

CAMDEN BOARD OF DIRECTORS
Rutgers, The State University of New Jersey
June 5, 2023

A meeting of the Camden Board of Directors of Rutgers, The State University of New Jersey was held on Monday, June 5, 2023 at 10:30 a.m. in the Rutgers–Camden Campus Center, Camden, New Jersey. Dr. James Dougherty presided as Chair.

Present and constituting a quorum were Covington, Dietrich Fenno, DiMartino, and Dougherty.

Absent was Tambussi.

Attending for the university administration were Tillis, Seganic, and Ronan.

Also present were Rabinowitz, faculty representative to the Camden Board of Directors, and Carr, graduate representative to the Camden Board of Directors.

ANNOUNCEMENT PURSUANT TO CHAPTER 231, PUBLIC LAW 1975
(OPEN PUBLIC MEETINGS ACT)

Mr. Michael Seganic, Secretary of the Rutgers–Camden Board of Directors, announced that pursuant to Public Law 1975, Chapter 231 (Open Public Meetings Act), public notice of this meeting was filed on June 1, 2023 with the Office of the Secretary of State of New Jersey and three newspapers, the *Cherry Hill Courier-Post*, the *New Brunswick Home News Tribune & Courier News*, and the *Newark Star-Ledger*. Public notice of the meeting was posted in the following University libraries: the Alexander Library, New Brunswick; the Dana Library, Newark; and the Robeson Library, Camden. In addition, notice of this meeting was posted on the Rutgers–Camden Board of Directors website.

CONFLICT OF INTEREST STATEMENT

Mr. Seganic asked the board members if they had read the meeting agenda and supporting documents and if anyone had a possible conflict of interest to disclose. No conflicts were reported.

APPROVAL OF MINUTES OF THE JANUARY 25, 2023 MEETING

Dr. Dougherty called attention to the minutes of the January 25, 2023 meeting that were distributed to the Board and asked if there were any additions or corrections. Receiving no objections, Dr. Dougherty called for a motion which was seconded and asked if there was any discussion. Hearing none, the minutes were approved unanimously.

CHANCELLOR'S REPORT

Chancellor Antonio D. Tillis provided his report to the board regarding the status of the campus, including updates on commencement, additions to the campus leadership team, enrollment, sponsored research funding, and institutional advancement. In addition, he provided highlights of faculty and student achievements as well as recent and upcoming activities at Rutgers University–Camden.

Chancellor Tillis reported on Commencement 2023 at Rutgers University–Camden as “an amazing week-long celebration of students, faculty and staff, alumni, and the traditions that make Rutgers–Camden great.” New this year for graduating students were a Commencement Festival and a Campus Commencement and Graduate School ceremony where 1,700 degrees were conferred upon all graduates. At this new ceremony, Chancellor Tillis bestowed an Honorary Doctor of Letters degree upon the Honorable Dana Redd, former mayor of Camden and Rutgers–Camden alumna. Students also enjoyed additional celebrations at school-specific events and an expanded Rites of Passage ceremony.

In keeping with Rutgers–Camden’s national reputation for excellence, Chancellor Tillis announced four impressive additions to the campus leadership team. After national searches, Dr. Sandra Richtermeyer joins Rutgers–Camden on June 14 as provost and executive vice chancellor for academic affairs, and Prof. Johanna Bond joins Rutgers Law School on June 30 as dean in Camden and Newark. Additionally, Mr. Chuck Wright joined recently as vice chancellor for advancement, and Dr. Tom Risch will begin his tenure as vice chancellor for research on June 12. Chancellor Tillis thanked Drs. Donna Nickitas and Michael Palis for their leadership in the interim roles of provost and vice chancellor for research, respectively. He also thanked Dr. Marie O’Toole for her service as interim nursing school dean and Co-Dean Kim Mutcherson for her effective leadership of Rutgers Law School.

Chancellor Tillis was pleased to report a positive post-pandemic shift in enrollment for fall 2023, showing significant gains in admit-coming students in the following categories: first time in college students, transfer students, and graduate students. Growth is driven, in part, to new national and international recruitment strategies, direct engagement with high school and county college professionals who help students select colleges, and an aggressive marketing campaign. In addition, a variety of events are being held currently and over the summer to engage with new students.

Rutgers–Camden’s success as a Carnegie-classified R2 research institution is fueled by the research of its distinguished faculty who are receiving more competitive grants than ever. To that end, in FY23, Rutgers–Camden earned \$20.2 million in awards, which represents a year-to-date increase of 25%. In terms of new dollars, Rutgers–Camden received \$17.8 million, which represents a 5% increase over the same period in FY22. Chancellor Tillis cited two examples of faculty excellence in research. First, Dr. Catherine Grgicak, associate professor of chemistry, and Dr. Desmond Lun, professor of computer science, have licensed a computational tool that calculates the probability of the number of contributors in a DNA profile. Second, Dr. Nathan Link, assistant professor of criminal justice, received a \$544,000 grant from the William T Grant

Foundation to study how cannabis legalization in New Jersey impacts racial justice, and he partnered on a poll with the Eagleton Institute–New Brunswick finding that New Jerseyans support cannabis tax revenue for education and public health initiatives.

In addition to strong support by research funders, alumni and private donors are investing in Rutgers University–Camden. To date, \$6.9 million was raised in FY23, which exceeds the year-end goal by 15%. Chancellor Tillis acknowledged the hard work of the deans and advancement team in fundraising and looks forward to even greater growth under the direction of Vice Chancellor Wright.

