#### **BROOKDALE COMMUNITY COLLEGE**

# Board of Trustees Public Business Meeting Minutes

October 28, 2025

Brookdale Community College Room 103/104, Freehold campus 3680 Route 9 South Freehold, NJ 07728

Chair Brennan called the meeting to order at 5:35 P.M. and roll call was taken.

Present	Trustees	Administration:
	Ms. Tracey Abby-White, Trustee	Dr. Katie Lynch
	Ms. Mary Pat Angelini, Trustee	Ms. Bonnie Passarella, Esq.
	Ms. Latonya Brennan, Chair	Ms. Teresa Manfreda-Foley
	Mr. Steve Clayton, Trustee	Ms. Nancy Kaari
	Mr. Paul Crupi, Trustee	Dr. Yesenia Madas
	Dr. Stephanie D'Alessio, Trustee	Mr. Kornpipob Kanthajan
	Ms. Dyese Davis, Trustee	Dr. Nancy Kegelman
	Ms. Barbara Horl, Vice-Chair	
	Mr. Montez Swartz, Trustee	
	Mr. James McCracken, Trustee	
	Dr. Les Richens, Trustee	
	Dr. David Stout, Secretary	
	Ms. Cyndie Williams, Trustee	Ms. Cynthia Gruskos
Absent		
College	Mr. Mitch Jacobs, Esq.	
Counsel		

Ms. Gruskos read the following statement: "In compliance with the Open Public Meetings Act, N.J.S. 10:4-6 et seq., advance written notice of this meeting of the Board of Trustees was provided in the following manner:

On October 17, 2025 at 10:30 AM advance written notice of this meeting was posted on the Brookdale Community College website; emailed to *The Asbury Park Press and the Star Ledger* and filed with the Clerk of the County of Monmouth.

Mr. Jacobs read the statement on procedures and requirements for making public comment during the public meeting.

Chair Brennan led the pledge of allegiance followed by a welcome to those in attendance.

Chair Brennan read our mission statement:

Brookdale Community College empowers a diverse community by providing open access to high quality and cost-effective educational and lifelong learning options with clear paths to personal, educational, and economic success.

Dr. Stout led a moment of silence for two members of our Brookdale family.

Edward Gross, served the College with dedication and pride for more than forty years. Ed began his career at Brookdale in 1974 and retired as Senior Specialist—Locksmith. He was a proud Air Force veteran and a Brookdale graduate, known for his craftsmanship, reliability, and kindness. On behalf of the entire College, I extend heartfelt condolences to his wife, Beverlee, and their family.

We also remember Gloria "Jean" Chandler, who served for thirty-one years as a Testing Center Technician and GED Examiner at our Long Branch Higher Education Center before retiring in 2013. Gloria was known for her professionalism, compassion, and commitment to students' success. Our condolences go out to her family, friends, and former colleagues.

Both Ed and Gloria will be remembered with deep appreciation for their many contributions to Brookdale and the lives they touched here

Topic and Discussion	Votes Taken	Action and Follow-up Actions
Adoption of Agenda	A motion to adopt revised agenda was made by	
Closed session was removed from the agenda.	Trustee Crupi and seconded by Trustee Abby-White.	

Special Presentation - Marketing Performance Presentation - Joselyn Quezada, Executive Director, College Relations, presented on Brookdale's marketing strategy for FY26, highlighting the implementation of a comprehensive 12-month media plan. The marketing budget, broken down by category was reviewed with a focus on the marketing of events and campaigns aimed at increasing awareness, applications and enrollment. The college continues its partnership with ESM for media buying and campaign analytics, enabling mid-campaign adjustments for better performance. A new branding initiative with Carvertise was introduced, involving vehicle wraps as mobile billboards and providing five students with paid opportunities to participate. Trustees raised questions regarding liability, insurance, student safety, and contractual protections, emphasizing the need for further legal review and risk management.

