

CU SENATE MEETING

AGENDA

Meeting Minutes

Meeting Date: September 14, 2023

Session: AY 2023-24, Meeting I

Time: 4 pm

Location: Via Zoom: <https://commonwealthu-edu.zoom.us/j/95071406625?pwd=am5RMmJlNmVNIQ1VwUTFNVUIvYUE4QT09&from=addon>

Attendance: Appendix A in notes

- I. Call to order
 - A. Jonathan Rothermel called the meeting to order at 4:02pm
- II. Welcome
- III. CU Interim Policy Review Process
 - A. Jonathan Rothermel reviewed the plan for moving policies from interim to permanent status during the upcoming academic year – this will involve assignment of interim policies to the relevant Standing Committee, prioritization and review by each committee, and an initial batch brought forward to the February 2024 Senate meeting for 1st reading. Brooke Harlowe noted that some policies may need to be distributed to more than one committee for work.
- IV. Committee Reports
 - A. Academic Policy Committee
 1. Brooke Harlowe reported – Met in spring, working on filling remaining vacancies for the committee
 - ii. Enrollment Management Subcommittee
 1. Chris Lapos reported – Met in May/August – elected chairperson. New policy expected for February meeting
 - iii. Information Technology Subcommittee
 1. Matt McKeague (chair) reported – Met in Spring & earlier this September – terms of membership, implementing surveys, created bylaws
 - B. Advancement Committee
 1. Erik Evans reported – elected chair: Jason Genovese, staggered terms and processes, 2 policies expected for February meeting
 - C. DEI Committee
 1. Chris Cummings (interim chair) reported – Met in May/Sept - filling vacancies, working on support and processes
 - D. Finance Committee
 1. Tim Shuey spoke – Met in May & earlier this September – elected Dina Clark chairperson, terms of membership, other action items
 - E. Student Success and Campus Life Committee
 1. Maegen Borzok spoke – Met 2 times – elected Holly Jackson as chair, terms of membership, filling vacancies, created bylaws, policies on student exempt
 - ii. First Year Experience Subcommittee

1. Jennifer Demchak spoke – Met in spring/summer – elected Rebecca Willoughby, Chair, discussed FYS and FYE events

F. Elections Subcommittee

- i. The Elections Subcommittee will begin meeting soon to prepare for Spring elections

V. University Branding Presentation (Bill Walker, Interim Chief Communications and Marketing Officer)

- A. Reviewed branding guidelines, logo usage, wording and mascot usage, etc.
- B. Appendix B in notes

VI. Endorsement Vote of CU Strategic Plan (Dr. Cori Myers, Associate Vice President of Institutional Effectiveness)

- A. Dr. Cori Myers reviewed the strategic plan and any changes made
- B. Plan was reviewed at Local Assemblies this past Spring
- C. Motion to vote for Strategic plan – Motion made by Mark Decker, Eric Hawrelak 2nd the motion – carried.
 - i. Voting Reactions: 43 for, 1 against, 1 abstain (I had that 4 abstained -DK)
 - ii. Motion Approved
- D. Appendix C in notes

VII. Remarks for the Good of the Order

- A. Jonathan Rothermel – Pickleball clinic next Thursday September 21st at Mansfield
- B. Eric Hawrelak – Spoke about need for an online process by which departments can run their own elections in a safe and secure manner
- C. Gretchen Osterman – Shared information on this year’s Mid Atlantic LGBTQA conference
- D. Charles Morgan – Recommendation to use polls for voting
- E. Carina Howell – Concern about old/non-active social media pages.
 - i. Bill Walker noted that Marketing & Communications is aware
- F. Charles Morgan – Question about new shuttle bus on LH campus
 - i. Stacy Wagner confirmed this is a loaner bus
 1. Brooke Harlowe – raised concerned about the front of it saying Bloomsburg University
 2. Stacy Wagner to address concern

VIII. Adjournment

- A. Jonathan Rothermel adjourned meeting at 5:02pm

Upcoming Fall 2023 Meetings

- CU Senate Meetings @4 pm via Zoom: Thursday, 11/9
- CU Senate Executive Committee Meeting @4 pm via Zoom: Thursday, 11/2
- Bloomsburg Assembly @3 pm location TBD or via Zoom: Wednesday, 10/11
- Lock Haven Assembly @ 3 pm location TBD or via Zoom: Wednesday, 10/11
- Mansfield Assembly @ 4 pm in 163 Butler or via Zoom: Thursday, 10/19

