



COUNCIL OF TRUSTEES QUARTERLY MEETING MINUTES
Wednesday, October 7, 2020

The Bloomsburg University of Pennsylvania Council of Trustees held their Quarterly meeting on October 7, 2020, at 10:07 a.m. The trustees met in the Assembly Room of Monty's. The public participated via the Zoom Webinar link provided, in accordance with safety precautions given the current COVID-19 restrictions and current social distancing guidelines. Those in attendance:

Trustees Present via Zoom – Voting Members:

Judge Mary Jane Bowes, Chairperson
Ms. Nancy Vasta, Vice Chairperson
Dr. Brian O'Donnell, Secretary
Ms. Amy Brayford
Mr. Ed Edwards
Mr. Duane Greenly
Mr. Daniel Klingerman
Mr. Colin McIntyre
Mr. Raymond Zaborney

Trustees Absent:

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, Associate Vice President, Student Development and Campus Life
Mr. Tom Fletcher, Vice President for Student Success and Enrollment Services
Mr. Erik Evans, Vice President for University Advancement
Ms. Amanda Biddings, Coordinator of Operations

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. Brianna Vera, President, Community Government Association

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Pledge of Allegiance

In accord with House Resolution Number 32, Trustee Bowes requested everyone to 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 the new Board of Governors Policy 2020-02 - Amorous Relationships.

Roll Call

Chair 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

Chair Bowes opened the meeting for public comment before proceeding with Approval of the June 3, 2020 Minutes. There were no public comments at this time.

Minutes of the Council of Trustees

A motion was made by Trustee O'Donnell to approve the June 3, 2020 minutes, seconded by Trustee Edwards; the motion was unanimously approved.

Introductions

Chair Bowes recognized those individuals serving on the Advisory Panel: Dr. Eric Hawrelack, Mr. Shawn Makar, Ms. Gretchen Osterman, and Ms. Brianna Vera.

Chair Bowes introduced and acknowledged the following individuals as being nominated and granted Faculty Emeritus status by President Hanna: Dr. Laura Davis, Dr. Gary Robson, Dr. Ghassan Ibrahim.

NEW BUSINESS

Informational Items:

Chair Bowes introduced Dr. Bashar Hanna, President, to provide the President's Report.

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:

- Retention Update
- University Highlights.
- Student Success
- Community Engagement

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- Campus Facilities Update

Chair Bowes introduced Mr. Tom Fletcher, Vice President for Student Success and Enrollment Services, to provide an update on Summer and Fall Enrollment.

Summer and Fall Enrollment Update (Mr. Tom Fletcher)

Mr. Fletcher presented the following:

- Summer Sessions Comparison 2016-2020
- Undergraduate Headcount by Class Level
- Summer Expense and Revenue 2016-2020
- Fall 2020 Enrollment Update
- Headcount Enrollment vs. F.T.E. Enrollment 2016-2020
- Undergraduate and Graduate Headcount by Academic Load
- Undergraduate Continuing Students by Academic Load
- New Students and Non-degree Headcount by Academic Load

Chair Bowes introduced Mr. Eric Evans, Vice President for University Advancement, to provide an update on University Advancement and the BU Foundation Impact Report.

University Advancement / BU Foundation Impact Report

Mr. Evans presented the following:

- FY 2020 Impact and Results as of June 30, 2020
- Significant Gifts
- Growing Endowment and Support
- Creating Opportunities
- Financing Success
- Career and Professional Development
- Internships and Employers
- Alumni
- Marketing and Communications

Chair Bowes introduced Dr. Rogers-Adkinson, Senior Vice President for Academic Affairs, to present a new certificate. **Academic Affairs: New Certificate: Graduate Certificate in Medical Leadership Program**

Dr. Rogers-Adkinson introduced Dr. Brandon Lang, who reported on the new Graduate Certificate in Medical Leadership. A summary was provided on the Medical Leadership program goals, classes, and course sequence. Program benefits were reviewed, as well as the long-term program goals.

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ACTION ITEMS:

TRUSTEES:

Non-Instructional Emeritus and Manager Emeritus

A motion was made by Trustee Brayford to approve Ms. Debbie Coleman, Mr. Lloyd Fields, Jr., Elizabeth Grabowski, Ms. Melanie Mills, and Mr. Raymond Yorks for Non-Instructional Emeritus, according to Policy 8761. Trustee Vasta seconded the motion; the motion passed unanimously.

A motion was made by Trustee Brayford to approve Mr. Wayne Mohr and Ms. Karen Slusser for Manager and Administrator Emeritus, according to Policy 8760. Trustee Edwards seconded the motion; the motion passed unanimously.

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.

