

### President's Report

President John J. Hurley reported on deposits for the Fall 2012 freshmen class. As of May 7, 674 new freshmen students made deposits, which is approximately 88% toward the budgeted goal. While deposits are down compared to last year, the college has achieved better control over the discount rate, which is currently tracking a percentage point below the 59.8% goal and is on track to produce the highest average net tuition revenue that the college has seen in the past five years. A lower than expected headcount means an \$850,000 to \$1 million net tuition revenue shortfall at present. However, additional deposits, summer school enrollment and transfer students are expected to bridge that gap. Mr. Hurley noted that our experience of the past two years underscores the importance of determining an appropriate cost structure for the college, which requires further thought on the ideal size of the freshmen class and associated financial aid implications.

Mr. Hurley reported that Jim Baron, the new Men's Head Basketball Coach, is settling in well and that recruitment and programmatic changes are underway. He also reported on the successes of men's and women's lacrosse, women's softball, and men's baseball. He cautioned that reconfigurations of conferences in the NCAA may have consequences for Canisius and the Metro Atlantic Athletic Conference.

Mr. Hurley briefly discussed two articles enclosed in the Board materials. "Characteristics of Jesuit Colleges and Universities," the product of a joint committee of Jesuit provincials and university presidents was presented as an aid to focus attention on things that the college could do to strengthen its identity as a Catholic, Jesuit institution. He suggested that this piece serve as a starting point for the work of the Mission and Identity Committee. He also reviewed the 2011 AGB Survey of Higher Education Governance and proposed that the Trusteeship Committee take it up for consideration, as it may be time for the Board to again measure its effectiveness.

In December of this year, Mr. Hurley will join a small delegation of provincials and representatives of American, Jesuit universities to meet with Fr. General Adolfo Nicolas, S.J. in Rome about the state of Jesuit higher education in the U.S.A. He is one of two lay presidents invited to participate among the twelve delegates selected for this meeting. They will provide consultation to Fr. Nicolas in preparation for his visit to this country next year. As the timing of his trip to Rome coincides with December Board Meeting, the meeting will be canceled and rescheduled as a teleconference in January, 2013.

Finally, Mr. Hurley announced that Father General has reassigned Canisius' Director of Campus Ministry, Rev. John Bucki, S.J., to serve as the rector of the Jesuit Community at LeMoyne University. Fr. Bucki was recognized and thanked for all of his service to Canisius.

### Special Report on a Legacy of Leadership

R. Carlos Carballada, Former Trustee and National Chair for *A Legacy of Leadership: The Campaign for Canisius College*, and Craig Chindemi, VP for Institutional Advancement, reported on the campaign conclusion. Mr. Carballada announced that fundraising has exceeded the \$90 million goal, with \$91.2 million raised to date in cash and pledges from nearly 20,000 donors. Additional gifts are anticipated by the official close of the campaign on May 31. Since 2004, Trustee giving to the campaign, accounted for approximately 28% of all gifts and pledges. Mr. Carballada thanked and praised all those who contributed to the success of the campaign.

**Presentation by  
160over90**

James Walls, Executive Creative Director, and Tim O'Donnell, Creative Director, from the college's brand marketing consultant, 160over90, gave a presentation on the proposed brand concept for Canisius. For the past several months, they have worked to produce an innovative brand message for the college's target audiences, including new undergraduate and graduate students, alumni and advancement prospects. The process for developing the brand concept began with a discovery phase, in which they built on the perception research conducted by Simpson Scarborough by conducting interviews with current students, faculty, staff, alumni, and others to develop a genuine understanding of the Canisius experience and attitudes toward the college. The second phase involved the development of the creative brief, which is the core strategy and message behind the brand concept. At this current stage of brand concept development, they presented several of the preliminary creative concepts, central to which are themes of engagement and exploration. Active learning and Jesuit principles, characteristic of the Canisius educational experience, were infused throughout the concept pieces. These concepts will be tested with key audiences over the next several weeks. The final stages of 160over90's work will involve the production of a new viewbook, website, and advancement pieces, as well as the assessment of a number of success metrics.

**Academics  
Committee**

Dr. Christine Licata-Culhane reported that the Academics Committee focused their meeting on admissions, the core curriculum, and program review. Canisius' financial aid consultant, Maguire and Associates participated in the discussion on enrollment and financial aid packaging. Current enrollment figures demonstrate that developing strategies to expand Canisius' footprint are critical. Discussions on the core curriculum focused on the assessment of learning outcomes. With the Middle States Commission on Higher Education scheduled for an accreditation visit in 2014-2015, it is essential to assess the quality of the core curriculum and demonstrate that outcomes are used for continuous quality improvement. The committee urged Dr. Richard Wall, VP for Academic Affairs, and the Faculty Senate to work expeditiously to develop an assessment plan. Dr. Licata-Culhane also reported that the committee discussed the urgency in implementing the academic program review process. The committee passed and sent on for full Board approval the resolution for the conferral of degrees.