APPENDIX A - UNIVERSITY SENATE

MEMBERSHIP LISTING

Senate Position	Name	University Title	University Email	9.14.23 Meeting Attendance
OFFICERS				
CU Senate President/Mansfield Assembly President:	Jonathan Rothermel	Associate Professor Political Science	jrotherm@commonwealthu.edu	X
CU Senate Vice President/Bloomsburg Assembly President	Mark Decker	English Professor Department Chair	mdecker@commonwealthu.edu	X
CU Senate Associate Vice President/Lock Haven Assembly President	Rick Goulet	Associate Professor History - Political Science	rgoulet@commonwealthu.edu	X
Bloomsburg Assembly Vice President	Doreen Jowi	Communication Studies - Associate Professor	djowi@commonwealthu.edu	X
Lock Haven Assembly Vice President	Robert Sandow	Professor History - Political Science	rsandow@commonwealthu.edu	X
Mansfield Assembly Vice President	Brad Lint	Associate Professor - Academic Enrichment	blint@commonwealthu.edu	X
ADMINISTRATORS				
CU President	Bashar Hanna	CU President	bhanna@commonwealthu.edu	X
CU Senior Vice President, Academic Affairs	Diana Rogers-Adkinson	CU Senior Vice President, Academic Affairs	drogers@commonwealthu.edu	X
CU Vice President, Advancement	Erik Evans	CU Vice President, Advancement	eevans@commonwealthu.edu	X
CU Vice President, Enrollment Management	Stephen Lee	CU Vice President, Enrollment Management	slee@commonwealthu.edu	
CU Vice President Fiscal Affairs	Tim Shuey	CU Vice President Fiscal Affairs	tshuey2@commonwealthu.edu	X
CU Vice President Student Success and Campus Life	Marty Wygmans	CU Vice President Student Success and Campus Life	mwygmans@commonwealthu.edu	X
CU Vice President University Affairs	Suzanne Williamson	CU Vice President University Affairs	swilliamso@commonwealthu.edu	X
AT-LARGE CAMPUS SENATORS (FACULTY, STAFF, COACHES)				
At-Large Staff Senator - Bloomsburg	OPEN			
At-Large Staff Senator - Lock Haven	OPEN			
At-Large Staff Senator - Mansfield	Amy DeLozier	Director of Student Recreation Center	aletts@commonwealthu.edu	X
At-Large Faculty Senator - Bloomsburg	Barry Minemyer	Associate Professor Mathematics	bminemyer@commonwealthu.edu	X
At-Large Faculty Senator - Lock Haven	Jody Russell	Professor Athletic Trainer Education	jrusse3@commonwealthu.edu	X
At-Large Faculty Senator - Mansfield	Xia Zhou	Assistant Professor - Marketing & Communications	xzhou@commonwealthu.edu	X
At-Large Senator - Clearfield	Curtis Grenoble	Associate Professor - Physician Assistant Department Chair	cgrenobl@commonwealthu.edu	X
At-Large Coach Senator - Bloomsburg	Michael Collins	Bloomsburg Head Coach, Baseball - Athletics	mcollin2@bloomu.edu	
At-Large Coach Senator - Lock Haven	OPEN			
At-Large Coach Senator - Mansfield	OPEN			
2 STAFF/MGT SENATORS FROM EACH NONACADEMIC DIVISION				
Non-Academic Division/Advancement Staff Senator	Nichole Lefelhoc, Mansfield	Director Career Services	nlefelhoc@commonwealthu.edu	X
Non-Academic Division/Advancement Staff Senator	Lynday Michaels, Bloomsburg	Assoc VP Alumni Professional Engagement	lmichael@commonwealthu.edu	X
Non-Academic Division/EM Staff Senator	Robin Rockey, Lock Haven	Project Manager for EM/SA	rrockey@commonwealthu.edu	X
Non-Academic Division/EM Staff Senator	Denise Davey, Mansfield	Financial Aid	ddavey@commonwealthu.edu	
Non-Academic Division/FA Staff Senator	Julie Cimino, Mansfield	Student Billing Office Manager	jcimino@commonwealthu.edu	X
Non-Academic Division/FA Staff Senator	Madison Beck, Bloomsburg	Accountant/Budget Analyst	mbeck@commonwealthu.edu	X
Non-Academic Division/SSCL Staff Senator	Emmy Borst, Lock Haven	Executive Director of Student Success	eborst@commonwealthu.edu	X
Non-Academic Division/SSCL Staff Senator	Luke Betley, Bloomsburg	Academic Advisor	lbetley@commonwealthu.edu	X
Non-Academic Division/UA Staff Senato	Daymon Adams, Bloomsburg	Director of Solutions	dadams@commonwealthu.edu	X
Non-Academic Division/UA Staff Senator	Kenny Hall, Lock Haven	Executive Director of DEI LO	khall3@commonwealthu.edu	X
ACADEMIC DEPARTMENT AND UNIT SENATORS				
Accounting and Business Law	OPEN			
Anthropology, Criminal Justice, and Sociology	Rodger Benefiel (Bloomsburg) and Greg Walker (Lock Haven)	Associate Professor Criminal Justice and Professor Sociology	rbenefiel@commonwealthu.edu gwalker@commonwealthu.edu	X/X
Athletics	Peggy Carl	Assistant Professor/Athletic Dir 12month	pcarl@mansfield.edu	X
Biology	Carina Howell (Lock Haven) and Jeanne Kagle (Mansfield)	Professor and Professor	chowell@commonwealthu.edu jkagle@commonwealthu.edu	X/X