In addition, Ms. Quezada presented on public relations efforts following the transition to the Cision platform, Cision is an online platform that allows us to share press releases digitally with various media sources, and it also allows us to get media coverage information. She shared an example of a

Topic and Discussion	Votes Taken	Action and Follow-up
		Actions

snapshot of just the last 30 days, which reported 402 media mentions in the past 30 days and provided insights for strategic ad placement. Marketing campaign results were shared, including the Fall Open House, which generated over 542,000 impressions, 11,000 clicks, and 346 attendees—an increase from last year. Trustees inquired about follow-up processes, enrollment tracking, and outreach strategies, which include digital campaigns, mailers, and high school visits supported by geofencing. Other campaigns targeting adult learners and foundation events were discussed, with notable success in engagement and attendance, including a sold-out golf outing. The meeting concluded with acknowledgment of the marketing team's resourcefulness.

### President's Report -

Dr. Stout provided an update on the College's revised mission, vision, values, and new commitment statements, summarizing the extensive work of the President's Task Force and the feedback process conducted through the College Forum. He noted that the proposed statements reflect clearer, action-oriented values and a streamlined mission emphasizing Brookdale's role in opening doors to education. He reported that all four draft statements, mission, vision, values, and commitments were endorsed by the Collegial Governance System earlier that afternoon and were being presented to the Board for formal approval. Dr. Stout discussed internal use of the commitment statements and the ongoing work needed to integrate them into employee onboarding and internal messaging. He also thanked staff and trustees for their support at recent events and acknowledged the contributions of Marketing and College Relations. Finally, Dr. Stout updated the Board on the Middle States self-study process, noting that all working groups have submitted initial drafts, that extensive review and revision are underway, and that broad campus feedback is anticipated in early spring, with strong student participation across the working groups.

### **Reports from the Board Committees and Liaisons**

A. Finance & Facilities Committee — Trustee Crupi reported on the Finance and Facilities Committee meeting held on October 14, noting updates on several campus facility projects, including the CVA chiller modernization scheduled to begin around Thanksgiving, HVAC upgrades, an energy-efficiency initiative at the central utility plant, building automation enhancements, and other renovation and safety projects. He briefed the Board on the deteriorated building at the Wall campus, which has been fenced off for safety as discussions continue with Wall Township and the Southern Wall Fire Museum regarding a potential restoration and long-term land lease.

VP Manfreda-Foley presented the August financial report, highlighting operating revenue of \$31.9 million, \$2.3 million higher than last year, along with expenditures of \$11.9 million and a cash balance of \$26.4 million. The committee reviewed 15 recommended purchases funded through auxiliary, Chapter 12, and operating sources, including bleacher repairs, HVAC and lighting work, e-transcript services, and expanded mental health counseling through the Wellness Center. Trustee Crupi also noted discussion of the kiln room renovation to support the Film Academy's set design program, reviewed stipends awarded to Gear Up grant students, and received the annual report on legal, government relations, and public relations expenditures required under the Higher Education Restructuring Act.

Topic and Discussion	Votes Taken	Action and Follow-up
		Actions

VP Kaari reported the acceptance of two donated vehicles, recent grant awards—including \$404,000 for Gear Up and year-to-date grant activity totaling \$819,000 awarded, with additional grants submitted and in process. The Foundation update reflected year-to-date revenue of \$407,000 and net assets of \$400,000, with changes attributable primarily to investment performance.

**B. Audit Committee** - Trustee Angelini reported on the Audit Committee meeting held on October 16. The first agenda item was the acceptance of Brookdale Community College's Fiscal Year 2025 Enrollment Audit. VP Manfreda Foley provided an overview of the testing process conducted by Withum, the College's external auditors, noting that no findings or discrepancies were identified. The audit confirmed the accuracy of credit hour and tuition revenue records. The committee reviewed the testing methodology and acknowledged that, despite low response rates, auditors achieved acceptable confidence levels. Fiscal Year 2025 enrollment totaled 217,107 credit hours, compared to 206,332 credit hours in the prior year. The audit, required to be filed by November 1, was recommended for approval at this meeting.

