



**COUNCIL OF TRUSTEES QUARTERLY MEETING MINUTES**  
**Wednesday, June 3, 2020**

The Bloomsburg University of Pennsylvania Council of Trustees held their Quarterly meeting on June 3, 2020 at 10:00 a.m. There was no physical location for the meeting in accordance with safety precautions given the current COVID-19 restrictions and current social distancing guidelines. Those attending met via Zoom Webinar and a link was provided. Those in attendance:

**Trustees Present via Zoom – Voting Members:**

Judge Mary Jane Bowes, Chairperson  
Ms. Nancy Vasta, Vice Chairperson  
Ms. Amy Brayford  
Mr. Ed Edwards  
Mr. Duane Greenly  
Mrs. Barbara Hudock  
Mr. Raymond Zaborney

**Trustees Present via Zoom – Non-Voting Members:**

Mr. Daniel Klingerman  
Mr. Colin McIntyre

**Trustees Absent:**

Dr. Brian O'Donnell, Secretary  
Secretary John Wetzel

**University Personnel via Zoom**

Dr. Bashar Hanna, President  
Mr. Peter Kelly, Chief of Staff  
Dr. Diana Rogers-Adkinson, Provost and Senior Vice President for Academic Affairs  
Ms. Claudia Thrush, Interim Chief Business Affairs Officer  
Mr. James McCormack, Acting Vice President for Student Affairs  
Mr. Tom Fletcher, Vice President of Strategic Enrollment  
Mr. Erik Evans, Vice President for University Advancement  
Ms. Amanda Biddings, Coordinator of Operations  
Ms. Denice Wengryn, Coordinator of Special Events & Assistant to the COT, President's Office

**Council of Trustees Advisors via Zoom**

Mr. Eric Hawrelak, Interim President, Bloomsburg Chapter of APSCUF  
Mr. Shawn Makar, President, Bloomsburg Chapter of AFSCME  
Ms. Gretchen Osterman, President, Bloomsburg Chapter of SCUPA  
Ms. Krystal Garcia, President, Community Government Association (CGA)

### **Pledge of Allegiance**

In accord with House Resolution Number 32, Trustee Bowes requested everyone stand for the Pledge of Allegiance to the American Flag.

### **Call to Order**

Chair Bowes called the meeting to order and welcomed all those in attendance. She reported that the Council of Trustees met earlier this morning for an Executive Session to discuss personnel issues. She thanked Denice Wengryn for all her help with the trustees and wished her well.

### **Roll Call**

Trustee Bowes asked Amanda Biddings to conduct a roll call. Ms. Biddings conducted a roll call of those in attendance and acknowledged a quorum.

### **Public Comments**

Trustee Bowes opened the meeting for public comment prior to proceeding with Approval of the Minutes. Gretchen Osterman expressed concern for underrepresented students and student groups in light of the current challenging times, and the need for their support in terms of counseling and outreach. Leo Bodgan, Press Enterprise reporter, asked about the University's plans for the fall semester. Dr. Hanna reported that the university is looking at multiple hybrids for the upcoming semester.

### **Minutes of the Council of Trustees**

Motion was made by Trustee Edwards to approve the March 4, 2020 minutes, second by Trustee Brayford, motion was unanimously approved.

### **Introductions**

Trustee Bowes recognized those individuals serving on the Advisory Panel: Dr. Eric Hawrelack, Mr. Shawn Makar, Ms. Gretchen Osterman, and Ms. Krystal Garcia.

## **NEW BUSINESS**

### **President's Report (Dr. Bashar Hanna)**

President Hanna reviewed his President's Report with the Trustees. A copy of the report is appended to the minutes. He presented the following:

- Instruction
- Our Husky Heroes
- BU Serving the Community
- New Partnerships
- Supporting Our Students
- Branding Success
- Student Success
- Hall of Fame Coach
- Construction and Renovation Projects
- Personnel Updates

**Informational Item:**

**Discontinue – Specialization Marketing and Professional Selling (Dr. Diana Rogers-Adkinson)**

Dr. Rogers-Adkinson reported that the Specialization Marketing and Professional Selling in the Zeigler College of Business will be discontinued.