New Degree Program: Bachelor of Fine Arts in Art Studio Degree

Dr. Rogers-Adkinson introduced Dr. Meredith Grimsley, who provided a summary of the new Bachelor of Fine Arts (BFA) in Art Studio Degree to the trustees. Dr. Grimsley highlighted the benefits of the professional degree and the careers available to those graduates of the BFA program.

Trustee Brayford made a motion to accept the Bachelor of Fine Arts in Art Studio Degree as presented. Trustee Vasta seconded the motion; the Bachelor of Fine Arts in Art Studio Degree was unanimously approved.

New Graduate Degree: Master of Social Work

Dr. Rogers-Adkinson introduced Dr. Shayne Janes, who provided a summary of the new Master of Social Work (MSW) to the trustees. Dr. Janes detailed the development process for the new degree and reviewed the market analysis that took place during the development stage. Program features were highlighted, such as the integrated field experience. Future PASSHE inter-campus collaboration was discussed as a future goal for the MSW degree.

Trustee Brayford made a motion to accept the Master of Social Work as presented. Trustee O'Donnell seconded the motion; the Master of Social Work was unanimously approved.

General Administration

Trustee Bowes introduced Ms. Claudia Thrush, Interim Chief Business Affairs Officer, to lead the discussion of the General Administration section of the agenda.

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Approval of Purchasing Activity (Ms. Claudia Thrush)

Ms. Thrush asked for a motion to approve the Purchasing Activity as presented on pages 38-43 of the trustee packet. Trustee O'Donnell made a motion to approve purchasing activity under Act 188 in excess of \$10,000 for May 1, 2020, to July 31, 2020, second by Trustee Edwards, with eight votes in favor of the purchasing activity motion, and one abstention by Trustee Brayford, the purchasing activity was unanimously approved.

2020-2021 Budget Approval (Ms. Claudia Thrush)

Ms. Thrush presented the following Educational and General Operations (E&G) Budget for approval (see page 44 of the trustee packet):

- E&G Operations Budget FY 2020-2021
- Key Assumptions FY 2020-2021
- Variance Highlights FY 2020-2021

Ms. Thrush asked for a motion to accept the 2020-2021 budget as presented. Trustee O'Donnell made a motion to accept the 2020-2021 budget as presented; second by Trustee Greenly, the 2020-2021 budget motion passed unanimously.

Other Business

COT Meeting Calendar 2020-2021

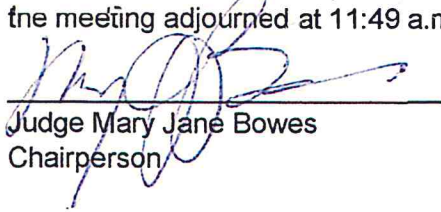
Trustee Bowes noted the Council of Trustees meeting calendar for 2020-2021 provided in the trustee packet on page 37.

Trustee Comments

Chair Bowes voiced her appreciation for all BU faculty and staff for providing the best education possible for students. She thanked President Hanna for leading the integration discussion and working hard on behalf of Bloomsburg University. Chair Bowes had the opportunity to meet with the APSCUF executive group earlier in the week and expressed her interest in continuing open communication lines around the integration process. Lastly, she expressed her thanks for the student trustee, Mr. Colin McIntyre, for his participation in the committee.

Adjournment

With no other items to be presented to the Council, Trustee Edwards made a motion to adjourn; the meeting adjourned at 11:49 a.m.



Judge Mary Jane Bowes
Chairperson



Amanda Biddings
Coordinator of Operations

**PRESIDENT'S REPORT TO THE
BLOOMSBURG UNIVERSITY COUNCIL OF TRUSTEES
October 7, 2020**

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

Academic Affairs

College of Liberal Arts

- Steven D. Hales, professor and chair of the Department of Philosophy, has published his 11th book, *The Myth of Luck: Philosophy, Fate, and Fortune* with Bloomsbury Academic.

College of Science and Technology

- BU's chapter of Beta Beta Beta (Tri-Beta), the national biological honor society, was awarded the Lloyd M. Bertholf Award as the nation's Outstanding Chapter for the 2018-19 academic year. The group is advised by faculty members Abby Hare-Harris and Cynthia Surmacz. Beta Beta Beta was established in 1922 and now has over 430 chapters across the United States, and its mission is to stimulate scholarship, disseminate scientific knowledge, and promote biological research.
- Nelson Maher and Austin Pasquel, two BU students who are both digital forensics majors, finished one-two at the Pennsylvania National Guard Wi-Fighter Challenge on Friday, April 24. The event was part of the third annual Cyber Security and Digital Forensics Conference hosted by the Pennsylvania National Guard. Maher and Pasquel, both of Nazareth, competed against more than 70 other contestants from 11 states.