Senate Position	Name	University Title	University Email	9.14.23 Meeting Attendance
Biochemistry, Chemistry, and Physics	Kevin Range (Lock Haven) and Maegen Borzok (Mansfield)	Professor BioChem Chemistry and Assistant Professor Biochem Chemistry	krange@commonwealthu.edu mborzok@commonwealthu.edu	X/X
Communication Sciences and Disorders	Qing Yue (Bloomsburg)	Professor	qyue@commonwealthu.edu	
Communication Studies	Robert Green	Associate Professor	rgreen2@commonwealthu.edu	
Counseling and Educational Leadership	Lisa Weaver (Lock Haven)	Professor MS Mental Health Counseling LO	lweaver@commonwealthu.edu	
Department of Exceptional Programs	Jessica Bentley-Sassaman (Bloomsburg)	Associate Professor	jbentley@commonwealthu.edu	X
Early Childhood Education	Michael Patte (Bloomsburg)	Professor	mpatte@commonwealthu.edu	
Environmental, Geographical, and Geologic Sciences	Benjamin Franek (Bloomsburg) & Jennifer Demchak (Mansfield)	Associate Professor and ?	bfranek@commonwealthu.edu jdemchak@commonwealthu.edu	X/X
English	Michael Martin (Bloomsburg)	Associate Professor	mmartin@commonwealthu.edu	
Economics and Finance	Atika Benaddi (Mansfield)	Assistant Professor - Economics	abenaddi@commonwealthu.edu	X
Health and Exercise Sciences	Jeanine Page (Bloomsburg) and Mary Feeney (Mansfield)	Associate Professor Health Science and Associate Professor Nutrition	jpage2@commonwealthu.edu mfeeney@commonwealthu.edu	X/X
History, Political Science, and Philosophy	George Agbango (Bloomsburg) & E. Brooke Harlowe (Lock Haven)	Professor History - Political Science & Professor Sport Studies	gagbango@commonwealthu.edu bharlowe@commonwealthu.edu	/X
Languages and Cultures	Yahya Laayouni (Bloomsburg)	Associate Professor	ylaayoun@commonwealthu.edu	
Library	Rick Lilla (Lock Haven)	Professor Librarian	rlilla@commonwealthu.edu	
Management	Lam Nguyen (Bloomsburg) and Peter Campbell (Lock Haven)	Professor Management Dept Chair and Professor	lnguyen@commonwealthu.edu pcampbel@commonwealthu.edu	X/X
Marketing and Sales	Tom Tanner (Bloomsburg)	Associate Professor	ttanner@commonwealthu.edu	
Mathematics, Computer Science, and Digital Forensics	Lisa Lister (Bloomsburg) and Charles Morgan (Lock Haven)	Associate Professor Mathematics and ?	llister@commonwealthu.edu cmorgan@commonwealthu.edu	/X
Media and Journalism	Matt McKeague (Lock Haven)	Associate Professor	mtm342@commonwealthu.edu	X
Middle Level, Secondary, and K-12 Education	Cengiz Yakut (Lock Haven)	Professor	cyakut@commonwealthu.edu	X
Music, Theatre, and Dance	David Tedford (Bloomsburg) and Eun-Joo Kwak (Mansfield)	Assistant Professor and Associate Professor	dtedford@commonwealthu.edu ekwak@commonwealthu.edu	/X
Non-Aligned Faculty	OPEN			
Nursing-Graduate:	Debbie Minzola (Bloomsburg)	Associate Professor GMC	dminzola@commonwealthu.edu	X
Nursing-Undergraduate	OPEN			
Physician Assistant	Jacquelyn Borst (Lock Haven)	Assistant Professor	jrb1043@commonwealthu.edu	X
Psychology	Erin Kennedy (Lock Haven) and Karri Verno (Mansfield)	Professor and Professor	ekennedy@commonwealthu.edu kverno@commonwealthu.edu	X/
Social Work	Kevin Lally (Bloomsburg)	Assistant Professor	klally@commonwealthu.edu	X
Student Success	OPEN			
Technology, Analytics, and Workforce Learning	OPEN			
Visual Arts	Michelle Lockwood (Mansfield)	Associate Professor	mlockwood@commonwealthu.edu	X

