

**CAMDEN BOARD OF DIRECTORS**  
**Rutgers, The State University of New Jersey**  
**February 19, 2015**

A meeting of the Camden Board of Directors of Rutgers, The State University of New Jersey was held on Thursday, February 19, 2015 at 9 a.m. in the Multi-Purpose Room of the Rutgers–Camden Campus Center, Camden, New Jersey. Mr. Robert Mortensen, Chair, presided.

Present and constituting a quorum were DePetris, Fong, Mortensen, Rears, and Rivers.

Attending for the university administration was Haddon.

Absent was Redd.

Also present was Shankman, faculty representative to the Board of Directors.

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

Mr. Mortensen called on Mr. Robert Roesener, Senior Associate General Counsel, Rutgers University, who announced that pursuant to Public Law 1975, Chapter 231 (Open Public Meetings Act), public notice of this meeting was filed on February 11, 2015 with the Office of the Secretary of State of New Jersey and four newspapers, the Cherry Hill *Courier-Post*, the New Brunswick *Home News Tribune*, the Newark *Star-Ledger*, and the *Philadelphia Inquirer* (Cherry Hill). 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 Camden Board of Directors website.

**CONFLICT OF INTEREST STATEMENT**

Mr. Robert Roesener 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 OCTOBER 31, 2014 MEETING**

Mr. Mortensen called attention to the minutes of the October 31, 2014 meeting that were posted on the portal and asked if there were any additions or corrections to the minutes. Receiving no objections, Mr. Mortensen called for a motion which was seconded and asked if there was any discussion. Hearing none, the minutes were approved unanimously.

**OPENING REMARKS BY THE CHANCELLOR**

Chancellor Haddon provided the board with an update on important happenings since the last board meeting on October 31, 2014, emphasizing progression of the strategic planning process, touching on charging the committees and the recent retreat led by the Student Success Committee; robust attendance at Discover Rutgers–Camden Day; the recent visit by the American Bar Association and discussion of possible merger between the law schools at Camden and Newark; monthly meetings at Rutgers–Camden with President Barchi’s cabinet; outreach to alumni and donors; and challenges presented by winter weather.

**MATTERS PRESENTED BY THE CHAIR**

Mr. Mortensen thanked Chancellor Haddon for her remarks and called upon her to provide updates on the marketing of Rutgers University-Camden, on construction at Rutgers University-Camden, and on the 2014-2015 budget.

**UPDATE ON THE MARKETING OF RUTGERS UNIVERSITY-CAMDEN**

Chancellor Haddon called upon Mr. Michael Sepanic, Associate Chancellor for External Relations, to provide an update on the marketing of Rutgers University-Camden. Mr. Sepanic began with the value proposition that "Rutgers University-Camden offers the world-class research university experience in a personalized and supportive environment." This value proposition drives marketing, our enterprise, and aspects of our strategic plan. As such, it imbues communication to internal and external audiences through multiple media channels. Mr. Sepanic explained that External Relations works closely with Enrollment Management to communicate with prospective and admitted students at all levels throughout the entire admissions process. In addition to recruitment, marketing efforts also seek to foster the reputation of Rutgers University, generally, and Rutgers University-Camden, specifically, among a variety of audiences. To develop future marketing initiatives, Chancellor Haddon has formed a Marketing and Visibility Committee as one of the strategic planning priority committees. Mr. Sepanic concluded his presentation by answering questions from the board.

**UPDATE ON CONSTRUCTION AT RUTGERS UNIVERSITY-CAMDEN**

Chancellor Haddon called upon Mr. Larry Gaines, Vice Chancellor for Administration and Finance, to provide an update on current and anticipated construction projects at Rutgers University-Camden. Mr. Gaines explained that there are three board-approved construction projects underway in Camden: Nursing and Science Building, Writers House, and Alumni House. For the Nursing and Science Building, architectural plans are complete and bid documents are expected to go out soon, property negotiations are underway, and a finish date of the end of 2016 is the goal. Rehabilitation of the Writers House at 305 Cooper Street is underway, on time, on budget, and the building is projected to open in fall 2015. For the Alumni House, the University is working with a construction manager. Completion is expected in fall 2016. Mr. Gaines concluded his presentation by answering questions from the board.