Zeigler College of Business

- Daniel Gaydon, an instructor in the Department of Accounting instructor, was awarded the 2020 Lybrand Silver Medal for his co-authored article "SEC Whistleblower Program Continues to Expand." This award is presented by the Institute of Management Accountants for the top three manuscripts, as determined by the editorial advisory committee of the journal, *Management Accounting Quarterly*.
- Dr. Dina Clark, Associate Professor in the Department of Accounting, was awarded a grant by the U.S. Russia Foundation for her work "Business Ethics Course at BUP and the Vladimir State University."
- Two faculty members within the Zeigler College of Business were promoted to Associate Professor: Dr. Dina Clark, Department of Accounting; and Dr. Thomas Tanner, Department of Marketing & Professional Sales.

College of Education

- Faculty in the College of Education have worked with the Milton School District to develop a "future teachers" club that will connect K-12 students with COE faculty, students, and programs. A major goal of the project is to develop a pipeline for teacher candidates enrolling at BU and, eventually, returning to Milton as teachers.

- Faculty in the Teacher Preparation Program are learning to use new technologies to facilitate remote supervision of student teachers. This will help ensure that these students graduate on time, and keep supervisors and schools from being exposed to unnecessary health risks.

Administration & Finance

- Bloomsburg's procurement team, under the leadership of Mr. Jeff Mandel, Director of Procurement and Operations, has successfully provided procurement services to other universities within the State System since 2018, resulting in more efficient and cost-effective services. Recently, the Chancellor's Executive Leadership Group (ELG) approved the development of a formal Regional Procurement Shared Services model as part of an overall Procurement Shared Services strategy that covers both regional procurement (Eastern and Western regions) and strategic sourcing. This type of model leverages the collective power of the State System to serve all its institutions and the Office of the Chancellor. Procurement shared services will be governed by the System universities with a mission to work collaboratively to deliver services that improve efficiencies and reduce costs to better serve our students and employees. The first phase of the Eastern Region Procurement Office (ERPO) began on October 1, 2020 and will include BU and the four universities for which it currently provides shared services (Kutztown, Mansfield, Millersville, and Shippensburg). Mr. Mandel, who will serve as the ERPO Director, and the six procurement staff currently employed by Bloomsburg University will become employees of the Shared Services Center and Bloomsburg, along with its regional partners, will transition to a fee for service arrangement with Procurement Shared Services.

Athletics

- In September 2020, student-athlete Alex Findura was named to the Allstate American Football Coaches Association (AFCA) Good Works Team. The Allstate AFCA Good Works Team was established in 1992 by the College Football Coaches Association to recognize extra efforts by players and student support staff off the field. AFCA became the governing body of the award in 1997 and continues to honor players who go the extra mile for those in need.

External & Government Relations

- DRIVE Economic Development, on which Bloomsburg University has a board leadership role, reformed its bylaws and welcomed Northumberland, Snyder, and Union counties. Joining the existing partners of Columbia and Montour counties, each of the new partners is contributing \$250,000 to DRIVE Economic Development, which will be used toward economic development investments and opportunities in the new five-county region.
- In August 2020, Bloomsburg Mayor Bill Kreisher joined Bloomsburg University President Bashar Hanna to celebrate the completion of Bloomsburg's gateway signage project. The



costs for this joint collaboration (five new gateway signs in town) were shared 50/50 between the Town of Bloomsburg and Bloomsburg University.

- In August 2020, BU wrestling coach Marcus Gordon and the wrestling student-athletes teamed up with business owners and volunteers from Downtown Bloomsburg, Inc. to remove 1.5 tons of rocks from 116 West Main Street in preparation for a temporary outdoor seating area for the fall.
- The Town of Bloomsburg and the Bloomsburg Public Works Department collaborated by hanging a new “Welcome Back BU Students” banner on the front façade of the Bloomsburg Town Hall at the start of the fall semester. The COVID-19 pandemic has created challenging times for all, but this gesture of goodwill underscored the community’s interest in the University’s success.