STANDING COMMITTEE CHAIRS (TBD)

Academic Policy Committee	OPEN			
Advancement Committee	Jason Genovese	Associate Professor Media&Journ Dept Chr	jgenoves@commonwealthu.edu	
Diversity, Equity, and Inclusion Committee	Chris Cummings	Assistant Professor	ccumming@commonwealthu.edu	X
Finance Committee	Dina Clark	Associate Professor	dclark@commonwealthu.edu	
Student Success and Campus Life Committee	Holly Jackson	Assistant Professor	hjackson@commonwealthu.edu	
STUDENT GOVERNMENT PRESIDENTS & GRADUATE STUDENTS				
SGA President - Bloomsburg	OPEN			
SGA President - Lock Haven	Loren Glossner	Lock Haven	lag3532@lockhaven.edu	X
SGA President - Mansfield	Ashley Newell	Mansfield University	newelljt28@mansfield.edu	X
Graduate Student	OPEN			
Graduate Student	OPEN			

CBA UNIT PRESIDENTS (OR DESIGNEE)

AFSCME Bloomsburg	Shawn Maker	Equipment Operator B	smakar@commonwealthu.edu	
AFSCME Lock Haven	Shawn O'Dell	Clerical Assistant 3	sodell@lockhaven.edu	
AFSCME Mansfield	Mike Wilson	High Voltage Electrician	mwilson@mansfield.edu	

Senate Position	Name	University Title	University Email	9.14.23 Meeting Attendance
APSCUF Bloomsburg	Eric Hawrelak	Professor BioChem Chemistry	ehawrela@commonwealthu.edu	X
APSCUF Lock Haven	Stan Berard	Professor Political Science	sberard@commonwealthu.edu	X
APSCUF Mansfield	Adrienne McEvoy	Associate Professor Philosophy	amcevoy@commonwealthu.edu	
Coaches Bloomsburg	OPEN			
Coaches Lock Haven	Aaron Russell	Head/M&W CC & Ind/Out T&F Coach	arusell@lockhaven.edu	X
Coaches Mansfield	Brittany Hansrote	Head Coach Field Hockey	bhansrot@mansfield.edu	
PDA Bloomsburg	OPEN			
PDA Lock Haven	OPEN			
PDA Mansfield	OPEN			
POA Bloomsburg	Vernon Petty	Patrol Officer	vpetty@commonwealthu.edu	
POA Lock Haven	Matthew Coxford	TWOC Interim Police Chief	mcoxford@commonwealthu.edu	
POA Mansfield	Eric Barnett	?	ebarnett@commonwealthu.edu	
OPEIU Bloomsburg	Terina Oman	Univ Cert Registered Nurse Practitioner	toman@commonwealthu.edu	
OPEIU Lock Haven	OPEN			
OPEIU Mansfield	OPEN			
SCUPA Bloomsburg	Gretchen Osterman	Acedemic Advisor	gosterma@commonwealthu.edu	X
SCUPA Lock Haven	Kim Harris	Director of Student Involvement	kharris2@commonwealthu.edu	
SCUPA Mansfield	Judi Brayer	Coordinator Sayre Stdt Serv & NS Orient	jbrayer@commonwealthu.edu	
SEIU 668 Bloomsburg	OPEN			
SEIU 668 Lock Haven	OPEN			
SEIU 668 Mansfield	OPEN			
SPFPA Bloomsburg	OPEN			
SPFPA Lock Haven	OPEN			
SPFPA Mansfield	OPEN			
Others in Attendance 9.14.23: S. Stoddard, Dan Knorr, Cori Myers, Ingrid Everett, Sara Barchik, Kellie Pytel, William Walker, Judi Brayer, Krisy Meeker, James Crowley, Heidi Warner, Andira Dodge, Albert Jones, Erin Convington, Christopher Lapos, John Gradel, Tena Maurer, William Kluge, Eric Ness, Jill Scott, Pamela Kathcart, Stacy Wagner, Valerie Dixon, Jeffrey Bosworth, Jennifer Raup, Ed Keller, Jurado Leo-Felix, Traci Fetterman, Courtney Paddick, Amy Osborne, Ashley Pechek, Andrea Swain, Tess Fosse, Stephanie Bissinger, Trish ?, Nicholas Delaney, Hope Lineman, Amy Way, Peter Campbell, Tracey Cummings, Carina Howell, James Black, Zach DuBord, Catherine Workman, Rebecca Willoughby				



COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

BRAND IDENTITY STYLE GUIDE

THE POWER OF THREE

The integration of Bloomsburg, Lock Haven, and Mansfield, together as Commonwealth University, is a bold investment in the communities and people of Pennsylvania. Our mission is to expand high-quality, affordable academic opportunities to support the needs of all learners.

Powerful ideas start here, carried by dynamic stories and voices, resulting in empowered students. Together, we provide financially responsible degree options that maximize experiential learning, career preparation, and efficient time to degree completion.

We're Honoring our History by preserving the founding principles of each campus and continuing our vibrant on-campus student experience, serving as pillars of our communities, supporting students and our neighbors alike.

We're Investing in Today by answering the greatest challenges facing higher education: accessibility, cost, quality, and relevance through the combined strength and resources of our storied institutions and multiple locations.

We're Building a Powerful Tomorrow by boldly changing the trajectory of public higher education to position ourselves for growth, increased access, and to meet economic and workforce development needs in our region, across Pennsylvania and beyond.

THAT'S THE POWER OF THREE.

University Naming

Commonwealth University of Pennsylvania is the legal name of the integrated Bloomsburg, Lock Haven, and Mansfield universities.

Commonwealth University of Pennsylvania or *Commonwealth University* should be used when referring to the university at large, academic programs and units, departments, etc.

Correct Abbreviations

- ✓ Commonwealth U
- ✓ CU

Incorrect Abbreviations

- ✗ CUPA
- ✗ CUPa
- ✗ CWU
- ✗ CUP
- ✗ CommU

University Naming

Per our accreditor, the Middle States Commission on Higher Education, the word "*university*" should only be applied in reference to **Commonwealth University**.

The word "university" should not be used in reference directly to Bloomsburg, Lock Haven, or Mansfield as it was prior to the official integration of Commonwealth University on July 1, 2022.

Exceptions include:

- Apparel and hard goods sold at campus bookstores/spirit stores or through licensed vendors.
- Auxiliary organizations that legally use a legacy university name (e.g. The Bloomsburg University Foundation).
- Temporarily in certain instances when an academic program's accreditor recognizes only the legacy university accreditation and not yet Commonwealth University.

University Naming - Locations

When referring to an individual location of Commonwealth University, use:

First Reference:

- Commonwealth University-Bloomsburg
- Commonwealth University-Lock Haven
- Commonwealth University-Mansfield
- Commonwealth University-Clearfield

Second Reference or Short Form:

- | | | |
|-----------------|----|--------------|
| • CU-Bloomsburg | | • Bloomsburg |
| • CU-Lock Haven | | • Lock Haven |
| • CU-Mansfield | OR | • Mansfield |
| • CU-Clearfield | | • Clearfield |

University Naming - Athletics

The NCAA approved Commonwealth University to retain its full complement of athletic programs at each location. Each Athletic Department will retain its separate and distinct brand and identity as Huskies, Bald Eagles, and Mountaineers.

Athletic departments should not use the word "university" in reference to their campus names and instead use the location name with mascot on first reference:

- Bloomsburg Huskies
- Lock Haven Bald Eagles
- Mansfield Mountaineers (or Mounties)

Example: *The Lock Haven Bald Eagles tennis team begins its season next week.*

Campus name or mascot are acceptable on second reference or for short form use. (e.g. Mansfield Field Hockey, Huskies Baseball)

University Seal

The CU seal is the most formal mark of the Commonwealth U brand. It is used on diplomas, certificates, and other official documents.