VP Manfreda- Foley reported that internal auditors, Cohn Resnick, are progressing on the internal audit plan, currently focusing on contract management. This work will strengthen the College's enterprise risk management framework, with a draft report expected soon.

The third item addressed the policy on signature thresholds. In accordance with Policy 4.3000, the committee reviewed and approved the recommendation to maintain the requirement for handwritten signatures from the President or CFO for all checks or electronic payments of \$5,000 or greater.

Lastly, the Ethics Hotline Report was presented. Dr. Stout reported no new complaints since the last meeting and provided an update on a completed ethics investigation managed by Cleary Giacobbe Alfieri and Jacobs.

**C. Governance Committee** – Trustee Davis reported on the Governance Committee meeting held on October 15, noting robust discussion and review of several Board policies. The committee reviewed Policy 1.3035 on the presidential screening process and recommended revisions to make the use of a search firm permissive rather than mandatory, with further review to occur at the next meeting. Policy 1.8000 regarding the adoption, review, and amendment of the College's mission, vision, values, and new commitment statement was reviewed in alignment with the work of the President's Task Force, and the committee recommended lodging the policy contingent upon Board ratification of the revised statements and final approval through collegial governance. Trustee Davis reported that Policy 3.3002 on grant-funded positions was updated to include language clarifying actions to be taken if external funding is reduced or discontinued, and that Policy 3.9001 on multi-year administrative contracts was revised to align eligibility with state law. The committee also reviewed Policy 6.2000 on financial aid, with updates emphasizing the President's responsibility for ensuring access to all eligible aid sources and maintaining annual reporting each January.

Trustee Davis outlined the finalized timeline for nominations and elections of Board officers and encouraged trustee participation in upcoming professional development programs, including the NJCCC Virtual Trustee Academy and the ACCT National Legislative Summit. The committee recommended scheduling the next Board retreat for the evening of April 10 and morning of April 11, pending final confirmation. She further noted that all trustees participated in the President's

Topic and Discussion	Votes Taken	Action and Follow-up
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evaluation, that the Board's summary evaluation was provided to Dr. Stout prior to the Board meeting, and that the Board will complete its own self-evaluation in December. The committee also received an overview of Middle States Accreditation Standard 7, including governance and administrative expectations and reviewed the timeline leading up to the 2026 site visit.

- **D. Graduate Trustee Report** Trustee Swartz reported that he has been working to assemble the Graduate Trustee Advisory Council for the year. He noted that nine members from last year will be returning and approximately eighteen new students have applied to join the Council. He will be reviewing the applications over the next month to finalize the new roster.
- **E. ACCT National Leadership Congress Update** –Trustees Clayton, Swartz, McCracken, D'Alessio, Abby-White, and Vice-Chair Horl reported on key takeaways from the ACCT Leadership Congress in New Orleans. Major themes included the strong impact of dual enrollment and workforce-aligned credential programs, with examples of statewide initiatives in Texas and California that leverage funding and early outreach. Trustees emphasized the growing importance of technical and certificate programs, addressing student basic needs such as housing and food, and innovative partnerships with industry to strengthen career pathways. Sessions on artificial intelligence underscored the need for policies safeguarding teaching quality, data privacy, and critical thinking while exploring strategic uses of AI in higher education. Additional insights included strategies for enrollment recovery, financial transparency, and inclusive campus practices. Trustees expressed appreciation for the opportunity to attend and recommended continuing discussion on applying these best practices at Brookdale.
- **F. Foundation Update** Trustee Abby-White reported that the *Feed the Future* campaign remains active with a goal of \$50,000 to be completed by Thanksgiving, encouraging continued support and outreach. She highlighted upcoming events, including the second annual Breakfast with Brookdale on November 12, designed to engage prospective donors and showcase college programs, and reminded trustees to RSVP by November 3. Additionally, the Scholarship Bash is scheduled for April 24 at Branches, honoring Monmouth ACTS—a public-private partnership improving community services—and the Ritesh Shah Charitable Pharmacy, which provides free medications and health services to underserved populations. Trustee Abby-White also announced that new Foundation Board member Dr. Anita Voogt has been named a finalist for the Athena Award, with recognition taking place on November 7.

