

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

**Wednesday, February 4, 2009**

A meeting of the William Paterson Board of Trustees was held by telephone conference call on Wednesday, February 4, 2009 at 10:00 a.m. Access to the meeting was made available to the public in the College Hall Board Room. The President, Cabinet and other staff were present in the College Hall Board Room. Mr. Mazzola called the meeting to order at 10:05 a.m.

BOARD MEMBERS PRESENT: Mr. Adzima, Ms. Bauer, Mr. Gruel, Mr. Jackson, Mr. Kotuski, Mr. Mazzola, Dr. Pruitt, Mr. Taylor and President Speert

ABSENT: Dr. Fan, Mr. Pesce

OTHERS PRESENT:

Provost and Senior Vice President Weil, Vice President Bolyai, Vice President Deller, Vice President Martone, DAG Cheryl Clarke, Dr. Schaeffer, Mrs. Santaniello, administrators, 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.

Mr. Mazzola welcomed everyone to the meeting and asked Mr. Taylor to present the Lipman Hearne, Inc. bid waiver and the Finance and Audit Committee's discussion and recommendations regarding this bid waiver.

Mr. Taylor reported that the Finance and Audit Committee met via teleconference on January 23, 2009 and discussed the proposed increase in the bid waiver for Lipman Hearne, Inc. and unanimously recommends its approval. He indicated that the Committee agreed, based on early indicators, that the branding, marketing and advertising program recommended by Lipman Hearne is working. With regard to the amount of the proposed increase, Mr. Taylor pointed out that historically, the University's media expenses have been between \$500K and \$600K annually. Because of the early positive results, the Committee agreed there is a need to continue the process to support the collective goal of increasing enrollment, which is a key to the University's economic health and future growth.

The Committee recognized that while it is difficult to measure the results of creative efforts, we must have some measurement tools in place. The Committee has asked Associate Vice President Stuart Goldstein to identify some measures and then provide feedback to the Board during the year so progress can be assessed.

Mr. Taylor moved and Mr. Gruel seconded the adoption of the following resolution:

2-09-1 RESOLUTION, BID WAIVER, LIPMAN HEARNE INC. (Appendix 1)

Mr. Mazzola opened the floor for discussion and asked Mr. Goldstein to give the background on the proposed increase. Mr. Goldstein said the new proposal elements are critical to complete the first year of the launch. The media portion would enable us to extend the brand and support efforts to influence students already accepted here and significant others who influence them to enroll at William Paterson, and also to reach high school juniors who are beginning the search process.

The Board discussed the proposed addition to the waiver at length.

Dr. Pruitt inquired regarding the longevity of the plan and its future costs. He expressed concern that William Paterson University  
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the University devote sufficient resources to retaining students who are attracted by the brand promise.

Mr. Jackson also expressed concern regarding the long-term cost of the Lipman Hearne engagement and that the Board did not receive a full accounting of projected costs all at once. President Speert indicated that by the June meeting a projected cost for FY10 for creative and media initiatives will be provided.

Mr. Adzima expressed concerns about our capacity to measure the effectiveness of the campaign given the costs. President Speert and Mr. Goldstein described direct and indirect measures of effectiveness, (e.g., web page hits) noting that it is difficult to quantify progress in enhancing image and public perception.

Mr. Gruel commented on the costs inherent in investing in an integrated marketing plan. He noted that it requires raising awareness of all the products provided by the University and is a multi-year commitment. The cost of entry is greatest at the beginning of the process but a comprehensive plan will yield the dividend we are seeking in enrollment growth, retention and student success.

Mr. Goldstein reviewed the major components of the additional resources sought:

1. Brand standards and Identity guide
2. Web page redesign to be consistent with brand standards
3. Undergraduate media for recruitment of fall 2009 class
4. Graduate Viewbook, media plan and media for fall 2009 recruitment
5. Concept and template for alumni electronic newsletter

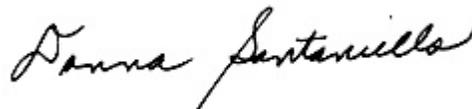
Ms. Bauer noted that despite the difficulty of measuring brand impact, positive impressions voiced by our current students do favorably impact retention.

Mr. Mazzola and the other Board members thanked Ms. Bauer for raising the Board's awareness of the student perspective, and contributing to the Board's discussion and decision-making.

Mr. Mazzola called for a vote and each trustee responded verbally one by one. The resolution was adopted.

A motion was made and seconded to adjourn the meeting at 11:20 a.m. The motion carried unanimously.

Respectfully submitted,



Donna Santaniello  
Assistant to the President  
and Board of Trustees

Appendix 1  
Minutes of the  
February 4, 2009  
Board Meeting

**2-09-1**

**BID WAIVER, LIPMAN HEARNE INC.**

RESOLVED:

That pursuant to Subsection 5.a. (15) of the State College Contracts Law, the Board of Trustees of William Paterson University authorizes the University President or his designee to revise the agreement with Lipman Hearne Inc., Chicago, Illinois, to complete the launch of the advertising campaign, including media planning and buying, and creative execution, and other elements of the integrated marketing program. The revised fee is increased from \$725,000 to \$1,125,000, including reimbursables.