



COUNCIL OF TRUSTEES QUARTERLY MEETING MINUTES
Wednesday, March 4, 2020

The Bloomsburg University Council of Trustees met in the Assembly Room of Monty's at 10:00 a.m. Those in attendance:

Trustees Present:

Judge Mary Jane Bowes, Chairperson
Ms. Nancy Vasta, Vice Chairperson
Dr. Brian O'Donnell, Secretary
Ms. Amy Brayford
Mr. Ed Edwards (via conference call)
Mr. Duane Greenly
Mrs. Barbara Hudock
Mr. John Thomas, Student Trustee

Trustees Absent:

Secretary John Wetzel
Mr. Patrick Wilson
Mr. Raymond Zaborney

University Personnel

Dr. Bashar Hanna, President
Mr. Peter Kelly, Chief of Staff
Dr. Diana Rogers-Adkinson, Provost and Senior Vice President for Academic Affairs
Mr. John Loonan, Vice President for Administration and Finance
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
Mrs. Denice Wengryn, Coordinator of Special Events & Assistant to the COT, President's Office

Council of Trustees Advisors

Mr. Stephen Kokoska, President, Bloomsburg Chapter of APSCUF
Mr. Shawn Makar, President, Bloomsburg Chapter of AFSCME – unable to attend
Ms. Gretchen Osterman, President, Bloomsburg Chapter of SCUPA
Mr. Steven Lopez, President, Community Government Association (CGA) – unable to attend

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

Trustee Bowes, Chair of the Council of Trustees, 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.

Roll Call

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

Trustee Bowes welcomed Duane Greenly and Raymond Zaborney as the new trustees, unfortunately Trustee Zaborney was unable to attend. There is also one more nomination that has not been confirmed yet. Trustee Greenly thanked the trustees for their warm welcome and looks forward to working with the trustees. Trustee Bowes also thanked Trustee Thomas for his extraordinary service over the past 3 years as the Student Trustee. He did an outstanding job of representing the voice of the Bloomsburg University students on the Council of Trustees.

Public Comments

Trustee Bowes opened the meeting for public comment prior to proceeding with Approval of the Minutes. There were no public comments at this time.

Minutes of the Council of Trustees

Motion was made by Trustee O'Donnell to approve the December 4, 2019 minutes, second by Trustee Thomas, motion was unanimously approved.

Introductions

Trustee Bowes introduced and acknowledged the following individuals as being nominated and granted Faculty Emeritus status by President Hanna: Dr. George Davis, Dr. Carl Hansen, Dr. David Simpson and Dr. David Walker. Dr. Angela Hess said a few words about why Drs. Davis and Hansen should receive this honor. Dr. Peter Stine said a few words about why Dr. Simpson should receive this honor. Dr. Roesch said a few words about why Dr. Walker should receive this honor.

Trustee Bowes recognized those individuals serving on the Advisory Panel: Dr. Stephen Kokoska, Mr. Shawn Makar, Ms. Gretchen Osterman, and Mr. Steven Lopez.

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:

- Enrollment & Retention
 - Enrollment
 - First-to-Second Term Persistence
 - Enrollment by Counties
- University Highlights
 - Academic Affairs
 - Student Success
 - Enrollment Management
 - BU Giving Back
 - University Advancement / BU Foundation
- Additional Updates
 - Emergency Preparedness Active Shooter Exercise

- Arts and Administration Building

Winter Session (Mr. Tom Fletcher)

Mr. Tom Fletcher reported that the winter session consisted of 18 instructional days with 72 classes (69 of these classes were online) and also presented the following:

- Winter Session Enrollment
- Headcount Enrollment Summary by Student Level and by Class Level
- Headcount Enrollment Summary by Undergraduate Degree Headcount by College of Major
- Revenue Trend
- Salary & Benefit Expense Trend
- Revenue Less Direct Expense Trend

Strategic Planning Update (Dr. Diana Rogers-Adkinson)

Dr. Diana Rogers-Adkinson reported the Bloomsburg University has launched its Strategic Planning process and has hired Blue Beyond who is helping on a consulting role to help facilitate this process. A committee has been created along with 3 subcommittees. Blue Beyond will be on campus 3/31, 4/1 and 4/2 with open workshop sessions 3 hours long.

ACTION ITEMS:

General Administration

Trustee Bowes introduced Mr. John Loonan, Vice President of Administration and Finance, to lead discussion of the General Administration section of the agenda.