Student Success and Enrollment Management

- The Division of Student Success and Enrollment Services was established in July 2020. The new division comprises many of the offices that were housed in two previously existing divisions: the Division of Student Affairs; and the Division of Strategic Enrollment Management.
- The Advanced College Experience (ACE) program achieved a 28% increase in student enrollment for the Fall 2020 semester as compared to the Fall of 2019. Total headcount enrollment this semester is 298 students. The students are comprised of high school juniors and seniors from 21 regional school districts that participate in the partnership with BU.
- BU and Bucks County Community College (Bucks) have established a program-to-program Guaranteed Admissions Agreement for students who complete an Associate of Science Degree in Environmental Science at Bucks. Those graduates will enter BU with full junior-level standing in the Bachelor of Science Degree in EGGS: Environmental GeoScience track.
- The Residence Life team trained 11 Graduate Hall Directors and 131 Community Assistants in preparation for the Fall 2020 semester opening. The training for these students focused heavily on safety protocols and procedures in response to COVID-19.
- Student Success Specialists hosted six virtual, college-specific kickoff meetings with students on academic probation and conducted over 700 meetings with 238 at-risk students. Academic advisors worked with over 1000 undeclared students and, since Fall 2019, successfully moved 336 undeclared students to declared majors.
- Online applications to participate in Learning Communities increased by 30% from fall 2019 to fall 2020. Currently 411 students actively participate in Learning Communities. Peer mentor training successfully shifted to online. Mentor training was inclusive of all first-time, first-year peer mentors, that included Learning Communities, First-Year Seminar, and Emerging Scholars programs.

- The New Student Orientation Office enhanced engagement with incoming students after securing an enrollment deposit to attend BU. This expanded team effort included the Offices of Admissions, Marketing and Communications, and Alumni and Professional Engagement. Community Assistants and 75 Husky Orientation Week Leaders (HOWLs) welcomed incoming students living on campus for the longest Welcome Week in recent memory. Welcome Week activities and workshops were expanded from a 3-day schedule to a 5-day schedule to accommodate a smaller number of students who arrived on campus each day due to social distancing requirements.
- The Woman's Resource Center was awarded a \$30,000 grant through Governor Wolf's office to "Prevent and Address Sexual Misconduct" on campus. The grant provides private self-defense instructor certification from The Rape Aggression Defense System for BU's Police Department and The Women's Resource Center. The deliverables for the grant are to create a high-profile educational campaign to further BU's efforts to meet its commitment to end sexual assault.
- A successful recruitment strategy that impacted the incoming class of 2020 was realized in BU's nursing program. The admissions team offered institutional scholarships to targeted underrepresented students applying to nursing. We have had great success in recruiting an academically talented and diverse class of nurses for 2020. In 2018, our nursing cohort had 1 underrepresented student, and in 2019, we had 5 nursing students of color. This year a total of 18 underrepresented nursing students have been enrolled.
- The admissions team has increased its volume of campus visitations for prospective students due to the need to practice social distancing requirements. For the period of June 1 to September 1, we hosted 80 campus visits, compared to 54 visits for the same time period in 2019. In addition, to attract as many prospective students to the university, the team has partnered with academic departments and offices across campus to host 118 Zoom and virtual BU recruitment events, which were not part of the recruitment strategy prior to COVID-19.

University Advancement

- The Dr. Maryan G. McCormick Serenity Garden was dedicated on September 27, 2020 in a virtual event. The Serenity Garden, located near the Haas Center for the Arts, was a gift from McCormick's two sons, David and Douglas, and their families. McCormick is the wife of former Bloomsburg University President James H. McCormick, who served as BU's leader from 1973 to 1983 and as the State System's first Chancellor from 1983 to 2000. Both McCormicks happily took part in the surprise dedication ceremony, along with family and friends.



- Closed the year with \$15.8 million in new gifts and pledges, paid \$3.2 million in scholarships and program support to BU, which includes reaching a record high of \$1.7 million in scholarships paid, impacting 13% of the student population
- For FY21 the Foundation closed a \$1 million estate intention from an alumnus living in Colorado to benefit swimming student-athletes
- Achieved another unqualified opinion on the Bloomsburg University Foundation audit

Marketing & Communications

Brand

- Received Graphic Arts Association - "Best of Category" award: Magazines & Publications for Admissions Viewbook
- The 2019-2020 paid media plan achieved 26,200,000 impressions, and met or exceeded higher education benchmark analytics for click-through-rates. This first year of an annualized marketing plan spanning the entire fiscal year set the benchmark for measurement in 2020-2021.

Social Media

- Social Media audience growth averaged 14% across all platforms. The average growth across all platforms in 2019 was 11.8%, with 18.6% growth year over year. The higher education benchmark for annual growth is 2.5%.
- Merit stories of student achievements led to 40,500,000 social media impressions (16,000,000 impressions in 2019, 64% growth year over year) with positive student stories and media exposure reaching students, parents, hometown newspapers, high schools, and government representatives.

Alumni & Professional Engagement:

- BU Alumni Board members donated over \$10,000 to the BU Foundation in FY19. This is a 20% increase from the previous fiscal year
- The Alumni Association repurposed \$80,000 from the alumni reserve to support new student recruitment with the newly established BU Alumni Association Academic Promise scholarships