

# **New Jersey Institute of Technology**

## **Minutes ~ Administrative Affairs Council**

**December 7, 2005**

The meeting was called to order by Dr. Robert A. Altenkirch, chair, at 10:05 AM. Other members in attendance were: D. Ahluwalia, W. Anderson, P. Beltran, E. Bishof, D. Blackmore, T. Blake, J. Bloom, R. Boynton, F. Deek, J. Gentul, R. Gjini, D. Hawk, L. Howell, R. Hughey, T. Johnson, C. Gonzalez-Lenahan, L. Kaplan, H. Kimmel, D. Knox, J. Llewellyn, W. Marshall, G. Mass, H. Mauermeyer, P. Nelson, D. Reibstein, W. Reynolds, J. Rhodes, H. Ross, N. Rubio, E. Ruiz, D. Sebastian, J. Sheft, G. Spak, H. Stern, R. Sweeney, J. Tartaglia, J. Thompson, N. Tworischuk

1. Dr. Altenkirch welcomed everyone to the first meeting of the AAC and asked everyone to introduce themselves.

### **Branding Efforts**

2. Dr. Altenkirch introduced John Neiswanger, and Brad Manier from CN Communications to give a presentation on NJIT's new branding and tagline. Brad Manier gave the presentation and discussed in detail the full aspects of the branding effort to develop a graphic identity and tagline. CN's focus was mainly on communications. The more the mark is seen, the more value it has.

The new logo and tagline will be used on university letterhead, and each department's name will appear to define that specific area.

Dr. Altenkirch spoke about how the various changes on campus tie in with the strategic plan and will continue as the plans go forward.

### **President's Report on Master Planning, FY 07 Budget**

3. Dr. Altenkirch discussed the campus master plan and how it is a part of the strategic plan. The plan integrates academic, research, and physical design. CN Communications works with Fletcher Thompson Architecture Group, and Ayers Saint Gross, a master planning services, to develop the complete marketing plan.

Dr. Altenkirch discussed the FY07 State budget issues, and stated that our budget request was already submitted to OMB. The State revenue picture has changed over time and there is a structural deficit of \$5 Billion.

The President discussed the congressional projects for FY06 and what dollars were requested, and what we end up with.

### **Data Warehouse Project Report**

3. Perry Dees, Ray Callouri, and Haresh Gopal, reported on the new data warehouse. It is a single place that contains complete, accurate data from multiple sources, making data analysis easier, and it is specifically designed for querying and reporting.

Ray Callouri discussed how the data warehousing works, and that the data are cleaned and transformed into a common format, then added to the warehouse and made available through data marts. The data are frozen in time for comparative and forecasting purposes.

Haresh Gopal discussed the components of the data warehouse, which consist of three parts, and gave a summary of characteristics and the warehouse process.

### **Projected Spring Enrollment & Activities for Enhancing Enrollment**

4. Joel Bloom reported on the FY06 enrollment and retention and referred to a handout that was provided that included an enrollment assumption and a FY06 enrollment and retention table that included FY05 Spring actual and projections for Spring 06.

The new marketing plan will tie into attracting more students. Everyone is responsible to help enhance and get out the message.

The meeting was adjourned.