLUTION, ADOPTION OF STRATEGIC PLAN 2012-2022 (Appendix 5)

The resolution was unanimously adopted.

Mr. Mazzola congratulated the Strategic Planning Steering Committee for their outstanding service and contribution. Mr. Guarasci added that Ms. Conway, Mr. Gruel and Ms. Niro submitted letters of support for the Strategic Plan knowing they could not be present for the meeting. He asked that their letters be made part of the record of today's meeting. He also suggested that the Strategic Plan should be designed for a mailing to constituencies. President Waldron said they would do so and added that posters of the Mission and Vision and Core Values are being made to display throughout the University.

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Board of Trustees Meeting March 19, 2012

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At approximately 11:45 a.m., there being no further business, a motion was made and seconded for the meeting to be adjourned. The motion carried unanimously.

Respectfully submitted,

A handwritten signature in cursive script that reads "Donna Santaniello".

Donna Santaniello  
Assistant to the President  
and Board of Trustees

3/19/12

Appendix 1  
Minutes of the  
March 19, 2012  
Board Meeting

**3-12-1                    RESOLUTION, TO MOVE INTO EXECUTIVE SESSION**

**WHEREAS:**            The New Jersey Open Public Meetings Act, N.J.S.A.10:4-6 et seq., permits the public's exclusion from certain portions of the Board meeting; now therefore be it

**RESOLVED:**            That The William Paterson University Board of Trustees move into closed session to discuss matters pertaining to personnel issues including various appointments and resignations, attorney-client privileged communication with the Deputy Attorney General, a review of active litigation matters, and real estate matters, and be it therefore

**RESOLVED:**            That any actions taken in closed session will be made public as required by law.

Appendix 2  
Minutes of the  
March 19, 2012  
Board Meeting

**3-12-2 RESOLUTION, BID WAIVER, FORGE ACADEMIA**

WHEREAS: The State College Contracts Law, N.J.S.A. 18A:64-52 et seq., requires that contracts be made and awarded by the state college/university only after public advertising for bids and bidding for contracts in excess of \$30,700, and

WHEREAS: The State College Contracts Law, N.J.S.A. 18A:64-56, permits in certain specified instances that contracts may be made, negotiated, or awarded by the state college/university by resolution of its Board of Trustees without public advertising for bids and bidding, and

WHEREAS: The University has determined that it requires professional services for the development and implementation of an integrated marketing plan including creative execution, media planning and buying, and

WHEREAS: The purchase of this service, provided solely by this vendor, is exempted from public bidding pursuant to N.J.S.A. 18A:64-56 a.(15), and N.J.S.A. 18A:64-56 a.(20), and

WHEREAS: The Vice President for Administration and Finance has certified that there are sufficient budgeted funds available to pay the expense authorized, and that the process employed in recommending this action complies with all applicable statutes and regulations, and

WHEREAS: The Finance, Audit and Institutional Development Committee recommends that the Board of Trustees approves this expenditure herein, therefore, be it

RESOLVED: By the Board of Trustees that the University President or her designee be authorized to enter into a contract with Forge Academia, of Somerville, Massachusetts, in an amount not to exceed \$675,000 for Fiscal Year 2013.

Appendix 3  
Minutes of the  
March 19, 2012  
Board Meeting

**3-12-3**

**RESOLUTION, VARIOUS PERSONNEL MATTERS  
(Consent Agenda)**

RESOLVED:

That the Board of Trustees approves the various personnel matters as recommended by the President including faculty promotions and a managerial appointment and directs that the actions be listed in the minutes of this meeting.

Appendix 3  
Minutes of the  
March 19, 2012  
Board Meeting

**FACULTY PROMOTIONS**

RESOLVED: That the Board of Trustees approves the promotions of faculty members effective the academic year 2012-2013 and directs the President of the University or her designee to send appropriate notification.

PRESIDENT'S RECOMMENDATIONS TO THE BOARD OF TRUSTEES  
FOR PROMOTIONS OF FACULTY

Effective September 1, 2012

From Assistant Professor to Associate Professor

Nadine Aktan, Nursing  
 Laura Berness, Psychology  
 Jeanne D'Haem, Special Education and Counseling  
 Claudia Goldstein, Art  
 William Kernan, Public Health  
 David Koistinen, History  
 Arnold Lewis, Political Science  
 Maureen Martin, English  
 Kelly McNeal, Secondary and Middle School Education  
 David Nacin, Mathematics  
 Balmurli Natrajan, Anthropology  
 Timothy Newman, Music  
 Cynthia Northington-Purdie, Secondary and Middle School Education  
 Keith Obadike, Communication  
 Brian O'Broin, English  
 Keumjae Park, Sociology  
 Sheetal Ranjan, Sociology  
 Franklin Rodriguez, Languages and Cultures  
 Julie Rosenthal, Elementary and Early Childhood Education  
 Benjamin Vilhauer, Philosophy  
 Martha Witt, English