Vice-Chair Horl requested to continue to serve on an ACCT committee which would require Board support for her to attend the ACCT Legislative Summit and the ACCT National Leadership Congress. A motion to support Vice-Chair Horl in participating on an ACCT Committee if selected, and to attend the ACCT Leadership Congress and ACCT National Leadership Congress was made by Trustee McCraken and seconded by Trustee Abby-White.

Topic and Discussion	Votes Taken	Action and Follow-up Actions
	Motion passed.	

### Public Comment on Agenda Items -

**Betty Kern,** a long-time Monmouth County resident, voter, and Brookdale alumna, shared her extensive history with the college, noting decades of enrollment in courses and degrees earned in education, visual arts, and nursing. She expressed concern over being denied the ability to audit a sewing class she had paid for, citing college regulations that permit auditing. Ms. Kern requested reinstatement to continue the Fashion 131 sewing class with a prorated fee. She emphasized Brookdale's role in supporting lifelong learning for diverse populations, including seniors and underserved communities, and highlighted her ongoing engagement as a senior auditor and professional artist preparing for an exhibit at Brookdale's Center for Visual Arts. She concluded by reaffirming her appreciation for the college's opportunities and her desire to complete the sewing course to pursue creative and business projects.

Jack Ryan, Assistant Professor English, commended the college's recent Open House, noting his long-standing participation in these events and praising the team for continuous improvements. He highlighted the positive impact of changes such as selecting a more subdued musical group, which enhanced communication and overall experience. Mr. Ryan observed strong turnout and emphasized that registration activity continued well beyond the main presentation. He also addressed the discussion on artificial intelligence, acknowledging its growing presence and challenges in higher education. While many faculty integrate AI as a teaching tool to guide proper use and prevent plagiarism, he noted concerns about lack of source attribution and the need for ongoing education to maintain academic integrity.

Ms. Gruskos confirmed there was no written public comment submitted to the Board of Trustees.

Any item may be removed from the consent agenda for discussion by any voting member of the Board of Trustees.      A. Acceptance of Consent Agenda	A motion to adopt the consent agenda was made by Vice-Chair Horl and seconded by Trustee Abby-White.  Motion passed.	
Approval of Public Business Meeting Minutes - September 30, 2025	A motion to approve the minutes from the Public Business Meeting on September 30, 2025, was made by Trustee Clayton and seconded by Trustee Abby-White.  Motion passed.	

Topic and Discussion	Votes Taken	Action and Follow-up Actions
	Abstentions: Trustees Crupi and Richens	
Approval of Executive Session Meeting Minutes – September 30, 2025	A motion to approve the minutes from the Executive Session Meeting Minutes on September 30, 2025 was made by Trustee McCracken and seconded by Trustee Swartz.  Motion passed.  ABSTENTIONS: Trustees Crupi and Richens	
Approval of Consent Agenda  A. Approval of Human Resources B. Acceptance of Gifts C. Acceptance of Grants D. Submission of Grants E. Purchases in Excess of \$44,900 and New Jersey "Pay-to-Play" bids, and Pursuant to the New Jersey "Pay to Play" Process, in Excess of \$17,500 F. Open Invoice Payment Requests for Vendor, Student and Employee Payments G. Legal Costs, Government Relations & Public Relations H. Monthly Financial Reports I. Capital Project Update	A motion to approve the consent agenda was made by Trustee McCracken and seconded by Trustee Crupi.  Motion passed.  YES: Trustees Abby-White, Angelini, Clayton, Crupi, D'Alessio, Davis, Horl, McCracken, Richens, Swartz, Williams and Chair Brennan  NO: None  ABSTENTIONS: None	
Acceptance of Brookdale Community College's FY25 Enrollment Audit	A motion to accept the enrollment audit for the year ending June 30, 2025 was made by Trustee Crupi and seconded by Trustee Clayton.	