**ACTION ITEMS:**

**Order of Succession Planning Resolution**

Chair Bowes made a motion to approve the following resolution:

**WHEREAS**, Board of Governors Policy 1983-14-A: *Appointing Interim and Acting Chief Executive Officers*, requires that each PASSHE university president develop and publish an Order of Succession identifying, in rank order, members of its university's executive management team who will act on behalf of the president in his/her absence; in the event the president is temporarily unable to fulfill the responsibilities of the position; or in the event there is a vacancy; and

**WHEREAS**, Board of Governors Policy 1983-14-A, *Appointing Interim and Acting Chief Executive Officers*, requires that prior to the beginning of each academic year, the president deliver the university Order of Succession Plan to the Chancellor after a resolution and vote by the university's Council of trustees; and

**WHEREAS**, the attached Order of Succession Plan, provided by the President of Bloomsburg University, lists in rank order the members of Bloomsburg University's executive management team to act on his/her behalf in his/her absence or in the event he/she is temporarily unable to fulfill his/her responsibilities, or in the event there is a vacancy;

**THEREFORE, BE IT RESOLVED**, that the Council of Trustees approves and certifies the attached Order of Succession Plan and directs the President of Bloomsburg University to deliver the Succession Plan to the Chancellor, in accordance with Board of Governors Policy 1983-14-A.

1. Dr. Diana Rogers-Adkinson, Provost and Senior Vice President of Academic Affairs
2. Ms. Claudia Thrush, Interim Chief Business Affairs Officer
3. Mr. Thomas Fletcher, Vice President for Strategic Enrollment Management
4. Mr. Erik Evans, Vice President for University Advancement
5. Mr. James McCormack, Acting Vice President for Student Affairs

Second by Trustee Edwards, the resolution for Order of Succession Planning. Denice Wengryn conducted a roll call vote that was unanimously approved.

**Academic Affairs:**

Trustee Bowes introduced Dr. Diana Rogers-Adkinson, Provost and Senior Vice President for Academic Affairs, to lead the discussion under the Academic Affairs section of the agenda.

**Health Communication Certificate Program**

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Dr. Rogers-Adkinson provided a brief summary of the Health Communication Certificate Program to the Trustees. The intended audience is working professionals in health-related fields. The program is an undergraduate certificate program with 21 credits.

Trustee Greenly made a motion to accept the Health Communication Certificate Program as presented, second by Trustee Hudock, the Health Communication Certificate Program was unanimously approved.

### **General Administration**

#### **Approval of Purchasing Activity**

Trustee Bowes asked for a motion to approve the Purchasing Activity as presented on pages 25-29 of the trustee packets. Trustee Greenly made a motion to approve purchasing activity under Act 188 in excess of \$10,000 for February 1, 2020 to April 30, 2020, second by Trustee Hudock, all votes were in favor of the purchasing activity, except one abstention, the purchasing activity was approved unanimously.

### **Student Affairs**

Trustee Bowes introduced Mr. James McCormack, Acting Vice President for Student Affairs, to lead discussion of the Student Affairs section of the agenda.

#### **Student Code of Conduct**

Mr. McCormack reviewed the Student Code of Conduct background with the Trustees. The Board of Governor's Policy 1984-13-A requires approval of the Student Code of Conduct and to have an internal process to update the policy. The Student Affairs Committee for the Council of Trustees has done a detailed review of the current Student Code of Conduct. The key changes to the current Code of Conduct include:

- New:
  - Principles of Student Organization Responsibility
  - Reporting
  - Investigation
  - Definitions
  - Fines
- RE-tooling:
  - Use of Probation
- "Housekeeping"/Restructuring
  - Sexual Misconduct/Title IX combined into one process
  - Flow More aligned with the conduct process
  - Revamp formatting – user friendly

Trustee Edwards made a motion to accept the Student Code of Conduct as presented, and second by Trustee Vasta, the changes to the document for the Student Code of Conduct were unanimously approved.

## Other Business

### Slate of Officers

Trustee Brayford made a motion to renew Chair Bowes to an additional 2-year term, second by Trustee Vasta. Denice Wengryn conducted a roll call vote that was unanimously approved.

