

**NEW JERSEY INSTITUTE OF TECHNOLOGY  
BOARD OF TRUSTEES  
MINUTES OF MEETING (DRAFT)  
(November 4, 2010)**

1. The meeting was called to order by Chairperson Wielkopolski, at 12:50 p.m. Other Trustees in attendance were Vice Chairs DeCaprio and DePalma, and Board Members Garcia, Knapp, Sugla and Wolff. Also in attendance were President Altenkirch, Mr. Mauermeyer, Board Treasurer, and Ms. Holly Stern, Board Secretary.

In accordance with the New Jersey Open Public Meeting Act, the Chairperson read the following statement:

“Notice of this meeting was provided to the public as required by the New Jersey Meeting Act, in the schedule of meeting dates of the Board of Trustees of New Jersey Institute of Technology which was mailed to the Star Ledger, The Herald News and Vector on November 19, 2008. The Schedule was also mailed to the City Clerk of Newark on November 19, 2008, for filing with that office and posting in such public place as designated by said Clerk.”

2. BY A MOTION DULY MADE BY MR. KNAPP, SECONDED BY DR. DeCAPRIO AND UNANIMOUSLY PASSED, the minutes of the September 16, 2010 meeting of the Board of Trustees were approved.
3. BY A MOTION DULY MADE BY MR. WOLFF, SECONDED BY MR. DePALMA AND UNANIMOUSLY PASSED (Chairperson Wielkopolski abstaining, as she was not in attendance at that meeting), the minutes of the October 21, 2010 meeting of the Board of Trustees were approved.
4. BY A MOTION DULY MADE BY MR. WOLFF, SECONDED BY MR. SUGLA AND UNANIMOUSLY PASSED, the Board voted to APPROVE THE SCHEDULE OF MEETINGS FOR FY 2013.
5. BY A MOTION DULY MADE BY MR. WOLFF, SECONDED BY DR. DeCAPRIO AND UNANIMOUSLY PASSED, the Board voted to APPROVE RESOLUTION TO AMEND INVESTMENT POLICY.
6. The Board determined to postpone a vote on the RESOLUTION TO ADOPT SUPPLEMENTAL BENEFIT PROGRAM AND TRUST, in order to better evaluate the impact of this currently unbudgeted expense, for this year and for

future years. It is anticipated that with additional information the Board will consider this issue at a telephonic meeting prior to the end of the year.

7. The Board of Trustees Scholarship recipient, Andrew Harrison, addressed the Board. Mr. Harrison is an IT major, and a junior at NJIT, and attends the Honors College. Mr. Harrison thanked the Board of Trustees and the Honors College, remarking that it is the people at the Honors College who make it what it is. Chairperson Wielkopolski thanked Mr. Harrison on behalf of the Board.
8. President Altenkirch discussed the NJIT Campus Plan/Greek Village. The plan is moving along with respect to the Greek Village and parking deck over the next few months.
9. President Altenkirch discussed the Strategic Plan and the Middle States Self-Study. We've collected all the information from the Vice Presidents and assimilated that information into a spreadsheet. The Middle States Self-Study is moving along well.
10. President Altenkirch next addressed the status of the former Central High School property. We are undergoing renovations in order to use the second floor for final examination space and additional classroom space.
11. Sr. Vice President Sebastian gave a report on Research Growth Strategies, indicating that this was the short version, with the subject being revisited at the April meeting. We are aggressively pursuing focal points of research identified and made part of the updated Strategic Plan. As part of our wired telecommunications plan, we have forged a new relationship with Alcatel-Lucent.
12. Vice President Bloom gave a report on Spring Enrollment targets. We've had a record enrollment this Fall of 8926, and the projected Spring enrollment is 8466, approximately a 5% drop off, which is a reasonable pattern from Fall to Spring. We are concerned over the drop in graduate students. In all, there is a delta of 113 over our Spring of 2009 enrollment, which is a smaller increase than in the past.
13. The Board next discussed the report on NJIT Community Service. Chairperson Wielkopolski praised the report, noting that NJIT's civic engagement was impressive. Vice Chair DeCaprio concurred.
14. Treasurer Mauermeyer reported on the Operating Statement Year to Date and Schedule of Short Term Investments, referring to the board materials. We are currently on target, all the way around.
15. Vice President Dees reported on Gifts and Fund Raising Activities. He discussed the handouts, and gave an update on the Celebration event. The number of alumni making gifts is down significantly from last year. He noted that the

university e-mail system was down for a week, and we are currently still catching up. We have been fortunate this year with a few windfall gifts.

16. The Chairperson announced that the next scheduled closed session would be convened on Thursday, February 11, 2011 at 9:30 AM, at Eberhardt Hall Alumni Center Board Room, to discuss personnel, real estate and contract matters. The following resolution was read and approved by all Trustees present.

WHEREAS, there are matters that require consideration by the Board of Trustees that qualify under the Open Public Meetings Act for discussion at a Closed Session;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees shall have a Closed Session to discuss such matters as personnel, real estate and contract matters on Thursday, February 11, 2011 at 9:30 AM, Eberhardt Hall Board Room.

The next Public Session of the Board will take place on Thursday, February 11, 2011 at 11:00 AM, Eberhardt Hall Board Room, following the Closed Session of the Board. A Board retreat will follow after the close of the Public Session.

10. The meeting was adjourned at 1:10 pm.

11. After a lunch break, the Board reconvened for the retreat portion of the meeting. President Altenkirch began the meeting by noting that there will be a few general presentations. Anthony Cicatiello of CN Communications will lead the discussion on branding, followed by a presentation by the President. After general discussion, there will be individual presentations from Career Development Services, Admissions, and the Office of Strategic Communications.

12. Mr. Cicatiello began by presenting an overview of the efforts of CN Communications since their retention five years ago. Branding is a multi-year sustained coordinated effort. It includes everything from environmental graphics, targeted mailing of the branding kit, airport advertising, and on-line advertising. Looking ahead, the website and NJIT's on-line presence is critical. Board Member Knapp asked about our advertising efforts in community colleges, as they are a source of our transfer population.

13. President Altenkirch next lead a discussion on NJIT Brand Messaging, discussing our audiences, messages, delivery vehicles, the web evolution, delivery planning, branding messaging impact, and future NJIT brand messaging. A board discussion then ensued. Vice President Bloom noted that we are a specialty school, not always on the radar of guidance counselors in general, though high-tech high schools are very aware of us. Chairperson Wielkopolski asked about engagement activities, and how we get the word out. Dr. Bloom answered that this takes place largely through the university website.

14. Kathy Kelly, Associate Vice President of University Admissions, next gave a presentation on message delivery, strategy and outcomes. Specifically, she discussed these issues with respect to both undergraduate and graduate students, noting delivery formats and methods, as well as opportunities for future messaging. In the Board discussion following, it was noted that companies are cutting their funding for tuition remission for employees. Other topics discussed included overseas recruiting, and surveying students for reasons they did not select NJIT.

15. Jim Robertson, Director of Web Services and Jean Llewellyn, Executive Director of Strategic Communications from the Office of Strategic Communications presented next. Mr. Robertson discussed the high-level website redesign goals. We have contracted with White Whale Web Design, and will launch a new home page by the end of December.

16. Gregory Mass, Director of Career Development Services presented last. He gave an overview of marketing our brand, and discussed promotion of NJIT to employers and agencies, which employ NJIT students and graduates.

The meeting was adjourned at 4:30 p.m.