**Finance & Facilities  
Committee**

Kenneth F. Myszka reported that the committee reviewed the current finance reports and capital projects reports. The committee completed its review of the revised 2012-2013 budget and discussed additional changes to the employee contributions to the health benefits premiums. The following resolution was brought before the board and unanimously approved:

*Resolved*, that the Board of Trustees approves the operating guidelines for the 2012-13 operating budget presented at this meeting.

*Resolved further*, that the Board of Trustees approves a 5% spending rate from the college's endowment for the 2012-2013 operating budget, and in addition, authorizes the administration to charge the endowment for the funding of the college's Institutional Advancement operation in an amount not to exceed \$1,650,000, such amount to be offset by a transfer of \$1,500,000 back to the endowment from the capital budget and an addition of \$1,000,000 to net assets from unspent capital budget funds.

*Resolved further*, that the Board of Trustees approves the capital budget and plan for the 2012-13 fiscal year presented at this meeting.

*Resolved further*, that the Board of Trustees approves modifications to the college's health benefit plans proposed at this meeting that increase the employees' share of premium costs as follows:

- Those earning less than \$35,000 pay 13% of premium costs
- Those earning between \$35,000 and \$50,000 pay 17% of premium costs
- Those earning between \$50,000 and \$100,000 pay 20% of premium costs
- Those earning between \$100,000 and \$125,000 pay 25% of premium costs
- Those earning over \$125,000 pay 30% of premium costs

*Resolved further*, that the Board of Trustees commits that the schedule of the employees' share of health benefit plan premiums set forth above will remain in effect until June 30, 2014.

The committee also discussed the refinancing of "2000 Bonds" issued by the New York State Dormitory Authority that would lead to significant savings in interest costs. A motion was made to approve the refinancing transaction and passed by the Board. The committee also discussed the possible formation of a special committee of the Board to oversee the program review process.

#### **Institutional Advancement Committee**

Ann Celani reported that James Schofield, President of the Alumni Association, discussed a number of successful student and alumni networking events. Dianna Civello, Vice President for Institutional Advancement, updated the committee on efforts to raise funds for the new Intercollegiate Rowing Program. They have raised approximately \$52,000 in gifts and pledges toward the \$100,000 goal. Mr. Carballada gave a report on the Legacy of Leadership Campaign, which is described on page 1. Ms. Celani congratulated all members of the Institutional Advancement staff on this achievement. Dennis Misko, Director of Special Gifts, updated the committee on the Blue and Gold Fund and described efforts to raise additional funds for Athletics to supplement program budgets and strengthen recruitment. The committee also received a presentation on the history and future of the Financial Markets Lab by Dr. Michael Piemonte, Director of the Golden Griffin Fund. Approximately \$350,000 has been raised to expand and improve the lab. Ms. Celani also reported that the committee heard from Mr. Chindemi on the state of the Leadership Society and the importance of expanding it for the next campaign.

#### **Student Life Committee**

Rev. Joseph Costantino, S.J. reported that the Student Life Committee was introduced to Brock Wilkinson, the new President of the Undergraduate Student Association, who replaces Ben Macaluso. Mr. Macaluso, along with four other graduating seniors, Laura Knab, Nate Olszewski, Taryn Spencer, and Emily Talarico, reported to the committee about their experience as undergraduate students at Canisius. They spoke positively about the personal attention they received, the level of engagement they had in their studies and extracurricular activities, and the value of their educational experience. The committee also received an update on the student health insurance billing in the Student Health Center.

#### **New Trustees**

The following individuals were elected to a three year term on the Board of Trustees effective July 1, 2012: Teresa M. Amabile, '72 Ph.D., Edward Burke Carey '69, Michael A. Ervolina, Jr. '79, James Sherwood, '68 Ph.D., Ronald A. Raccuia '90, and Lawrence J. Vilardo '77.

The following trustees were elected to a second three-year term on the Board of Trustees effective July 1, 2012: Nelson D. Civello '67, Joseph M. Hassett '64, Alfred F. Luhr, III '68, Joseph McShane, S.J., Acea M. Mosey '92, Kenneth F. Myszka '70, and Ben K. Wells '82.

The Board also elected its slate of officers for the 2012-2013 year: Chair, Catherine M. Burzik '72; Vice Chair, Edward Burke Carey '69; Secretary, Erica C. Sammarco '00; and Treasurer, Patrick E. Richey.

#### **Future Dates:**

##### **Upcoming Events:**

- Graduate Commencement Ceremony – Wednesday, May 16, 2012
- Undergraduate Commencement Ceremony – Saturday, May 19, 2012

##### **2012-2013 Board of Trustees Meetings:**

- October 22, 2012
- March 11, 2013
- May 6, 2013

*(Please note that the December 10, 2012 meeting has been cancelled.)*

**Erica C. Sammarco, Secretary**