From Associate Professor to Professor

Alejandro Anreus, Art  
 Joanne Cho, History  
 Susan Dinan, History  
 Elizabeth Ekmekjian, Accounting and Law  
 Donna Fengya, Mathematics  
 Terence Finnegan, History  
 Linda Gazzillo-Diaz, Kinesiology  
 Thomas Gundling, Anthropology  
 Ming Jian, Languages and Cultures  
 Kem Louie, Nursing  
 Kathleen Malu, Secondary and Middle School Education

FOR ACTION BY THE BOARD OF TRUSTEES AT THE MARCH 19,2012 MEETING

William Paterson University Personnel Matters							
Personnel Action	Name	Position	Department	Range	Step	Salary	Effective Date
APPOINTMENT:	Rajiv Kashyap	Interim Dean	Cotsakos College of Business	D35	-	\$180,000.00	7/2/12-6/30/13

Appendix 4  
 Minutes of the  
 March 19, 2012  
 Board Meeting

**3-12-4 RESOLUTION, ADOPTION OF THE WILLIAM PATERSON  
 UNIVERSITY MISSION AND VISION STATEMENTS**

WHEREAS: Commencing in April 2011, the University undertook a process with the primary goal of developing a Strategic Plan that would guide the University for the ten year period 2012-2022; and

WHEREAS: The Strategic Planning Steering Committee, comprised of faculty, staff, students, Board of Trustees, and Foundation Board developed new Mission and Vision Statements that are aligned with the University's goals and core values; and

WHEREAS: The Strategic Planning Steering Committee presented the new Mission and Vision Statements to the University community as part of the *Strategic Plan 2012-2022* process, and has presented it to the Board of Trustees for consideration; and

WHEREAS: The Board of Trustees accepts the new Mission and Vision Statements as appropriately reflecting the University's goals and core values as put forth in the *Strategic Plan 2012-2022*; therefore be it

RESOLVED: That the Board of Trustees of the William Paterson University of New Jersey adopts the Mission and Vision Statements presented below, effective immediately.

**MISSION**

William Paterson University of New Jersey is a public institution that offers an outstanding and affordable education to a diverse traditional and nontraditional student body through baccalaureate, graduate and continuing education programs. The University's distinguished teachers, scholars and professionals actively challenge students to high levels of intellectual and professional accomplishment and personal growth in preparation for careers, advanced studies and productive citizenship. Faculty and staff use innovative approaches to research, learning and student support to expand students' awareness of what they can accomplish. The University's graduates embody a profound sense of responsibility to their communities, commitment to a sustainable environment and active involvement in a multicultural world.

**VISION: *THE UNIVERSITY IN 2022***

William Paterson University will be widely recognized as the model of outstanding and affordable public higher education characterized by rigorous academic preparation and a wide array of experiential, co-curricular and extra-curricular opportunities. The University will be distinctive for nationally recognized programs that prepare its students for the careers of today and tomorrow and known for its support of the personal growth and academic success of a highly diverse student body. It will be an institution of first choice for students committed to transforming their lives and making a difference.

Appendix 5  
Minutes of the  
March 19, 2012  
Board Meeting

**3-12-5                      RESOLUTION, ADOPTION OF *STRATEGIC PLAN 2012-2022***

WHEREAS:                      University leadership committed to the development of a strategic plan to ensure that the University is poised for the next decade of growth and development as an institution dedicated to the success of current and future students; and

WHEREAS:                      A committee of faculty, staff, students, the Board of Trustees and the Foundation Board was convened in April 2011, assisted by Anthony Knerr and Associates, an international consulting firm, to develop the strategic plan; and

WHEREAS:                      The committee worked diligently over the course of ten months, including providing numerous opportunities for the University community to provide written and oral feedback; and

WHEREAS:                      The Board of Trustees has maintained an active role in the development of the strategic plan through three retreats; and

WHEREAS:                      The Strategic Planning Steering Committee has concluded its deliberations and has recommended the *Strategic Plan 2012-2022* to the Board of Trustees for adoption; and

WHEREAS:                      The Board of Trustees has reviewed the *Strategic Plan 2012-2022* and is in agreement with it; therefore be it

RESOLVED:                      That the Board of Trustees of the William Paterson University of New Jersey adopts the *Strategic Plan 2012-2022* for the University and directs the Administration to begin its implementation, and further directs the Administration to provide timely updates on its progress.