

Robert V. Antonucci

PRESIDENT

Briefing

TO: Board of Trustees

FROM: Dr. Robert V. Antonucci, President

RE: July 25, 2012 Meeting

OVERVIEW

There will be a meeting of the Board of Trustees on Wednesday, July 25, 2012 at 8:00 a.m. in the President's Conference Room. Parking will be reserved in the Sanders Lot.

AGENDA

- I. Call to order by Chairman Carol Vittorioso
- II. Public Comments
- III. Act on the Gaming proposal to offer a Game Design Degree for submission to the State Board of Higher Education – VOTE – (01-12/13)

The Major in Game Design presents an opportunity for students to develop skills related to the planning and design of the interactive experience of gameplay. Students will explore game design and development, art and visual design, computer programming, 3D modeling & animation, level design, creative writing, and game studies. Other program classes and topics include: serious games, mobile platforms, history of games, and aesthetics.

- IV. Act on the performance review of the President for period July 1, 2011 to June 30, 2012 and approve submission to the Commissioner of Higher Education – VOTE – (02-12/13)

If you have any questions about this, please give Carol a call.

- V. Act on the 2012-2013 academic year Board of Trustees meeting schedule – VOTE – (03/12/13)
- VI. President's Report
- VII. Adjournment

Robert V. Antonucci

PRESIDENT

FITCHBURG STATE UNIVERSITY BOARD OF TRUSTEES MEETING**Wednesday, July 25, 2012****8:00 a.m.****President's Conference Room****300 Highland Avenue, Fitchburg, MA 01420****AGENDA**

- I.** Call to Order by Chairman Carol Vittorioso
- II.** Public Comments
- III.** Act on the Gaming proposal to offer a Game Design Degree for submission to the State Board of Higher Education
VOTE – (01-12/13)
- IV.** Act on the performance review of the President for period July 1, 2011 to June 30, 2012 and to approve submission to the Commissioner of Higher Education
VOTE – (02-12/13)
- V.** Act on the 2012-2013 meeting schedule
VOTE – (03-12/13)
- VI.** Adjournment

Fitchburg State University Game Design Proposal

Introduction

Fitchburg State University is in a unique position to offer the only Game Design Degree in a public institution of higher learning in New England. Existing degrees in game design & development are located solely in private schools (Worcester Polytechnic Institute, Becker College, Northeastern, Champlain College, etc.). Given the strength of our Communications Media program, which would house the major and minor in Game Design, and other academic programs on campus that can support the major (e.g. Computer Science, English Studies, Art, etc.) we are well poised to offer such a program. Furthermore, we have faculty with both the background and interest to be involved in the program's delivery.

The video game industry is well established in Massachusetts, with dozens of major game studios operating in the Commonwealth. Even in the midst of economic difficulties, the video game industry, in New England and nationwide, continues to grow and to search for talented and well-prepared applicants. According to the Entertainment Software Association, currently, computer and video game companies directly and indirectly employ more than 120,000 people in 34 states. The average salary for direct employees is \$89,781.

In Massachusetts, over the five-year period from 2005 to 2009, the industry has shown 8.86% real annual growth and directly employs 1,295 people. In October 2010, referencing MassTLC's 2009 Digital Games Cluster report, the Worcester Business Journal reported 76 firms and approximately 1,200 jobs in the industry. As of April 2011, approximately 110 companies across the state self-identify as participants in the sector, with a presence in nearly every corner of the state—from Boston to Williamstown and from Newburyport to Brockton. The top industry oriented local site had 242 jobs listed as of June 13, 2012.

There is also a growing student interest in the game design industry. Each year, students taking the SAT indicate their intended major. In the last year alone, there has been a 57% increase in the number of students nationally planning to major in game design (from 6,802 last year to 10,712 this upcoming year). In New England, the number increased from 391 to 551 students, a 41% increase during the same time period.