**UPDATE ON THE RUTGERS UNIVERSITY-CAMDEN 2014-2015 BUDGET**

Chancellor Haddon also asked Mr. Larry Gaines, Vice Chancellor for Administration and Finance, to provide an update on the Rutgers University-Camden 2014-2015 budget. Mr. Gaines explained that the current all-funds budgeting process will be replaced next year with a Responsibility Centered Management (RCM) model. This model gives all revenues to responsibility centers which, at Rutgers University-Camden, consist of the Office of the Chancellor, the Camden Faculty of Arts and Sciences, the School of Business-Camden, the School of Law-Camden, the School of Nursing-Camden, and Auxiliary Enterprises (Housing and Dining). Mr. Gaines then explained how the responsibility centers fund central operations university-wide at Rutgers University-Camden. Chancellor Haddon and Mr. Gaines are encouraged by RCM, indicating that it works, is transparent, and allows for proportionality and scaling to be built in. Mr. Gaines concluded his presentation by answering questions from the board.

**DISCUSSION OF SELECTION OF A NON-VOTING STUDENT REPRESENTATIVE TO THE  
RUTGERS UNIVERSITY–CAMDEN BOARD OF DIRECTORS**

Mr. Mortensen called upon Mr. Robert Roesener, Senior Associate General Counsel, to describe the process for appointing a student representative to the Rutgers University–Camden Board of Directors. Having conferred with the University Senate, which drives nominations for student representatives to the Board of Governors and the Board of Trustees, Mr. Roesener suggested a potential process to select a student representative to the Rutgers University–Camden Board of Directors. The board would choose the student body that best represents all students at Rutgers University–Camden. In turn, candidates would be nominated and an election conducted. The elected representative would serve on the board for a one-year, non-voting term.

Board members expressed interest in having representation from both undergraduate and graduate student bodies. A motion was raised, seconded, and passed unanimously for undergraduate and graduate student representation on the Rutgers University–Camden Board of Directors. Mr. Mortensen requested that Chancellor Haddon develop a process appropriate to Rutgers University–Camden and asked for an update at the next board meeting.

**DISCUSSION OF UPCOMING MEETING DATES FOR THE RUTGERS UNIVERSITY–  
CAMDEN BOARD OF DIRECTORS**

Mr. Mortensen requested that monthly meeting dates be set up for the Rutgers University–Camden Board of Directors. Potential dates were discussed, and a start time of 9 a.m. was set. Board members requested that dates be memorialized as soon as possible.

**RESOLUTION APPOINTING LOREE D. JONES AS SECRETARY OF THE RUTGERS  
UNIVERSITY–CAMDEN BOARD OF DIRECTORS**

Mr. Mortensen introduced the resolution to appoint Loree D. Jones as secretary of the Rutgers University–Camden Board of Directors. A motion was raised, seconded, and passed unanimously. The board welcomed Ms. Jones.

**OLD BUSINESS**

Under the heading of old business, Mr. Mortensen directed the board's attention to the resignation letter submitted to the board by State Senator Nilsa Cruz-Perez. The board expressed appreciation for Senator Cruz-Perez's service and agreed that she be sent a letter of congratulations and thanks. Mr. Mortensen mentioned that appointments to the currently open positions on the board are at the discretion of Governor Christie.

In response to a board member's request for a short update on the Rowan University/Rutgers–Camden Board of Governors, Chancellor Haddon called upon Dr. Rayman Solomon, Provost. Dr. Solomon, who attended the board's meeting on February 10, 2015, indicated that most important to Rutgers University–Camden, the board approved a grant to support a Medical Legal Partnership program by the School of Law-Camden, Cooper Medical School of Rowan University, the Camden Coalition of Healthcare Providers, and the Schools of Social Work and Nursing at Rutgers University–Camden. Dr. Solomon explained clients will benefit from the more holistic approach, and students will benefit by gaining experience in utilizing a team approach to problem solving. The board is also proceeding on a Joint Health Sciences building.

**ADJOURNMENT**

Mr. Mortensen asked if there was any new business. Hearing none, he called for a motion and a second to adjourn the meeting at 12:26 p.m.

Minutes prepared and submitted by,

Michele L. Robinson  
Rutgers University-Camden Chancellor's Office