Topic and Discussion	Votes Taken	Action and Follow-up Actions
	YES: Trustees Abby-White, Angelini, Clayton, Crupi, D'Alessio, Davis, Horl, McCracken, Richens, Swartz, Williams and Chair Brennan	
	NO: None	
	ABSTENTIONS: None	
Approval of LIM College Articulation Agreement	A motion to approve by resolution the articulation agreement with LIM College was made by Trustee Crupi and seconded by Trustee D'Alessio.	
	YES: Trustees Abby-White, Angelini, Clayton, Crupi, D'Alessio, Davis, Horl, McCracken, Richens, Swartz, Williams and Chair Brennan	
	NO: None	
	ABSTENTIONS: None	
Adoption of Revised Mission, Vision, and Values Statements and Introduction of Commitment Statement	A motion to adopt by resolution the revised Mission, Vision, and Values Statements and introduction of Commitment Statement was made by Vice-Chair Horl and seconded by Trustee Abby-White.	
	YES: Trustees Abby-White, Angelini, Clayton, Crupi, D'Alessio, Davis, Horl, McCracken, Richens, Swartz, Williams and Chair Brennan	

Topic and Discussion	Votes Taken	Action and Follow-up Actions
	NO: None  ABSTENTIONS: None	
Lodging of Policy 1.8000 Adoption, Review, and Amendment of Mission, Commitment, Vision, Values and Strategic Priorities of Brookdale Community College	A motion to approve the lodging of Policy 1.8000 Adoption, Review, and Amendment of Mission, Commitment, Vision, Values and Strategic Priorities of Brookdale Community College was made by Trustee Davis and seconded by Trustee Clayton.  YES: Trustees Abby-White, Angelini, Clayton, Crupi, D'Alessio, Davis, Horl, McCracken, Richens, Swartz, Williams and Chair Brennan  NO: None  ABSTENTIONS: None	
Lodging of Revised Policies:  Presenter: Chair Brennan	A motion to lodge the following policies	
<ul> <li>A. 3.3002 Grant Funded Positions</li> <li>B. 3.9001 Multi-Year Contracts for Administration</li> <li>C. 6.2000 Financial Aid Policy</li> </ul>	A. 3.3002 Grant Funded Positions B. 3.9001 Multi-Year Contracts for Administration C. 6.2000 Financial Aid Policy was made by Trustee Davis and seconded by Trustee Abby-White.	
	Motion passed.  YES: Trustees Abby-White, Angelini, Clayton, Crupi,	

Topic and Discussion	Votes Taken	Action and Follow-up Actions
	D'Alessio, Davis, Horl, McCracken, Richens, Swartz, Williams and Chair Brennan	
	ABSTENTIONS: None	

### **Public Comment -**

No public comment was made and Ms. Gruskos confirmed that no written public comment was submitted.

## Old/New Business -

Trustee comments included congratulations on the success of the recent Open House, with praise for staff efforts and positive feedback on campus activities such as culinary demonstrations, esports, and the Wellness Center. Additional remarks highlighted the college's haunted house event, noted as well-attended, and reminders were given regarding the trustee officer nomination process, which closes October 31, and RSVP details for the October 30 haunted house visit. A video recap of the Open House was presented.

Dr. Stout announced that Brookdale has been named a finalist for the prestigious Bellwether Award in the Instruction and Service category, honoring initiatives such as poverty-informed practices, pedagogy innovations, and student wellness programs. The application was prepared in under a week, and Brookdale is now ranked among the top 10 colleges nationally for this award

Adjournment	A motion to adjourn the	
Masting adjacement at 0:10 mm	meeting was made by Vice-	
Meeting adjourned at 8:10 pm	Chair Horl and seconded by Trustee Abby-White.	
	Trustee Abby-Wille.	