We also surveyed regional private institutions offering this program. Only three of the institutions shared data regarding acceptance rates which ranged from 29% to 68%. The annual tuition and fees at these institutions ranged from \$30,000 to \$43,800 compared to Fitchburg State University's \$8,710.

Program Description

The Major in Game Design presents an opportunity for students to develop skills related to the planning and design of the interactive experience of gameplay. Students will explore game design and development, art and visual design, computer programming, 3D modeling & animation, level design, creative writing, and game studies. Other program classes and topics include: serious games, mobile platforms, history of games, and aesthetics.

Program Outcomes

Game Design students will, through a combination of required courses and electives, be exposed to and attain competency in the following concepts, practices and skills:

- Analytical understanding of games, gameplay, and game elements
- A historical and critical perspective of games and design
- Experience working in a player-focused iterative design process
- Proficiency in several digital 2D and 3D game & level design engines
- Principles of computer programming and logic
- Proficiency with several programming/scripting languages
- Team-based planning & production process
- Foundation in traditional art as well as 2D and 3D art & visual design for games
- Games as media of communication and as aesthetic expression
- The theory and practice of serious games – as a means of pedagogy, learning games, games for change, persuasive games

Intended date of implementation: September 1, 2013

Admission Requirements: Admission requirements will be consistent with the current Communications Media requirements to meet rolling admissions requirements.

Students: We anticipate 16-32 students to be enrolled in the first year of the program, including incoming first-year students, external transfers with or without associate degrees, and transfers from Communications Media, Computer Science, or other majors within the University. We anticipate an additional 32 students per year. Thus, our 5-year projected enrollment is 128 students in the major, with additional students taking core courses based on interest. If the interest in the program is greater than we anticipate, these students could be supported with additional faculty and labs. In addition, we will offer an 18-credit Minor in Game Design that utilizes courses from this Major. Some of the new courses proposed for the Game Design major might also serve as free electives for students in other majors.

Relation to the University Mission: This new Major is consistent with and will support the following goals of our University's Mission, Vision, and Core Values:

- Game Design blends a professional education with liberal arts & sciences within its curriculum (Mission), by drawing on and preparing students to succeed in three aspects across a diverse range of course offerings, including Computer

Science, Art, and English.

- The major will extend beyond the classroom to include professional and co-curricular opportunities (Mission), in the form of internships, practicums, and serious games partnerships with clients.
- It provides leadership & support for the economic needs of the Commonwealth (Mission), by training students to participate and to succeed economically in the successful and growing digital games industry in Massachusetts.
- The program of study prepare students for a global society through curricular innovation & program development (Vision), by fostering civic and global responsibility through “serious games” and game theory classes courses.
- The major will employ innovative uses of technology (Vision), across our courses, in student work & learning, and in the Games Library.
- It will build partnerships within our community to provide real-world opportunities for our students (Vision), through pairing with MassDIGI and game studios, and the internship program.
- It offers equitable access to high quality programs and services (Core Values), by creating the only Major in Game Design & Development at a public institution of higher learning.

Budget:

NEW ACADEMIC PROGRAM BUDGET

<i>One Time/ Start Up Costs</i>	<i>Cost Categories</i>	<i>Annual Expenses</i>			
		Year 1	Year 2	Year 3	Year 4
	Full Time Faculty (Salary & Fringe)	\$80,000	\$160,000	\$240,000	\$240,000
	Part Time/Adjunct Faculty (Salary & Fringe)	\$18,000	\$36,000	\$18,000	\$18,000
	Staff	-0-	-0-	-0-	-0-
	General Administrative Costs	-0-	-0-	-0-	-0-
\$12,000	Instructional Materials, Library Acquisitions	\$3700	\$3700	\$3700	\$3700
\$289,500	Facilities/Space/Equipment	\$3000	\$3000	\$4000	\$4000
	Field & Clinical Resources		\$27,000	\$27,000	\$27,000
\$5,000	Marketing				
	Other (Specify)				
\$306,500	TOTALS	\$104,700	\$229,700	\$292,700	\$292,700