Proposed Fee Schedule 2020-2021 (Mr. John Loonan)

Mr. John Loonan discussed that there will be no room and board fee increase. Mr. Loonan is asking for a motion to approve the following:

- Dining fee increase of 2% per semester per student which is an increase of \$27/term.
- \$45/science lab fee to cover the cost of consumable lab supplies and materials
- Phase a clinical fee for Nursing BSN students at a rate of \$500/term for AY2020-21, \$750/term for AY2021-22 and \$1,000/term for AY2022-23 and thereafter to offset the cost of clinical supervisor(s) necessary to maintain accreditor student/faculty ratios for clinical education.

Trustee Bowes reported that the information was discussed by the trustees earlier and the trustees understand the burden that these increases have on the students.

Motion was made by Trustee O'Donnell to approve the proposed fee schedule 2020-2021 as presented, second by Trustee Hudock, 6 approved the increase, 2 declined the increase, the proposed fee schedule 2020-2021 was approved by unanimous vote.

Approval of Purchasing Activity (Mr. John Loonan)

Mr. Loonan asked for a motion to approve the Purchasing Activity as presented on pages 40-44 of the trustee packets. Trustee O'Donnell made a motion to approve purchasing activity under Act 188 in excess of \$10,000 for November 1, 2019 to January 31, 2020, second by Trustee Thomas, the purchasing activity was approved unanimously.



Other Business

Honorary Degree

Trustee O'Donnell made a motion to accept the one individual for an honorary degree, seconded by Trustee Brayford, motion was unanimously approved.

Student Trustee Resolution

Trustee Vasta made a motion and read the following resolution:

WHEREAS, John N. Thomas served as a student member of the Bloomsburg University Council of Trustees for the 2017 - 2020 academic years, and

WHEREAS, he has served responsibly and with integrity on various committees representing Bloomsburg University, and

WHEREAS, more importantly, he has been a positive role model for all other students,

NOW, THEREFORE, BE IT RESOLVED, that the Council of Trustees of Bloomsburg University expresses its gratitude and appreciation for his dedicated service to Bloomsburg University.

Seconded by Trustee O'Donnell, and unanimously approved.

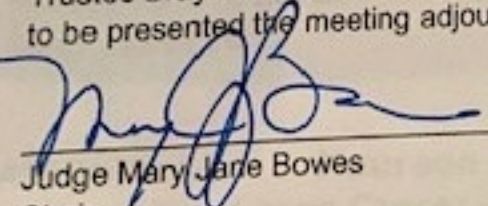
Trustee Comments

Trustee Bowes thanked Trustee Thomas for chairing the Student Trustee search. Trustee Thomas thanked the search committee for all their hard work and introduced Colin McIntyre as the individual that is being recommended to serve as the new Student Trustee. Dr. Hanna thanked Trustee Thomas for his incite and told him that he was an incredible person. Dr. Hanna also reported that Dean Aronstam is retiring as of June 5, 2020 from the College of Science and Technology and thanked him for his service.

Trustee Thomas thanked all the trustees for their support during his past 3 years, it provided him with a great opportunity, and it provided him with great memories.

Adjournment

Trustee Brayford made a motion to adjourn, seconded by Trustee Hudock, with no other items to be presented the meeting adjourned at 11:00 am.


Judge Mary Jane Bowes
Chair

Denice Wengryn
Digitally signed by Denice Wengryn
Date: 2020.06.03 11:24:27 -0400

Denice Wengryn
Coordinator of Special Events and
Assistant to the Council of Trustees

**PRESIDENT'S REPORT TO THE
BLOOMSBURG UNIVERSITY COUNCIL OF TRUSTEES
March 4, 2020**

Below are University highlights since the Council of Trustees last met in December 2019.

The University Store and Library, between Inclusive Access and Open Educational Resources, has saved students a cumulative total of \$1.1 million in course materials since this program's inception in Spring 2019.

