

Lock Haven University Council of Trustees

Academic Affairs and Athletics Department Report

February 21, 2020

Jonathan Lindzey, Interim Provost and Vice President

1. Middle States Self-Study

The Middle States Self-Study Steering committee has met several times since the last meeting of the Trustees. The eight Working Groups have compiled extensive evidence of compliance and identified some gaps in evidence or compliance that are being addressed by different offices. Working groups are now drafting preliminary reports for the Steering Committee to review and the Chairs will produce a single draft by the end of the spring semester. The intended outcomes remain to: receive reaffirmation of accreditation, collect useful data and insights to inform strategic planning, and facilitate a self-study process that engages the University community in an inclusive and transparent self-appraisal.

As noted in previous reports, campus participation is quite strong with over seventy faculty, staff, and students serving on Working Groups and the Steering Committee. Additionally, the first Middle States Open Meeting has been scheduled for March 31 at 12:30 in the Hall of Flags. In the fall there will also be opportunities for LHU community input on the self-study report.

2. New academic credentials and partnerships

- a. The Substantive Change Proposal for Middle States to add sub-baccalaureate certificates has now been approved so we are now able to offer these awards. Two certificates were included in the proposal and those Letters of Intent are in the process of being submitted to PASSHE. Those certificates are:
 - i. Certificate in Curriculum and Assessment in Early Care and Education: a 9-credit certificate that aligns with competencies set out for early care workers by the Pennsylvania Office of Child Development and Early Learning.
 - ii. Certificate in Social Media Marketing: Prepares students to bring a company up to speed on social media marketing and connect this marketing approach to the company's ROI.
- b. Other Certificates and Degrees Under Discussion or in Development include:
 - i. Post-baccalaureate Certificates. Data and Information Visualization, Telemental Health Counseling.
 - ii. Sub-baccalaureate Certificates. Integrated Fitness and Wellbeing, Event Security
 - iii. Associate degrees. Conversion of AAS in Health Care Professions to AS in Prenursing. Conversion of the AA in Criminal Justice to an AAS in Criminal Justice
 - iv. Bachelor degrees. BS in Industrial Management, BS in Health Care Management, BS in Social Media, BSN in Nursing.
 - v. Graduate degrees. Conversion of the MS in Sport Studies into two free-standing degrees – MS in Sport Psychology and MS in Sport Administration and

Management. MSN with concentrations in Nurse Education and Clinical Nurse Leader

- c. The BS in Finance and Risk Management has been approved by the Office of the Chancellor.
- d. Dual enrollment partnership with KCSD (Keystone Central Career and Technology). High achieving students interested in Health Professions will be taking courses at LHU during AY20-21 and subsequent years. This program may be expanded to bring in additional high achieving students from surrounding schools.

3. Update on searches and new hires in Academic Affairs and Athletics

Dr. Ron Darbeau has accepted the position of Provost and Vice-President of Academic Affairs and will be joining us on June 15, 2020. Dr. Lindzey will be acting Provost until Dr. Darbeau's start date. Walt Eisenhower will be acting Dean of Natural, Behavioral, and Health Sciences until Dr. Lindzey's return as Dean.

Dr. Daniel Donaldson has been hired as Associate Provost. This position will report to the Provost and exercise administrative oversight for various initiatives and processes in Academic Affairs, including post-traditional and online learning, regional accreditations, self-studies, new program development, and collaborations within the University and among State System Institutions.

Dr. Darlene Ardary has accepted the position of Interim Director of the School of Nursing. In this role she will advance external partnerships with Health Care agencies and assist with development of new programs.

We are conducting nine tenure-track searches in Business (2) Business, Communication, Computer Science, Health and Physical Education, Librarian (Clearfield Campus), Nursing, Special Education

John Kelling has been hired as the head football coach. Additionally, we are searching for two Asst. Football Coach positions (one FT and one PT-seasonal). The Head Women's Golf Coach search is concluding and an offer will be made in short order.

4. Library

Over spring break, the IT help desk and staff will move from Robinson to the main floor of Stevenson Library. This move will collocate IT help and library services into a common area on the 1st floor.