Trustee Brayford made a motion to renew Vice Chair Vasta to an additional 2-year term, second by Trustee Hudock. Denice Wengryn conducted a roll call vote that was unanimously approved.

Trustee Brayford made a motion to renew Secretary O'Donnell to an additional 2-year term, second by Trustee Hudock. Denice Wengryn conducted a roll call vote that was unanimously approved.

### Trustee Comments

Chair Bowes expressed her gratitude to all the trustees during these unprecedented times and also recognized the faculty and staff at BU for their efforts with the spring semester change due to COVID-19. Vice chair Vasta reiterated Chair Bowes sentiments and thanked everyone as well.

Chair Bowes acknowledged the appointment of the two new trustees, Daniel Klingerman and student trustee, Colin McIntyre and ask each of them to tell the group a little about themselves. Due to COVID-19 their paperwork hasn't been completed.

Chair Bowes also welcomed and congratulated Ms. Claudia Thrush on her recent promotion.

### Adjournment

Trustee Edwards made a motion to adjourn, with no other items to be presented the meeting adjourned at 11:01 am.

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Dr. Brian O'Donnell  
Secretary

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Amanda Biddings  
Coordinator of Operations

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**PRESIDENT'S REPORT TO THE  
BLOOMSBURG UNIVERSITY COUNCIL OF TRUSTEES  
June 3, 2020**

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Below are University highlights since the Council of Trustees last met in March 2020.

**Academic Affairs**

**College of Liberal Arts**

**Academic Excellence and Enrollment**

- Jennifer Oast (History), Tina Entzminger (English), and Linda Neyer (Library) developed an articulation agreement between Clarion University and BU to enable an accelerated bachelor's to Master of Library and Information Science degree. The master's degree is sponsored by Clarion and offered online.
- The BU Forensics Team had an exceptional tournament season, culminating in winning the Collegiate Forensic Association's (CFA) 2019-2020 Championship Sweepstakes Award - the Welch-Strine Cup – at the CFA Beach Tournament held in Ocean City, MD on March 6-7, 2020. This award recognizes the Collegiate Forensic Association's most accomplished speech and debate team for the academic year. In addition to winning the overall CFA team championship, six BU students won both "Year-Long" and "Runner-Up Year-Long" Awards for being the best speaker in their particular event for the 2019-2020 year.

**College of Science and Technology**

- The department of Nursing opened a new nursing simulation lab in McCormick Center for Human Services. Made possible through the generosity of the Bloomsburg University Foundation and Geisinger Health System, the new lab features six patient care mannequins (valued at more than \$100,000, including advanced pediatric and infant mannequins).
- Dr. John Huckans (Physics Department) and James "Jimmy" Catarroja, physics and EET major, used three separate 3D printers to produce approximately 100 face shields to help in the fight against COVID-19. The face shields were transported by the BU Police Department to Geisinger Hospital in Danville.

**Zeigler College of Business (ZCOB)**

- Under the direction of Dr. Carolyn LaMacchia, four BU students – Katelyn Griffiths, Matthew Hummel, Jesse Johnson, and Jake Latchum – have collaborated to produce well over 400 pieces of personal protective equipment (PPE) on the 3D printers for the Geisinger Medical Center, local police stations, and nursing homes.
- The College is implementing a Small Business Recovery Program to provide advisement and consulting to the regional small business community to assist in the recovery from the COVID-19 pandemic.
- Dr. Christina Force and Dr. Jeremy Jeffery won the Association of Business Teaching and Research "Best Paper Award for 2020" for their research paper entitled "Exploring the Relationship Among Cumulative Credit Hours Earned, Cumulative Grade Point Average,

and Age at the Time of Testing on the Praxis II Test Scores for Business Education Students.”

- Dr. Margaret Ann O'Connor was awarded Senior College/University Teacher of the Year Award by the Association of Business Teaching and Research.
- Professional Sales major, Brittany Zipovsky, competed and placed in the top sixteen of the virtual National Collegiate Sales Competition, in which 140 competitors from 70 institutions participated.

