

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

Friday, September 12, 2008

The meeting was called to order at 9:05 a.m. in the Shannon Room at Dolce Basking Ridge Conference Center, Basking Ridge, NJ.

BOARD MEMBERS PRESENT: Dr. Fan, Mr. Kotuski, Mr. Mazzola, Mr. Pesce, Dr. Pruitt, Mr. Taylor, President Speert

ABSENT: Mr. Adzima, Mr. Gruel, Mr. Jackson, Ms. Temple

OTHERS PRESENT:

Provost and Senior Vice President Weil, Vice President Bolyai, Vice President Deller, Vice President Martone, Dr. Schaeffer, Professor Susan Godar, Professor Susanna Tardi, Dr. Rebecca Wayland - Facilitator, Mrs. Santaniello.

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 this Statute, this notice was posted on the University's web page and also distributed to The North Jersey Herald and News, The Record, and The Star Ledger more than 48 hours prior to this meeting.

Mr. Taylor welcomed everyone. He advised that the focus of the day would be strategic priorities guiding enrollment decisions.

Dr. Wayland reviewed the schedule for the day. She opened the discussion about strategic priorities and enrollment decisions encouraging the Board to look at the link between the vision and strategic priorities, noting institutional strengths and weaknesses.

The Board reviewed the strategic decisions to be made regarding enrollment including: targets for enrollment; acceptances; yield; criteria for access; affordability; selectivity; cohort management and diversity; tuition, fees and financial aid. Retention was mentioned as a critical component to be considered also. Mr. Mazzola suggested that there are many interrelated and interdependent issues to be considered including retention, graduation rates, SAT scores, among others and all need to be part of the discussion. Dr. Wayland referred to the challenge of balancing selectivity, access and affordability in the strategic decisions to be made.

After further discussion, the group agreed that the main discussion would be centered on the following:

1. Overall Head Count Enrollment
2. Student Body Profile
3. Selectivity & Support
4. Tuition & Fees

It was further agreed that the working plan would be to consider each element using the four steps outlined below:

1. Key decisions – looking at issues and opportunities
2. Supporting Data – using various statistical data available on all levels
3. Assessment of Options – utilizing the scenarios
4. Decisions

The discussion on Overall Enrollment noted that there is a need to consider the contributions from the various subgroups – full-time, part-time, honor students, sponsored students, commuter vs. residential, transfer students, as well as in the long-term, looking at offsite locations and online offerings. The effects of the branding campaign on yield will also be monitored. A target enrollment of 12,000 was affirmed.

In consideration of Student Body Profile it was agreed that efforts should be made to increase geographic diversity through marketing and scholarship opportunities, and that the student body profile should reflect the diversity of the region and address the demographic shifts predicted for New Jersey. The Board expressed the view that increased geographic diversity would have a positive effect in supporting the sense of University community, providing a broader world view for our students, and promoting the residential lifestyle on campus.

Discussion of Selectivity and Support focused on the need to improve graduation rates and student success for the students enrolled. Selectivity plays a role in attracting students to the University. Then we need to provide the educational and social supports to keep students engaged through to graduation. Retention of the student population we have is very important. Efforts such as opportunities for students to be involved in work study programs on campus, other campus employment, enhanced social engagement and campus life need to be in the forefront.

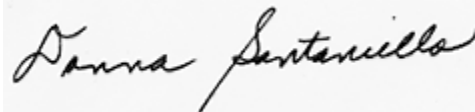
Tuition and Fees have a great impact on the ability to reach the enrollment target of 12,000. Assuming the scenario of continued flat appropriations from the State, modeling a 5% yearly tuition increase and a 6% enrollment growth, reflects that the University can best leverage its facilities and resources while maintaining affordability for students and meet the 12,000 target. The strategic initiatives with regard to recruitment and retention are prime elements in achieving the target.

Mr. Taylor stated that the strategic steps endorsed by the Board would be recapped at the September Board meeting. At the November Board Committee meetings, the various targets and goals would be discussed by the appropriate Committees and be developed into new or revised Dashboard Indicators. The goal is to have the updated Dashboard Indicators ready for approval at the December Board meeting.

The next area of focus for the Board in the strategic planning process will be Student Experience and Campus Facilities.

At approximately 3:00 p.m. there being no further business, a motion was made and seconded for the meeting to be adjourned. The motion carried unanimously.

Respectfully submitted,



Donna Santaniello
Asst. to the President and Board of Trustees