5. Athletics

Athletics is transitioning from winter to spring sports. Various events are scheduled including Coaches Caravan 1/28 at Haywoods and 2/27 in Lancaster 6-8pm, Wildgame Feed fundraiser for baseball and wrestling on 1/31 at Haywoods, Coaches Radio Show every Tuesday at 7pm remainder of semester at Haywoods, Talons Athletic Awards Ceremony 4/27 7pm Sloan

Finance & Administration Division
Report for the Council of Trustees Meeting
February 21, 2019

Department Reports

Facilities Department

Director of Facilities, Scott McCall

In-house Projects In-process and Completed:

- **RLC Enabling Projects:**
 - Smith Hall Basement Conversion – Converting the existing dorm rooms into offices for the IT Department. Project Cost \$100,000. Project is being completed as time allows, but will be completed for use at the end of the spring semester.
 - Stevenson Library IT Help Desk – Creating an IT Help Desk in the library, along with the supporting offices. Project nearing completion with move in scheduled during spring break.
 - Temporary TV Studio / Radio Station Move to Sloan room 321
 - Temporary move of “Black Box” to Sloan Auditorium
 - Ulmer 3rd and 4th floor “Swing Space “ - Engineering design is being completed based on the Space Utilization Study. This project will be ongoing.
- Electrical Infrastructure Upgrade – Capital project through DGS. Budget \$6,000,000: The project bidding is complete, initial project meetings have completed and the contractor (Westmoreland Electric Services) is on site. Ground breaking will commence in March. The length of the project is 548 days.
- Repointing Masonry at Akeley (100% Complete) – The exterior mortar joints at Akeley have been repointed and caulked to eliminate water transmitting through the exterior walls.
- Campus Appearance Improvement Projects – Campus visual improvement projects such as tree and flower planting, brush clearing and general cleanup. This is a continuing project with 2020 focus on the hillside below Fairview Suites.
- Smith Field Water line – A 10-inch water line has been extended from behind the RLC Building across the Akeley parking lot behind the Smith Field bleachers. This water line was required to allow for the watering of the women’s field hockey field. This project is ongoing with completion scheduled for early spring.

Potential Upcoming Projects:

- Campus Safety and Security Project – Upgrade of campus safety equipment (AEDs, campus security phones, video cameras and door locks both internal and external). Approximate cost of \$125k.
- Building Demolition – Capital project to demolish High Hall and McEntire Hall 6/1/2020. This project has become a DGS Project with the initial meeting scheduled for February 14, 2020.
- Akeley Business Lab Proposal – A design proposal has been completed and we are awaiting a funding source.
- Clearfield Founders Hall Window Replacement
- Jack Stadium ADA Improvements
- East Campus Gym Upgrades
- Campus Village Retaining Wall Replacement

Procurement Department

Director of Procurement, Becky Proctor

- The OMNIA cooperative contract with Pocket Nurse (Chemistry, Biology, Physics & Anatomy Instructional Supplies and Services) has been approved for use by university legal counsel.
- The OMNIA cooperative contract with Daktronics has been approved for use by university legal counsel. The contract offers a ten percent discount on standard catalog scoreboards, electronic signs, accessories, and audio products, plus installation services.
- The sole sourced, multi-year, system-wide master agreement with LYRASIS has been fully executed 12/3/19, and is available for use. It expires 12/31/25.
- Pursuant to applicable statute which ties the base amount for triggering bidding requirements under the Procurement Code to the consumer price index, the bid threshold amount for 2020 has increased from \$20,600 to \$21,000 effective January 1, 2020. This amount applies to all procurements, including construction. The only exception is for contracts for the retention of architects and engineers (threshold remains at \$10,000) and consultative services (threshold remains at \$5,000 under §20-2010-A(13) of Act 188).
- Reimbursement per mile for use of personal automobile on or after January 1, 2020 is \$0.575. The State System adopts the U.S. General Services Administration's (GSA) per mile and per diem rates. GSA's changes to the vehicle per mile rate usually occur in January and changes to the per diem rates usually occur in October.
- The University received a letter from The Meadows. They will be closing their outpatient clinic and discontinuing crisis intervention services to our students as of January 31, 2020. The university is looking into alternatives.
- In light of the budgetary challenges Universities are experiencing, and due to the immediate need to drive down costs associated with supplies and services, the Office of the Chancellor has engaged Treya Partners, a third party, to begin the systemwide business procedure of strategically sourcing certain commodities. This effort will focus on a narrow scope of commodities (i.e., Dining, IT Software, IT/Network Hardware, AV Equipment/Supplies, MRO, Janitorial Supplies, Office Supplies, Temporary Labor, and Lab Supplies) for which data on past and current spending indicates the potential for savings.