When the red gradient cannot be used, the CU red, black, or white version is acceptable.

Permission from the Marketing & Communications Department is required to use this mark.

Legacy seals for Bloomsburg, Lock Haven, and Mansfield should not be used in an official capacity. The CU seal is the official representation of all locations.



Primary Mark

The CU primary mark brings together the three legacy university logos with the *Commonwealth University of Pennsylvania* text below.

This should be used as the primary logo to represent Commonwealth U in external and internal uses and on formal documents. This mark should be used outside of Pennsylvania and in locations where there is less familiarity with Bloomsburg, Lock Haven, and Mansfield.

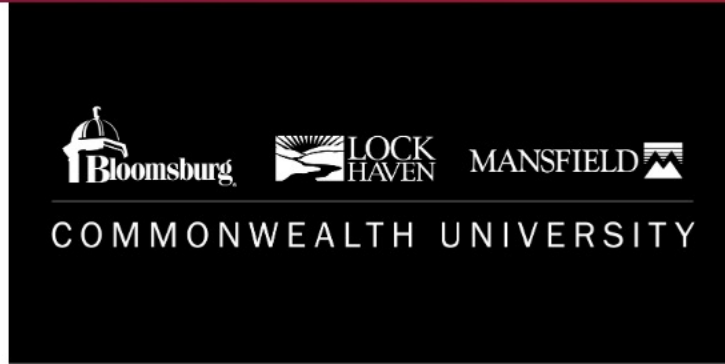


Primary Mark Alternate

The CU primary alternate mark brings together the three legacy university logos with *Commonwealth University* below.

This alternate version removes "of Pennsylvania" for uses where the full text may not be legible or easily read.

This version should be reserved for primarily internal use.



Bloomsburg + CU Mark

The Bloomsburg mark pairs the legacy Bloomsburg logo with the full *Commonwealth University of Pennsylvania* text below.

This mark should be used when referring specifically to the Bloomsburg location of Commonwealth University.



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA

Bloomsburg + CU Mark

The Bloomsburg mark pairs the legacy Bloomsburg logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Bloomsburg location of Commonwealth University.

This version should be reserved for primarily internal use.



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY

Lock Haven + CU Mark

The Lock Haven mark pairs the legacy Lock Haven logo with the *Commonwealth University of Pennsylvania* text below.

This mark should be used when referring specifically to the Lock Haven location of Commonwealth University.



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA



COMMONWEALTH UNIVERSITY
OF PENNSYLVANIA

Lock Haven + CU Mark

The Lock Haven mark pairs the legacy Lock Haven logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Lock Haven location of Commonwealth University.

This version should be reserved for primarily internal use.



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY



COMMONWEALTH UNIVERSITY

Mansfield + CU Mark

The Mansfield mark pairs the legacy Mansfield logo with the *Commonwealth University of Pennsylvania* text below.

This mark should be used when referring specifically to the Mansfield location of Commonwealth University.



Mansfield + CU Mark

The Mansfield mark pairs the legacy Mansfield logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Mansfield location of Commonwealth University.

This version should be reserved for primarily internal use.



Clearfield + CU Mark

The Clearfield mark pairs a distinct Clearfield logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Clearfield location of Commonwealth University.

Clearfield is no longer a branch campus of Lock Haven and should stand on its own under Commonwealth University.



Clearfield + CU Mark

The Clearfield mark pairs a distinct Clearfield logo with the Commonwealth University of Pennsylvania text below.

This mark should be used when referring specifically to the Clearfield location of Commonwealth University.

Clearfield is no longer a branch campus of Lock Haven and should stand on its own under Commonwealth University.

This version should be reserved for primarily internal use.



Wordmark + CU

The CU wordmark represents each location in text rather than with a logo and pairs it with the Commonwealth University text below.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.

Bloomsburg | Lock Haven | Mansfield
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

Bloomsburg | Lock Haven | Mansfield
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

Bloomsburg | Lock Haven | Mansfield
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

Bloomsburg | Lock Haven | Mansfield
COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

Wordmark + CU + Academic Area

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

**College of Arts, Social Sciences,
& Humanities**

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

School of Nursing

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

**College of Arts, Social Sciences,
& Humanities**

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

School of Nursing

Wordmark

The CU wordmark represents each location in text rather than with a logo.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.