## **Administration & Finance**

### **Spring 2020 COVID-19 Refunds**

- The Bursar's office processed \$9.7 million in student account charge adjustments for room, board, and other fees for services that could no longer be used due to campus closure on March 16 prompted by COVID-19. Over seven thousand refunds, totaling \$8.3 million, were processed between March 25 and April 1.

### **Coronavirus Aid, Relief, and Economic Security (CARES) Act Funding – Emergency Student Aid Grants**

- BU was awarded \$4.0 million in federal funding to provide emergency financial aid grants to students for expenses related to the disruption of campus operations due to COVID-19. While federal guidance provides significant discretion as how to award these funds, the legislative intent was clear to assist the students with the greatest need as quickly as possible, and also to distribute the funds as widely as possible. All emergency financial aid grants must be disbursed within one year. The majority of funding, \$3.0 million, has been disbursed via \$500-\$1,000 grants awarded to students in the estimated family contribution (EFC) range of \$0-\$13,000. A special COVID-19 fund has been established with the remainder of the funding. These funds will be distributed via an application process, with a particular focus on students that, due to the coronavirus, are required to remain at BU longer than anticipated or those that may be at risk prior to completing their degree.

### **CARES Act Funding – Institutional Portion**

- In addition to the CARES Act funding for emergency financial aid grants for students, BU was also awarded \$4.0 million in federal funding that can be used at the institution's discretion, including reimbursement for the spring 2020 COVID-19 refunds made on or after March 13, 2020. These funds will be used to reimburse University operations which were impacted most significantly by the refunds: Housing, Dining, and Health/Wellness Center.

## **University Advancement**

### **Bloomsburg University Foundation (BUF):**

- BUF closed out the “Strengthen the Pack” Emergency appeal in collaboration with the National Day of Giving on May 5, 2020. The appeal produced 241 donors and \$105,100.

- BUF received \$50,000 from the estate of the late James Slamon, a BU alumnus and former member of the BUF.
- BUF has applied and received close to \$400,000 of low interest forgivable Payroll Protection Program loans from the Small Business Administration and the CARES Act.

### Marketing & Communications:

#### Brand Implementation & Marketing Activities

- The BU brand work was recognized with a Gold “CUPPIE” Award at the College & University Public Relations and Associated Professionals (CUPRAP) annual conference in March.
- The marketing & communications team launched Web redesign as part of Phase II of brand implementation.
  - Project Kickoff – March 2020
  - Research & Discovery – April 2020
  - Phase I strategy, design, and architecture – May 2020
  - During the COVID-19 period in Spring 2020, the marketing & communications team enhanced virtual enrollment activities relating to admissions and orientation. Notably, the team overhauled the Admissions visit page (bloomu.edu/visit) and created a Virtual Visit Experience for prospective students and their families/supporters.

#### Media Coverage

- Merit stories continue to celebrate the accomplishments of our students. Year-to-date, we have awarded 42 achievements to 3,720 students, reached 647 media outlets, 558 elected officials, 657 high schools, and our positive stories have garnered 20.7 million social media impressions. Open rate is 91 percent (well above industry average).
- Top stories receiving coverage since mid-February
  - Nursing Department - using new software and mannequins to simulate clinical training feat. Kim Olszewski - Service Electric Cable TV in Danville (Channel 8) featured on show called “In Your Neighborhood”, and Sunbury Daily Item, story feat. Sue Fetterman and Kim Olszewski - WNEP and WBRE
  - 3D printers used to make PPE items for Geisinger Medical Center - feat. Todd Shawver - Service Electric Cable TV in Danville (Channel 8) featured on show called “In Your Neighborhood”
  - Brett Beck from psychology featured on WNEP-TV morning show talking about the need to stay positive during the stay at home order.

#### Alumni & Professional Engagement:

- Members of the Alumni & Professional Engagement team called 200 admitted undeclared students in April to increase deposit yields in support of institutional enrollment.
- To date, 596 unique alumni volunteered over 4,000 hours providing leadership for university boards and co-curricular experiences for BU students.
- This academic year 920 students completed academic internships. This represents an 18% increase from FY19.
- Alumni & Professional Engagement collaborated with faculty and staff in FY20 to engage 5,267 students in co-curricular experiences, which represents an increase of 12% (593 students) from the previous year.