One Time/Start-Up Support		Annual Income			
		Year 1	Year 2	Year 3	Year 4
	Revenue Sources				
	Grants				
	Tuition and Fees	\$278,720	\$557,440	\$836,160	\$1,114,880
	Departmental				
\$306,500	Reallocated Funds				
	Other (specify)				
	TOTALS	\$278,720	\$557,440	\$836,160	\$1,114,880

We anticipate needing 3.75 to 4 full-time faculty to staff the program once fully implemented and enrolled. This would include three new hires (adding one each year for the first three years of the program) and transition of existing faculty to the game design program. In addition, experts from the gaming industry would be invited to teach as adjuncts in the program. Other staff and administrative responsibilities will be assumed by existing personnel, though a part-time position to assist in placing students in internships is added in the second year.

To begin the program, it will be possible to share resources with the Interactive Media lab in the Communications Media department. However, as we move forward, we will establish two computer labs specifically configured with tools required for Game Design & Development as well as a Game Workshop room featuring computer workstations for seminars and small group work areas. A Game Library/Lounge will also be created to allow students to research, playtest, and experiencing games together on a variety of systems. The financial support needed for these two computer labs, workshop and library/lounge have been included in the start-up costs cited above.

Please note, anticipated revenue projections were generated using current tuition and fee rates. If enrollments meet expectations, and we fully anticipate that they will, we project revenue exceeding total costs, including start-up support, by the end of Year 2 of the program and continuing.

Internal Approvals:

Communications Media Curriculum Committee (unanimous)
 All College Committee (unanimous)
 President

Remaining approvals:

Fitchburg State University Board of Trustees
 Massachusetts Board of Higher Education

We respectfully request the Board’s approval of the Fitchburg State University Game Design major and minor.

Fitchburg State University

REQUEST FOR BOARD ACTION

TO: Board of Trustees	DATE: July 25, 2012
From: President	REQUEST NUMBER: 01-12/13
SUBJECT: Game Design Proposal	

It is requested that the Fitchburg State University Board of Trustees approve the proposal to offer a Game Design Degree for submission to the State Board of Higher Education.



Massachusetts Department of Higher Education

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Richard M. Freeland, *Commissioner*
Charles F. Desmond, *Chairman*
Massachusetts Board of Higher Education

June 19, 2012

Chair Vittorioso
Fitchburg State University
Board of Trustees
160 Pearl Street
Fitchburg MA, 01420

Dear Chair Chair Vittorioso,

On behalf of Commissioner Freeland I am writing to request your Board's completion of the annual evaluation of Presiden Robert Antonucci. Presumably, many of you already have already started this process.

As you know, Board of Higher Education policy requires that each State University and Community College Board of Trustees conduct an annual presidential evaluation. This evaluation should cover the period from July 1, 2011 to June 30th 2012 and should be submitted to the Commissioner's Office by no later than **September 15th 2012**.

Evaluations should be as comprehensive as possible fully appreciating that for longer serving presidents the depth of evaluation does not have to be as in depth every year if President does a more in depth review every three to five years.

The criteria recommended by the Department for such evaluations are: 1) institutional leadership and management skills, including fiscal management and budgeting, general management and planning, and decision making and problem solving; 2) personal attributes, including trust and integrity; 3) fund raising; 4) internal relationships/campus climate; 5) external relationships/leadership in the community.

Thank you for your attention to this issue and if you have any questions or comments please contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen W. Lenhardt".

Stephen W. Lenhardt
Deputy Commissioner

CC: President Antonucci
R. Freeland

PRESIDENTIAL PERFORMANCE EVALUATION
of the
President of Fitchburg State University

Conducted by the
Fitchburg State University Board of Trustees
July, 2012

Purpose

To determine strengths and challenges related to identified performance goals and objectives, and review accomplishments.