Bloomsburg | Lock Haven | Mansfield

Bloomsburg | Lock Haven | Mansfield

Bloomsburg | Lock Haven | Mansfield

Bloomsburg | Lock Haven | Mansfield

Wordmark + CU + P03

The CU wordmark represents each location in text rather than with a logo and pairs it with the Commonwealth University text below.

The Power of Three marks speaks to the benefit of three historic universities coming together to expand opportunities for students.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

THE POWER OF THREE

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

THE POWER OF THREE

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

THE POWER OF THREE

Bloomsburg | Lock Haven | Mansfield

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

THE POWER OF THREE

Tri-Mascot Mark

The Tri-Mascot mark is an informal way to represent Commonwealth University using each campus' spirit mark.

The mark should be used as a secondary mark or an internal mark since it does not write out Commonwealth University or the campus names.



Bloomsburg Spirit Mark

The Bloomsburg spirit mark is an informal way to represent CU-Bloomsburg and the Huskies.

The mark comes from the Bloomsburg Athletics brand which will continue to be used to represent Husky intercollegiate athletics.

Please refer to the Bloomsburg Athletics style guide or the CLC artsheet for the full complement of athletic marks.



Lock Haven & Clearfield Spirit Mark

The Lock Haven spirit mark is an informal way to represent CU-Lock Haven, CU-Clearfield and the Bald Eagles.

The mark comes from the Lock Haven Athletics brand which will continue to be used to represent Bald Eagle intercollegiate athletics.

The Bald Eagle mark continues to represent students at Clearfield, who were formally a branch campus of Lock Haven.

Please refer to the Lock Haven Athletics style guide or the CLC artsheet for the full complement of athletic marks.



Mansfield Spirit Mark

The Mansfield spirit mark is an informal way to represent CU-Mansfield and the Mountaineers.

The mark comes from the Mansfield Athletics brand which will continue to be used to represent Mountaineer intercollegiate athletics.

Please refer to the Mansfield Athletics style guide or the CLC artsheet for the full complement of athletic marks.



Strategic Plan Framework

presented to the

Commonwealth University Senate

September 14, 2023



Strategic Planning Timeline

AUG - SEP 2022



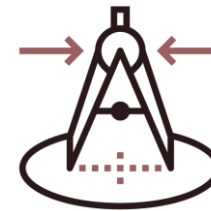
Prepare,
design, and
engage

OCT - DEC 2022



Gather data and
develop initial
plan

JAN - MAR 2023



Refine and
validate

APR - SEP 2023



Finalize, share,
and prepare for
implementation

High-level Strategic Plan Framework

MISSION

Our hard-working and determined students are at the heart of everything we do. Commonwealth University leverages the power of Bloomsburg, Lock Haven, and Mansfield to provide affordable, high-quality education emphasizing high-impact practices, personal and career connections, and inclusivity supporting all learners to succeed in our region and beyond.

VISION

Commonwealth University will be a premier regional public institution that supports and prepares all students for success in the global workforce by providing an accessible and transformative educational experience.

VALUES

- Student-Centered
- Welcoming & Inclusive
- Accessible
- Innovative & Exceptional
- Collaborative
- Resilient

STRATEGIC PRIORITY AREAS

- **Academic Excellence and Innovation**
Provide an innovative and transformative educational experience that prepares graduates and credential earners to succeed in meaningful careers and beyond
- **Student Success**
Provide holistic and inclusive support to meet the needs of all students and prepare them for personal and professional success
- **University Success**
Ensure fiscal sustainability, increase enrollment, and develop cutting-edge systems and processes to attract and retain diverse students, faculty, and staff
- **Welcoming and Inclusive Community**
Create an inclusive and welcoming university culture while developing and strengthening connections among our multiple locations and within our local communities

Core Commitments

Diversity, Equity, Inclusion, and Belonging (DEIB)

Serve as central guiding principles and efforts that ensure all students and university personnel can feel valued, supported, and empowered.

Strategic Communications

Ensure effective communication across the organization while elevating our reputation externally.

Thriving Students, Faculty, and Staff

Foster a culture that embraces growth and wellbeing so that students and university personnel can thrive.