### Enrollment Management



- BU and The Milton Hershey School entered into a memorandum of understanding to formalize and expand a partnership between the institutions in order to provide focused and sustained support to low-income, first-generation college students to enable them to persist and graduate with a degree that supports job entry and/or advanced study.
- A memorandum of understanding was reached between BU and Sussex County Community College of New Jersey, to support Sussex Honors Program graduates to transfer to BU into a baccalaureate program with a guarantee to enter Bloomsburg's Honors Program.
- Hobson's Starfish, a technology platform to support student advising, early alerts and retention, has gone live after a year of significant campus planning.
- The undergraduate and transfer admissions operations have quickly adapted to virtual recruitment activities. The team has overhauled the admissions website, where it saw the daily page visits skyrocket to over 1,000 visits per day in the month of April. The team collectively fielded over 100 virtual information sessions, connecting with nearly 1,000 students. The team members also coordinated recruitment events with academic departments. Admissions recruiters sent over 5,000 text messages and made hundreds of phone calls to potential future Huskies.
- TRIO Upward Bound, which serves low income, first generation college-bound students in grades 9-12 at eight area high schools, has been offering virtual meetings five days a week to support students in confronting challenges with virtual learning at their schools, and remaining on track in their college planning.
- The Military and Veterans Learning Community, which was established in the Fall 2019, experienced tremendous success in bonding incoming military students with each other and to the campus community. They achieved an 83% first semester retention rate, and students averaged a GPA of 3.06.
- The Military Academic Credit Review Board (MAC-RB) process has been approved by the BUCC. The new policy provides a process for the evaluation of military experience for academic credit. The credit review process is individualized to each student and is governed and facilitated by Academic Affairs. To date, 68 military students have completed the credit review process.
- The Office of Disability Services supported 335 students in transition to online learning, and have added 11 new students since the transition began. The office is working with 35 incoming students to establish services and retain their commitment to attending BU as part of the Class of 2024.

### **External & Government Relations**

- In February, Krystal Garcia, the vice president of BU's student Community Government Association (CGA), briefed Bloomsburg's Town Council on different ways the CGA was engaging with the local community, particularly through the Big Event.

### **Student Affairs**

#### **Fraternity and Sorority Life:**

- Prior to spring break in March 2020, fraternities and sororities completed their new member education process, which included the initiation of new members. After the University transitioned to remote instruction, fraternity and sorority leaders followed suit and held meetings, officer elections, and community service events virtually. Additionally, the Office of Fraternity and Sorority Life hosted weekly chapter advisor virtual meetings

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so that chapter advisors could receive the latest University updates and discuss any challenges individual members were experiencing as part of their transition to online instruction and returning home. In the Spring 2020 semester, the office increased its engagement with the BU Police and the Town of Bloomsburg's police department.

Athletics:

- Becca Cubbler, for the second consecutive year, was named to the Pennsylvania State Athletic Conference (PSAC) Winter Top 10 Team for her accomplishments in the pool and in the classroom.
- Swimming freshman Courtney Hubric capped off a sensational season by being named the PSAC Freshman of the Year, BU's first-ever recipient of this award.
- Two wrestlers – both NCAA qualifiers – earned Academic Scholar All-American honors. Redshirt senior Trevor Allard and sophomore Alex Carida were named Division I Scholar All-Americans as announced by the National Wrestling Coaches Association.
- BU's wrestling team, which ranked in the top 30 Scholar All-American teams (the Huskies finishing 23<sup>rd</sup> overall in the country with a team grade point average of 3.2183). BU was one of seven teams from the Division I Mid-American Conference (MAC) to appear in the top 30 in overall team GPA, and it finished ahead of such institutions as Duke, Brown, Oklahoma, Purdue, and Arizona State.
- Head Swimming Coach Stu Marvin, a 1978 BU graduate, was named to the Pennsylvania Aquatics Hall of Fame, part of the Class of 2020.