Institutional Leadership and Management Skills

As he has done since taking over leadership of the institution during a challenging transitional period in 2003, President Antonucci this year continued to transform and invigorate the campus community as well as the region. His commitment to engagement with the local community and the world beyond, and collaboration with business, industry, school districts and government is unparalleled, as is the level of energy he brings to his role as a leader on campus, in North Central Massachusetts, the Commonwealth and beyond.

President Antonucci's strong leadership and management skills have been clearly demonstrated in the areas of strategic planning and academic oversight, while his capital program supervision continues to transform a once-aging campus into a sparkling jewel inside and out. In the field of fiscal management, he has shepherded resources in a prudent manner, allocating funds to academics, student services, capital projects, technology and other campus priorities by means of a thoughtful and inclusive process. As evidence, the institution and its foundation continue to experience an unbroken string of near-flawless audits.

Planning, assessment, collaboration and accountability remain paramount. A new strategic plan is in place, as is a detailed assessment effort, and extensive collaborative and volunteer programs. The Department of Higher Education's initiatives, particularly the Vision Project, serve as a core consideration as campus-wide priorities are set. *(Note: for specific efforts regarding all aspects of this review, see the attached appendix.)*

Personal Attributes and Campus Climate

Much of the president's success is the result of his ability to unite the many disparate groups comprising a broadly extended campus community: students, faculty, staff, alumni, trustees, foundation board members, union leaders, donors, corporations, community members and government officials. He combines a depth and breadth of experience with a personal approach that emphasizes collaboration, compromise and mutual respect. His honesty and integrity are unquestioned. The on-campus climate remains positive, with open communication serving as the cornerstone.

Fund Raising

Among the president's most significant accomplishments this year was successful completion of the largest fundraising effort in the institution's history, a \$12.1 million capital campaign. A bolstered advancement staff is currently laying the groundwork for an expanded annual fund and a future campaign.

External Relationships/Leadership Team/Facilities

Heading the list of goals specific to this year was oversight of the prodigious New England Association of Schools and Colleges (NEASC) self-study, followed by the association's team visit. While the final document will not be released until the fall, all indications point to a successful effort on the part of the university. Also this year, the president successfully retooled the senior leadership team in the wake of several key resignations and retirements, and continued the campus modernization effort. Major aspects of the latter were construction of the science center, renovation of the campus center, remodeling of buildings to house new faculty offices, and completion of the Highland Avenue Plaza.

APPENDIX

Selected Statewide Projects and Collaborations

- Secured a federal grant to work with three partner school districts (Lowell, Fitchburg, Leominster) to improve instruction for students with limited English proficiency and upgrade the qualifications of educational personnel working with ELS. The Collaborative for Educational Services is also a partner on the project.
- Co-directed the Central Massachusetts Partnership for Assessing Written Communication project. With Mount Wachusett, Quinsigamond, and Worcester State.
- Participants, with Mount Wachusett, in Advancing Massachusetts Culture of Assessment's experiments grant to support the Vision Project.
- BHE-funded Quality Collaboratives Dyad exploring the use of the Lumina Degree Qualifications to inform faculty development, assessment, and transfer policies.
- Formed a PARCC engagement team with the initial charge of developing a definition of college readiness.
- Member of Central Links, a multi-pronged effort among the four public institutions in Central Massachusetts.
- As part of the Vision Project, four Fitchburg State faculty members are working as retention specialists. The Fitchburg State Academic Affairs office provided additional funding for a fifth specialist.
- Utilizing funds from the Davis Foundation to support assessment experiments and attending state-wide conferences to share best practices.
- Member of the task force on Statewide Assessment.
- Serve as a Liberal Education and America's Promise (LEAP) Primary Partner Campus, exploring system-wide approaches to assessing the LEAP essential learning outcomes and guiding the development of this system-wide approach to assessment with financial support from the Davis Foundation for Advancing Massachusetts Culture of Assessment.
- Member of the state partner team working with representatives from other LEAP states to develop shared approaches to learning outcomes assessment.
- Member of the Developmental Mathematics Education Task Force.
- Engaged in a collaboration with two state university nursing programs and three postsecondary LPN programs to develop best practices for a stand-alone accelerated LPN to BS nursing program that will be disseminated statewide for possible replication at other state universities. Fifteen students are enrolled for September.
- Member of the National Council of University Research Administrators, and founding member of the Massachusetts State University Grants Offices, which shares policies and procedures and works to find potential collaborative grant opportunities.

