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President's Report

President John J. Hurley reported that he had sent a memo to the campus community in response to the situations at Penn State and Syracuse in an effort to remind faculty, staff and students that Canisius has comprehensive policies in place to deal with misconduct and that people need to report matters that come to their attention. He noted that the college's policies have been praised by risk managers as exemplary and that they are regularly updated to meet new standards.

He reported that the NCAA has passed legislation in several areas: (1) Authorizing schools to award student athletes additional amounts of aid for the full cost of attendance up to a maximum of \$2,000. The Metro Atlantic Athletic Conference has opted in for this additional award for men's and women's basketball programs only. Mr. Hurley noted that this increases the costs of playing Division I basketball and is a real cash burden on smaller schools like Canisius. (2) Setting higher academic performance standards for freshmen and junior college athletes; and (3) Setting higher Academic Progress Rates for schools to be eligible for postseason tournaments. Mr. Hurley participated in the NCAA's presidential summit this summer that brought together 50 presidents of Division I schools to discuss a reform agenda for the NCAA.

The School of Education and Human Services (SEHS) received a \$1.4 million grant from the U.S. Department of Education for the JUSTICE (Justice for Underserved Students: Teacher Preparation in Inclusive Classroom Environments) project at Canisius. The grant, which is the largest in the school's history and one of only nine awarded across the country, will advance student preparation in special education. In addition, SEHS has submitted an application, in collaboration with Fordham University, to serve as an Educational Partnership Organization with one of the Buffalo Public Schools. Both initiatives have the potential to significantly expand Canisius' role in Western New York's educational systems.

Mr. Hurley discussed the 2011 IPEDS (Integrated Post Secondary Educational Data System) report. In summary, Canisius demonstrates strength compared to its peers in areas of student performance, including increased diversity, retention, and graduation rates. On the financial side, Canisius has higher tuition and fees, offers more institutional aid, and generates lower net tuition revenue compared to the peer group.

Statement of Shared Purpose

Hon. Mary Grace Diehl, Chair of the committee charged with developing a Statement of Shared Purpose in cooperation with the New York Province and the Canisius Jesuit Community, presented a final draft of the Statement and requested a motion to approve and execute the document. The Board unanimously approved the following resolution:

Resolved, that the Board of Trustees approves the Statement of Shared Purpose to preserve and enhance the Catholic, Jesuit mission and identity of Canisius College, which Statement has been developed by the Board, the New York Province of the Society of Jesus, and the Canisius College Jesuit Community and presented at this meeting, and it is further

Resolved, that the Chair of the Board and the President of the College are authorized to execute the Statement on behalf of the Board and the College.

Image and Identity Research and Brand Marketing

Mr. Hurley, Debra Park, Associate Vice President of Public Relations and Robert Hill, Director of Marketing, facilitated the Board's analysis and discussion of the perception research completed by Simpson Scarborough and first presented at the October Board meeting. They then presented the process for developing an integrated marketing plan. The college has interviewed three national

branding firms and there is a clear consensus for the firm **160over90**, of Philadelphia, to implement the college's marketing program. After lengthy discussion about the perception research data and the proposed agency, the board agreed that the administration should proceed with a comprehensive marketing initiative designed by **160over90**.

Academics Committee Christine Licata-Culhane, PhD, reported that the Academics Committee discussed recruitment, enrollment, financial aid, and retention matters. Enrollment is tracking as expected for spring 2012. Donna Shaffner, Dean of Admissions, gave a report on strategies employed in their office to strengthen recruitment and expand Canisius' footprint in regional markets outside Western New York. Representatives from Maguire Associates presented financial aid award models they have developed for Canisius to meet its goals for enrollment, academic quality, and a reduced discount rate. The preferred model is based on an incoming class size of 764 students and a reduced discount rate. The committee received a report regarding Faculty Senate matters, including faculty handbook revisions and implementation of the core curriculum. Dr. Licata-Culhane also reported that the committee discussed internationalization initiatives underway at Canisius and the formation of a new Accreditation Oversight Committee.

Finance and Facilities Committee Kenneth F. Myszka reported that the college's current year projected financial deficit remains at approximately \$1 million. The committee discussed the development of the 2012-2013 operating budget and the many challenges being addressed by the College Budget Committee as part of that process. Loan amendment agreements and covenant waivers required as a result of accounting changes have been executed and the 2010-2011 audit will be released. Science Hall construction is progressing on time and within budget. The Investment Advisory Subcommittee is focusing its efforts on rebalancing the college's portfolio to align with asset allocation targets. Finally, Mr. Myszka reported that the college is under agreement to purchase 1716 Main Street, which has potential use for rehearsal, performance, exhibit, and meeting space.

Institutional Advancement Committee Ann Celani reported that Jim Schofield, president of the Alumni Association, discussed initiatives to engage alumni with current and prospective students. Rev. Michael F. Tunney, S.J., Director of Mission and Identity, reported on his department's efforts to promote mission and identity across the college. An Ignatian Retreat for Board members is scheduled for Sunday, May 6 from 2:00 – 5:00 p.m. Carlos Carballada reported that the *Legacy of Leadership* campaign stands at \$83.9 million and is on track to meet the \$90 million goal. Valerie Nugent, Assistant Director for Admissions, gave an update on the new Admissions Ambassadors Program. The committee heard a report on the CORE Group's analysis of Canisius' advancement data and how it will serve as a basis for future campaign planning. Ms. Celani also reported that the committee had a lengthy discussion on campaign reporting. She requested for a motion from the board to allow Institutional Advancement to modify its existing campaign guidelines to meet 2008 CASE Reporting Standards and Management Guidelines. The resolution was unanimously approved.

Student Life Committee Rev. Joseph Costantino, S.J. reported that the committee received a detailed presentation from Danielle LaMarre, Director of Student Success and Retention, about retention efforts underway in her department. The Freshmen to Sophomore retention rate increased to 84% and a number of collaborations with faculty and Student Affairs are planned or in progress to improve retention and student success. USA President Ben Macaluso reported on professional networking programs that connect students from a variety of majors with alumni. Fr. Tunney also met with this committee to report on mission and identity initiatives.

Trusteeship Committee Nancy Ware reported that there are presently four vacancies on the board and the terms of five more trustees will expire in June 2012. The committee has developed a shortlist of prospective trustees and intends to present possible candidates to the full Board at the March meeting. She also reported that the committee reviewed the trustees' and administrators' conflict of interest statements and found no significant conflicts.

Future Dates:

2011-2012 Board of Trustee Meetings

- Monday, March 12, 2012
- Monday, May 7, 2012

Other Important Dates

- Regents Ball – Saturday, May 5, 2012
- Afternoon of Ignatian Reflection – Sunday, May 6, 2012 , 2-5 p.m.
- Graduate Commencement Ceremony – Wednesday, May 16, 2012
- Undergraduate Commencement Ceremony – Saturday, May 19, 2012

Erica C. Sammarco, Secretary