Academic Affairs

College of Liberal Arts

- With funding from one of the first Presidential Strategic Planning Grants as well as numerous other internal and external grants, the BU Toy Library (butoylibrary.bloomu.edu), coordinated by Dr. Mary Katherine Waibel-Duncan of the Department of Psychology, is celebrating a decade of service to Bloomsburg University's academic and broader communities. An original research manuscript regarding the resource library has been accepted for publication in an upcoming edition of the American Library Association's Children and Libraries journal.
- BU Concert Choir member Melisse Brunet performed with the Northeastern Pennsylvania Philharmonic for two performances in December. BU was the only college/university to receive that invitation and professional performance experience.
- The BU Choirs' Carols by Candlelight performance was broadcast live and in numerous later re-broadcasts by SECV8 Cable. This increased the exposure of the music program at BU to a large audience beyond the audience attending the two-night sold out event.
- Professor David A. Miller (Theatre) was awarded a \$2,015.00 Project Stream grant from the Pennsylvania Council on the Arts to develop Theatrical Scenes from Danville, PA. Miller will create five original ten-minute plays inspired by the history and people of Danville, PA. Miller was named Chair of the Danville Arts Council in January.
- Leader of the Pack: Performance-based Scholarships have been created with funding from the Joan and Fred Miller Distinguished Professor of Good Work Fellowship. These scholarships will support students' pursuit of academic good work-work that is outstanding in quality, socially responsible, and personally meaningful.

College of Science and Technology

- The BU Nursing program recently celebrated multiple milestones: The undergraduate nursing program celebrated its 40th anniversary; the graduate nursing program celebrated its 30th anniversary, and the Nurse Anesthetist program celebrated its 10th anniversary.
- Martina Bennick, 2019 EGGS alumna and current biology graduate student, was selected as one of two student poster presentation winners in the Geobiology and Geomicrobiology Division at the Geological Society of America 2019 annual meeting in Phoenix, Arizona.
- Dr. Jennifer Haney, assistant professor of EGGS, has been awarded a \$49,356 grant from the Center for Rural Pennsylvania for An Examination of Recycling Programs in Rural Pennsylvania 2010-2018.

- Forensics Team won second place team sweepstakes award out of nine schools at the annual CFA/Harold Cox Wilkes University Speech and Debate Tournament from January 21 to February 1.

College of Education

- In November 2019, the National Council of Teachers held its English held their Annual Convention. Dr. Craig Young, with two colleagues from The College of William and Mary gave a keynote session, Looking in Both Directions: Past and Future Perspectives on NCTE's LGBTQ Advocacy. In addition, five BU students presented on various topics.
- Through the McDowell Institute, 109 BU students completed Youth Mental Health First Aid (YMHFA) training on January 17th prior to entering their student teaching placements. The McDowell Institute was also awarded an additional cycle of funding for 2020 in the amount of \$243,096.00 to further expand the YMHFA Institution of Higher Education Initiative. These funds were awarded from the Pennsylvania Office of Mental Health and Substance Abuse Services and Substance Abuse and Mental Health Services Administration.
- Fifteen BU/Danville Area School District Practicum students emphasized service learning by creating meaningful civic engagement and student support. Examples of projects included the creation of a new food bank program to give to students who have daily food needs, creation of educational centers for the afterschool tutoring program, and mentorship within the Girls on the Run afterschool program. A deeper understanding of student needs and connections made with school personnel, agencies, and families were a result of these service learning projects.
- On January 31, 2020, both the MEd and the Post-Baccalaureate Programs in Educational Leadership-Principal Certification received National Recognition. These programs are recognized based on the National Policy Board for Educational Administration (NPBEA) set standards of ELCC/NELP. Tom Starmack was instrumental in the submission of this SPA, with primary assistance from Lauren Fuhrman, Amy Eitzen, and the Office of Institutional Effectiveness.

Honors

- The Honors College is partnering with the Hazleton Integration Project (HIP) and the Hazleton School District in BU's effort to facilitate the education of migrant students.
 - Eleven migrant ACE students are taking a night class (Foundations of Writing) with nine Bloomsburg Honors students. While the cost of tuition is usually 25 percent, Karen Murtin (in the ACE office) has been able, with Educational Tax Credit (ETC) funds, to reduce the cost to zero. All books and transportation are covered.
 - Eight Bloomsburg University Honors students, as part of their service, are travelling to Hazleton each Saturday to help Hazleton juniors and seniors prepare for the SAT.
 - An interdisciplinary grant has been submitted to the Department of Education. One of the strengths of the grant is the linkage between the University, the target migrant community, and local businesses, public servants, and organizations. Among those who wrote in support:
 - Congressman Matt Cartwright
 - HIP Director Bob Curry
 - Mr. and Ms. Matthew Zoppetti, who committed a quarter of a million dollars (in housing) to the project.
 - Joe Maddon, Los Angeles Angels manager and Hazleton native.