- Participant in an organization of chief librarians of all 29 Massachusetts public higher education libraries that explores such issues as collaborative grant writing, joint purchase of database services at discount rates, and annual compilation and comparison of the libraries IPEDS statistics and database subscriptions.
- Chaired the CIO Council, composed of all CIOs at state universities and community colleges who gather to facilitate sharing of information and coordination of such collaborative efforts as security training, Banner training and joint purchasing.
- Served on the PACE steering committee.
- Member of the state-wide College Readiness Partners Group, the Commonwealth Education Deans Consortium, the Mass Central Readiness Center Governing Board, the Standing Committee on Professional Education, and the Commonwealth Teacher Education Consortium.
- Served on the Massachusetts Vision Project's Financial Aid Policy Group, which resulted in the university being selected as a pilot participant this fall. The grant will span four years and result in a \$450,000 award to our students.
- Member of the DHE MassTransfer Steering Committee, the DHE Financial Aid Advisory Committee. In addition, developed and implemented the Finish First reverse transfer program through Central Links.
- As part of a PACE initiative, worked with the Massachusetts Higher Education Consortia to establish programs that saved the Commonwealth millions of dollars in statewide procurement and power purchase efficiency.
- Member of the Department of Energy Resources-sponsored council focusing on implementation of Executive Order 484 and coordination of efforts with OSD and DCAM. Participation resulted in receiving the EEMS Metering System, and grant funding for an LED light pilot program.
- Actively involved with the Massachusetts Regional Emergency Planning Commission, including the trails coalition, focused on promoting and coordinating the efforts of various regional stakeholders exploring trails and greenways access for work and recreation.
- Member of the Massachusetts Public Higher Education Marketing-PR Collaborative.

Fitchburg State University
REQUEST FOR BOARD ACTION

TO: Board of Trustees	DATE: July 25, 2012
From: President	REQUEST NUMBER: 02-12/13
SUBJECT: Performance Evaluation for the President	

It is requested that the Fitchburg State University Board of Trustees approve submission of the president's performance evaluation from period July 1, 2011 to June 30, 2012 in accordance with the Massachusetts Board of Higher Education.

In addition, the Board directs the Executive Committee to grant a salary increase to the President in accordance with the parameters set by the Massachusetts Board of Higher Education.

Fitchburg State University Board of Trustees Meeting Schedule 2012-2013 Academic Year

October 2012						
Su	M	Tu	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2012						
Su	M	Tu	W	Th	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2012						
Su	M	Tu	W	Th	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2013						
Su	M	Tu	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2013						
Su	M	Tu	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2013						
Su	M	Tu	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April 2013						
Su	M	Tu	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May 2013						
Su	M	Tu	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2012

- Tuesday, October 16, 2012
12:00 p.m. Meeting (Audit Report)

- Tuesday, November 27, 2012
12:00 p.m. Meeting

2013

- Tuesday, February 5, 2013
8:00 a.m. Joint meeting with the FSU Foundation
9:30 a.m. Business Meeting (if needed)

- Tuesday, April 30, 2013
4:00 p.m. Meeting
5:30 p.m. Dinner with University Community

Committee Meetings

Committee Meetings will be scheduled as necessary one hour before the regularly scheduled meeting.

Please note the commencement ceremonies

Winter Ceremony – Friday, January 25, 2013 at 6:30 p.m.
Graduate Ceremony – Thursday , May 16, 2013 at 6:30 p.m.
Spring Ceremony – Saturday, May 18, 2013 at 10:00 a.m.

Special Meetings will be called only if necessary. An orientation may be held for new Board members.