Chancellor Tillis underscored the importance of the faculty at every level in powering the excellence of Rutgers University–Camden and cited four examples of recent achievements. Dr. Oscar Holmes, associate professor in the School of Business, was named a 2023-2024 American Council on Education Fellow. Dr. Jamille Nagtalon-Ramos, assistant professor in the School of Nursing, was selected to serve on the Young Filipino Leadership Program’s Immersion Cohort. Dr. Ana Laguna, professor of Spanish literature, won a Medieval and Renaissance Drama Society’s Martin Steven Award for best new essay in early drama studies. And Prof. Arthur Laby, professor of law, received the 2023 Frankel Fiduciary Prize from the Institute for the Fiduciary Standard.

Students at Rutgers University–Camden are also posting significant achievements. Chancellor Tillis cited four examples of how Rutgers–Camden students are achieving prominence in scholarship and athletics locally, nationally, and globally. A member of the Class of 2023 and a first-generation student from the Dominican Republic, Emmanuel Fernandez earned a full scholarship to the University of Pennsylvania where he will pursue a doctorate in nursing. Senior Jalissa Pitts, a nursing major, became the 15th player in Rutgers–Camden’s women’s basketball history to join the coveted 1,000-Point Club. Regina Whittick, a 2023 graduate of the School of Business, became part of three generations in her family to earn a Rutgers degree. And, Teresa Osorio, a biology major and 2023 graduate, will begin work on her Ph.D. as a National Science Foundation Graduate Research Fellow.

A variety of events brought thought leaders to Rutgers–Camden and showcased the talents of students. Prominent speakers included Dr. Ibram Kendi, who spoke in March as part of the 2023 Chancellor’s Lecture Series on Global Racial Reckoning and Civility. In April, renowned social historian Dr. Jeff Chang delivered a DEI signature lecture. In May, undergraduate and graduate students showcased their original research and creative works during the annual Research Week. And the first-ever Scarlet Rally was held to cheer on the women’s and men’s basketball teams.

Chancellor Tillis concluded his presentation by highlighting several upcoming events, opportunities for students, and programs to be held on campus for Camden youth over the summer.

FOCUS ON MARKETING

Chancellor Tillis called on Ms. Toni Mooney Smith, vice chancellor for marketing and communications, to make a presentation focusing on marketing at Rutgers University–Camden. Following Chancellor Tillis’ guidance to elevate Rutgers University–Camden to the forefront throughout the region, Ms. Mooney Smith has embarked on an aggressive marketing and communications campaign since her hire in October 2021.

Under the sobriquet of “we run as one,” Ms. Mooney Smith takes a unified approach in which staff in marketing, communications, and enrollment management work together to further the Rutgers–Camden brand. Given the time constraints for her presentation, Ms. Mooney Smith discussed five points from the 15-point strategic plan that guides the work of Marketing and Communications at Rutgers University–Camden: 1. Launch new Rutgers–Camden website; 2. Create new digital magazine; 3. Launch brand identity campaign; 4. Elevate presence in *Rutgers Today*; and 5. Elevate social media strategy.

Thanks to an infusion of funds approved by the chancellor, Marketing and Communications launched a new Rutgers–Camden website. Since the launch of the new site, page views have increased dramatically, with page views in 2023 expected to increase by almost 1,900%. Ms. Mooney Smith explained that the website is particularly important because everyone sees it, including potential students.

In 2022, Marketing and Communications moved *Rutgers University–Camden Magazine* from a print publication to a digital format. Moving to a digital format saved money and resulted in a larger readership both nationally and internationally. It also enabled more content to be published to cover the accomplishments of Rutgers–Camden’s world-class faculty, staff, and students.

Launch of the brand identity campaign involved a variety of modalities including billboards on area bridges and highways; digital billboards on area buildings, which help with brand-specific marketing; bus shelter ads throughout southern New Jersey; television commercials; prominent branding on some Rutgers–Camden buildings; and planned ads in transportation hubs. Ms. Mooney Smith indicated that the brand marketing identity campaign has produced impressive gains in applications and admit coming students.

Marketing and Communications has also succeeded in elevating Rutgers–Camden’s presence in *Rutgers Today* through the inclusion of 287% more features in the magazine in 2022-2023 over the prior year. With its top-notch faculty and students, Ms. Mooney Smith said Rutgers–Camden “has a great story to tell.” The ability to do so has been enhanced by investment in a multi-media platform that utilizes text as well as video.

With respect to elevation of social media strategy, Marketing and Communications’ efforts have resulted in 25% more engagement from students and faculty through Instagram and LinkedIn by increasing new followers and daily posts. As Ms. Mooney Smith explained, social

media enables Rutgers–Camden “to talk to students before they get here, while they are here, and after they leave as alumni.”

Ms. Mooney Smith concluded her presentation by answering questions from Board members.

OLD BUSINESS

Dr. Dougherty directed the Board’s attention to old business. There was no old business.

NEW BUSINESS

Dr. Dougherty directed the Board’s attention to new business. Dr. Dougherty thanked Ms. Marisa Dietrich Fenno, whose term ends on June 30, 2023, for her service to the Rutgers University Board of Trustees and the Rutgers–Camden Board of Directors.

ADJOURNMENT

Dr. Dougherty asked if there was any further business. Hearing none, he called for a motion and a second to adjourn the meeting at 11:23 a.m.

Minutes prepared and submitted by,

Michele L. Robinson
Rutgers University–Camden Chancellor’s Office