Administration & Finance

- Dozens of employees from all areas of the campus community participated in an active shooter exercise on February 1, 2020. The day-long live exercise tested our police response to an active shooter on campus and the recovery of university operations following such an event. The University Emergency Operations Plan and Emergency Operations Center were activated and tested for the drill. Over 25 Bloomsburg University students participated as actors in the scenario. In addition to BUPD, students and staff, including the President's Cabinet, over 120 individuals from Columbia County EMA, Local and State Police, SWAT, US Dept. of Homeland Security, Geisinger EMA and GMC Danville, FEMA, and PEMA participated in the exercise.

University Advancement

Bloomsburg University Foundation:

- As of 12/31/19, BUF has received \$14,082,238 in New Gifts and Pledges compared to \$4,291,274 at this same point last year.
- Significant gifts received this academic year include:
 - A \$10M gift in support of athletics from alumnus Steph Pettit '89. In recognition of Steph's generous gifts, we will name and dedicate the Pettit Athletic Complex at Homecoming on October 24th.
 - A \$1.5M gift to establish the Diehl Center for Law School Preparation from alumnus Craig Diehl. Since establishing the Diehl Center, Bloomsburg University and the University of Pittsburgh School of Law have entered into an agreement that will allow qualified students to earn both an undergraduate degree and a law degree in six years, saving a full year of time and costs.
 - A \$500,000 gift from Beth and Michael Boguski '85 to support Professional U (experiential learning opportunities) for students. In recognition of this gift, and continued support of the student experience, Bloomsburg University named the Dean's Suite in the Zeigler College of Business in their honor.
 - As of 12/31/19, BUF has received \$908,122 in Annual, Immediate Use Giving compared to \$826,040 at this same point last year, and \$6,534,781 in Estate Intentions compared to \$3,412,232 at this same point last year.
- BUF engaged with Ologie to complete a study of donor perceptions and acceptance of the Henry Carver Fund. The purpose of the study is to evaluate donor perceptions of fund use and test and develop new messaging and donor segmentation to improve response rates and increase immediate use funds. Ologie will also evaluate potentially renaming and relaunching the Henry Carver Fund to align with study findings and BU's brand standards.

Marketing & Communications:

Brand Implementation & Marketing Activities

- The brand work has been nominated for multiple industry awards both from BU and Ologie submissions.
- Web redesign as part of Phase II of brand implementation has begun - we have identified the partner firm and contracting has commenced. We anticipate kicking off the project in March.

Media Coverage

- For the fall semester Merit, the tool that helps promote the successes of our students, generated more than 17.7 million positive social media impressions, recognizing more

than 2,000 students, and reached a significant number of high schools, legislators, and hometown newspapers. Over the previous two completed academic years, we saw 974% growth in social media impressions, 186 % growth in number of high schools reached, 82% growth in elected officials reached, and the number of hometown newspapers reached grew 61%.

- BU received \$165,000 in earned media attention in the fall semester with the most significant positive results focused on the Allentown School District admission agreement, the Fraternity and Sorority Life update, and the Steph Pettit \$10 million gift.

Alumni & Professional Engagement:

Diversity and Inclusion Expo

- On February 5 BU hosted the first ever Diversity and Inclusion Expo. Thirty-one employers seeking to diversify their workforce were on campus to speak with students who identify as LGBTQ, women, Veterans, African American, Latino, and other ethnically and culturally diverse underrepresented populations. Seventy students, including students from Kutztown University, engaged with employers such as PPL, Travelers, Vanguard, Eurofins, Hershey Entertainment and Resorts, and the U.S. Department of State.

Co-curricular experiences

- 94% of first-time fall freshmen completed the Focus 2 compared to 91% of first-time fall freshmen last year. Focus 2 is a career and personal assessment tool connecting student interests and skills to majors and career paths.
- 6,604 students engaged in Professional U curricular and co-curricular experiences in the Fall semester compared to 5,944 students in the Fall semester last year.

Increase Annual Gifts and Pledges/Increase Henry Carver Fund

- Members of the BU Alumni Association Board of Directors donated a \$2,000 challenge in support of the Giving Tuesday in November. The Alumni Board challenge resulted in 103 gifts and 17 new donors.