Academic Excellence and Innovation



Overall goal

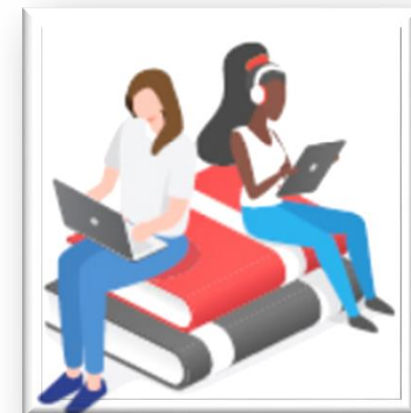
Provide an innovative and transformative educational experience that prepares graduates and credential earners to succeed in meaningful careers and beyond

Initiatives

- Ensure transformative academic offerings that incorporate high-impact practices, accelerated programs, and innovative credentialing opportunities to attract and retain diverse populations of students at each campus
- Develop and support exemplary pedagogy to ensure effective curricular delivery across multiple locations to meet the needs of diverse learners
- Enhance and support student-faculty engagement through the expansion of scholarly and creative works
- Invest in employee professional development to advance scholarship and creative works, innovation, and effectiveness

Selected metrics

- Program enrollment, retention, graduation, and employment rates
- Student participation rates in applied learning opportunities and high-impact practices
- Number of workforce credential programs launched
- Number of faculty and staff participating in professional development opportunities that achieve institutional goals



Student Success



Overall goal

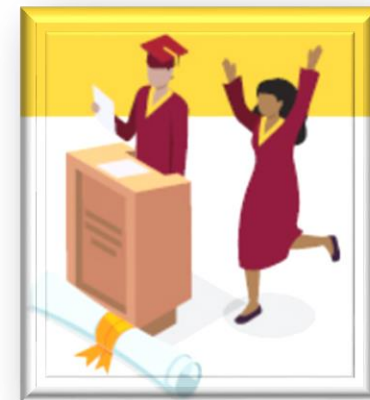
Provide holistic and inclusive support to meet the needs of all students and prepare them for personal and professional success

Initiatives

- Deliver a high-quality, accessible, and affordable educational experience
- Provide meaningful opportunities for networking, mentoring, and career readiness for all learners
- Create and provide exemplary and holistic student services
- Develop a comprehensive process to create a successful transition from student-to-alumni
- Comprehensively embed financial literacy to enable informed decision-making regarding financial aid packaging, scholarships, and student employment opportunities

Selected metrics

- Average unmet need and average net price as compared to PASSHE average
- Placement rates of graduates
- Average survey ratings of student advising experience
- Number of students served through mental health initiatives
- Number of students served in Success Centers



University Success

Overall goal



Ensure fiscal sustainability, increase enrollment, and develop cutting-edge systems and processes to attract and retain diverse students, faculty, and staff



Initiatives

- Connect enrollment, retention, and graduation rates to fiscal decision-making and sustainability
- Implement employee recruitment and hiring strategies that attract a broad candidate pool to support a diverse student body
- Develop and implement comprehensive onboarding procedures for all university personnel
- Identify and align efficient and effective processes and workflows to ensure appropriate resource allocation and fiscal sustainability
- Market Commonwealth University effectively to students, alumni, and other key constituents
- Develop and implement a comprehensive campaign to support strategic priorities

Selected metrics

- Student enrollment and persistence (including URM, high financial need, and veterans) to maximize appropriations funding
- A positive net operating margin and cash reserves
- Average number of diverse applicants per applicant pool
- Yield of employment recruitment efforts for diverse applicants
- Time from position approval to employee onboarding
- Time to completion of workflows
- Market research measures of effectiveness of communications and marketing strategy
- Overall giving

Welcoming and Inclusive Community



Overall goal

Create an inclusive and welcoming university culture while developing and strengthening connections among our multiple locations and within our local communities

Initiatives

- Create a Commonwealth University culture that embraces change and supports and values employees
- Improve communication and effectively cascade information to inform, engage, and include appropriate stakeholders
- Support student organizations, athletics, and affinity groups in creating an engaged community and sense of belonging
- Develop and expand mutually beneficial town-gown and strategic relationships

Selected metrics

- Average ratings on the climate survey
- Frequency, timing, and mode of communications to engage with key stakeholders including students, faculty, staff, and alumni
- University engagement with local communities
- Student engagement



Wrap-up

- Review the Strategic Planning web site for more information on the process

<https://www.commonwealthu.edu/strategic-planning>

- View the Strategic Plan Visual
- Ask final questions

Thank you!