

Meeting Minutes Foundation Board

Thursday, October 3, 2019
Presidents' Hall, Aldo and Anna Mazzaferro Center

Present: President Richard Lapidus, Jay Bry, Alberto Cardelle, Martin Connors, Nicholas DiNinno, Anthony Mercadante, Karen Spinelli, Jeffrey Wolfman
Regrets: John Mahan, Nicholas Smith
Absent: Cindy Carroll, Don Irving
Also Present: Jasmine Yang

Welcome and Opening Remarks

The meeting was called to order at 8:03 a.m. by President Richard Lapidus, who welcomed the board and reviewed the agenda.

Approval of Minutes from June 12, 2019

President Lapidus requested a motion to accept the minutes for the June 12, 2019 Foundation Board Meeting.

Upon a motion made by Martin Connors and seconded by Anthony Mercadante, the directors voted unanimously (8-0) to approve the June 12, 2019 Foundation Board of Directors Meeting Minutes. (Request FB-01-100319)

Campus Updates

Strategic Planning

President Lapidus informed the directors of Commissioner Santiago's visit on September 3. The last strategic planning process was more autonomous compared to this year's. The dates to complete the planning are inflexible. In addition, Commissioner Santiago and Secretary Pizer's roles are more proactive and they have created a framework.

Enrollment

President Lapidus commented on the change in demographics of the student population affecting enrollment and retention. While the Caucasian population is decreasing, there is a large increase in African-American and Hispanic populaces, therefore creating a challenge for marketing and retention. Also, with economy up, many students are opting out of school.

Enrollment is down with numbers similar to FY19; Enrollment is down 130 new students and 100 non-returning. The general population of Massachusetts is aging and there are fewer traditional age, first times students. Birthrates have been the lowest it has been in the past 30 years. President Lapidus stated that Fitchburg State has been lucky with just a slow decline in enrollment.

Based on numbers from 2013-2017, Fitchburg State noticed a decrease of 7.35% in undergraduate enrollment, but an increase of 48.17% graduate-wise. This was compared to the state which experienced a decrease of 6.94% undergraduate enrollment and only a 4.24% increase of graduate enrollment.

New Programs

President Lapidus changed the discussion to focus on the new program opportunities with India and China. Recently, he and Alberto Cardelle visited China for two weeks. They

experienced the advanced, modern technology of China's big cities – QR ordering and payments, robotics, etc. Per President Lapidus, the general population was pro American and they did not face any language barriers, for children are educated in English at a young age.

125th Anniversary

President Lapidus reminded the directors, the University is celebrating its 125th Anniversary and invited the directors to one of the celebration programs, a reception with Jeffrey J. Selingo. During the visit, Selingo would be discussing “The Trends Impacting the Future of Higher Education”.

Advancement

Jeffrey Wolfman presented the Golf Tournament P & L, noting another drop in numbers in comparison to previous years, particularly 2017. He then announced, the Foundation will be hosting the golf tournament for another year and a date has been put on hold with Oak Hill Country Club. After the Golf Tournament in 2020, the Foundation will reevaluate whether to host another in 2021.

Wolfman continued and reported on a \$1 million gift made by the Clementi Family Trust to establish a Global Ambassadors Scholarship. He then spoke about Planned Giving, bequests, and the Saxifrage Society. Currently, there are 48K living alumni of which 17K are ages 75 and above.

Other Business

New Directors

President Lapidus requested nominations for new directors to join the board. Presently, there are 12 directors, however, the by-laws state, “The board of directors shall consist of twenty-one (21) directors or such other number of directors (being not fewer than fifteen (15) nor more than thirty (30)) as shall be fixed from time to time by the board of directors.”

Adjournment

With no further business, President Lapidus requested a motion to adjourn the October 3, 2019 Foundation Board of Directors Meeting.

The directors voted unanimously (8-0) to adjourn the October 3, 2019 Foundation Board of Directors Meeting.

The meeting adjourned at 9:10 a.m.

Respectfully submitted by Jasmine Yang.