Enrollment Management

- On January 22, 2020, the University of Pittsburgh School of Law hosted a Bloomsburg University delegation for a signing ceremony to mark the official 3+3 agreement between the two schools which will allow qualified students the opportunity to earn an undergraduate degree and law degree in six years.
- Bloomsburg University and Shikellamy School District entered into a Guaranteed Admission Agreement to facilitate the enrollment of Shikellamy graduates at Bloomsburg University.
- BU's Winter Session enrolled, 2019-2020, enrolled 1,121 students, with close to 90% of the students being undergraduates. A total of 72 course sections were offered, with 69 sections being delivered in an online format. The net revenue achieved for winter session was slightly over \$1 million.
- Bloomsburg University and Sussex County Community College in New Jersey have signed a Guaranteed Admissions Agreement whereby students who complete the requirements for any Associate of Applied Science, Associate of Science, or Associate of Arts Degree at Sussex will be guaranteed admission and full junior standing at Bloomsburg to the Bachelor of Applied Science Degree program in Technical Leadership.

- A Financial Aid Night was co-hosted by the Financial Aid and Admissions teams as an opportunity to yield additional students for the Class of 2020. Over 50 high school seniors and their supporters attended the first program.
- Despite a diminishing first-year admissions funnel based on declining high school graduates, the recruitment team remains optimistic with a yield on first-year offers of admission that is tracking at a five-year high. The yield rate on transfer students is also at a five-year high.
- Our targeted increase in graduate enrollment will be assisted this year with the launch of an online MBA program, and the expanded marketing outreach for the Master of Science in Information Technology program, another online program.
- A local planning committee, led by Dr. Shavonne Shorter, is analyzing the results of the initial Jump Start program from 2019. The committee is developing the planned delivery of this year's Jump Start program for first-year students.
- Institutional data demonstrated that students on academic probation in both the Colleges of Liberal Arts and Zeigler College of Business were retained at higher levels in comparison to the other colleges, through the intervention services provided as a pilot program that assigned a Student Success Specialist to support students in those colleges. Based on the success of this pilot program, three full-time Student Success Specialists have now been hired to support each college, and specifically the undeclared student population.
- As a strategy to increase retention, a Pathways to Success course was created for reinstated students. Thirty-six students were originally enrolled in the course in the fall; of those 36, 22 students remain enrolled for spring semester, or a retention rate of 61%.

External & Government Relations

- Mass Communications students are making websites this spring semester for local organizations, non-profits, churches, and small businesses. The project is a win-win that provides clients with a new website or updates to an existing website free of charge while giving our students a valuable learning opportunity. Any business or organization interested in this opportunity can contact faculty member Dennis Frohlich at dfrohlic@bloomu.edu or at 701-541-3608 by Friday, March 6.
- Bloomsburg University (BU), Penn College of Technology (PCT), and SEKISUI SPI have partnered together on a living and learning internship experience to take place in Summer 2020. Students from both BU and PCT will be interviewed for nine internship slots at SEKISUI SPI with learning experiences in sales, marketing, people and culture, IT, R&D, production, and more. Chosen applicants will live, work, and innovate together throughout the summer in a collaborative collision space of students from both institutions.
- Since launching last year, over 300 community members have signed up to receive "On the Hill", BU's community newsletter that compiles all public events happening on campus in a single, monthly email. Signing up is now even easier and can be done anytime online by visiting bloomu.edu/on-the-hill.

Student Affairs

Greek Affairs:

Complete overhaul from Greek Affairs to Fraternity and Sorority Life - Communication and practical exercising of new community standards have begun.

Student Affairs Division review:



Conduct a comprehensive review and assessment of the current Student Affairs Division - Coordination for three-day review with total of 34 hours of meeting scheduled for February 10-12, 2020. Plan is inclusive of fourteen individual and fifteen non-student group meetings spanning all divisions scheduled along with four student groups with outreach to 120 student leaders.

Campus Dining:

Increase first-to-second-year retention by 1 – 2% - Campus Dining Incorporated released the results of the fall 2019 State System Dining Service Satisfaction survey. Bloomsburg University ranked best in 6 of 8 categories of universities surveyed and ranked double-digits better than the aggregate value in all 8 categories. Categories we did not rank best, “hours of operation” is university controlled and “availability of Healthy option” is already being addressed with the anticipated release of ARAMARK’s “True Balance” program. The program addresses seven of eight food allergies (locally we will address all eight). While the program focuses on allergens, the net benefit in eliminating the allergens results in a healthier menu. We are looking to launch “True Balance” later this semester after all required items arrive on campus.

Athletics:

The Bloomsburg University Wrestling team achieved a perfect 1000 Academic Progress Rate for the academic year 2018-19 compared to 938 in 2017-18. The APR is a numerical score derived from the number of student-athletes who remained NCAA eligible each semester of an academic year, and were retained at the University.