Financial Operations

Controller, Amy Dicello

- The Business Office submitted LHU's Statement of Revenue and Expenses to the National Collegiate Athletic Association (NCAA). On an annual basis, all NCAA member institutions are required to submit financial data detailing operating revenues and expenses related to its intercollegiate athletics program. The report was due January 15, 2020.
- The Business Office prepared five-year E&G and Auxiliary projections for the Financial Sustainability Plan due to the Office of the Chancellor on January 17th. The goal of the plan is to demonstrate

financial sustainability by year five of the planning period (FY 2023-24). By implementing new initiatives and reducing personnel and operating expenses, the goal was achieved.

- Financial Operations is represented on the Middle States Working Group 6 for reaccreditation. Working Group 6 is responsible for reviewing our planning processes and resources to ensure they are sufficient to fulfill our mission and goals.
- The Student Accounts Supervisor provided a presentation to international students on January 17th. The Student Accounts Office was open on Sunday, January 19th to be available for students and parents during move-in weekend. All 1098-T documents have been mailed out to students and are available on myHaven.
- The Business Office is working with the Grants Acquisition Specialist, the Faculty Development Center Director, and the Provost to develop a Grants and Contracts Manual. The handbook will be a resource for faculty members who want to submit grant proposals. When completed, the manual will be published on the LHU website and incorporated into LHU policies and procedures.

Office of Human Resources and Social Equity

Associate Vice President of Human Resources, Deana Hill

Title IX

- The Assistant Director of Human Resources for Compliance presented Title IX information at new student orientation which included international students. Students were made aware of on and off campus resources, accommodations, bystander awareness programs, required training for all new students, and reporting options for students who experience incidents of dating and domestic violence, stalking and sexual assault.
- The Assistant Director of Human Resources for Compliance presented Title IX information at Resident Assistant (RA's) Training. 26 RA's were made aware of resources and accommodations on and off campus, their requirements to report incidents, bystander awareness programs, situations were discussed for best practices, and policies and procedures.
- UPMC partnered with the Penn State College of Nursing program to bring the Sexual Assault Forensic Examination Telehealth Center (SAFE-T Center) services to the local hospital. The program was launched with support from the Department of Justice, Office for Victims of Crime, as a solution to enhance access to high-quality sexual assault care in underserved communities. When a sexual assault examination is performed at one of the partnered hospitals, one of the SAFE-T center's expert nurses participates through telehealth. The expert nurse appears on a screen where they can talk to, and support, both the on-site nurse and the victim. They can also see the live exam in progress, ensuring best practices, proper evidence collection and a safe, helpful environment for the victim.

It's On Us:

- On January 16th Lock Haven University was one of 32 schools in the state of Pennsylvania to receive \$30,000 in grant money from the Governor's Office and the Pennsylvania Department of Education. The Governor's "It's On Us PA" grant program aims to support postsecondary institutions efforts to create a campus environment in which all community members work together to end sexual violence

and where the rights of survivors are protected and appropriate resources and accommodations are available. The grant money will be used for work to prevent, address, and respond effectively to sexual violence on our campus.

Below are the items budgeted in the grant application:

- **Anonymous Reporting System-** Lock Haven's request for Maxient's Behavior Records system will allow us to automate much of the current process as well as allow the development of an anonymous reporting form that is completely online and meets DOE requirements by June 30, 2020.
- **Social Norming videos-** The PSA videos will increase awareness over social media. LHU has developed 4 PSA's surrounding sexual assault and bystander awareness. The PSA's have been well received by the campus community.

Awareness Speakers-

- **Loving Right-** The Sex Ed Program was very well attended and well received by our student population. The program is a required component of fall orientation, and an optional activity for upper classmen. We would like to maintain the momentum from the fall program and add an additional program in the Spring during our week of action.
- **Don McPhearson-** McPhearson was a unanimous All-America quarterback at Syracuse University and is a veteran of the NFL and Canadian Football League. Don's post football career has used the power and appeal of sport to address complex social justice issues as it connects to sexual violence on campus. He has created innovative programs, supported community service providers and has provided educational seminars and lectures throughout North America. This event will be open to members of the LHU community and greater Lock Haven community.

Week of Action supplies-

- The requested funds in this area would be used for awareness materials and giveaways (pins, stickers and other displayable awareness material). LHU has had great success with these events in the past but has struggled to budget for the materials in recent years. A small amount of resources in this area can be leveraged to have a large impact on awareness at LHU and in our surrounding community. The resources would be used to support a variety of events in these weeks hosted by a multitude of student organizations (the Haven Activities Council, Gay Straight Alliance and others), the LHU HOPE Center and the Title IX office.

Benefits

APSCUF Enhanced Sick Leave Payout Program

- This program provides eligible faculty members the opportunity to receive an increased sick leave payout if they submit a letter of intent to retire on or before March 2, 2020, with an effective date of retirement on or before August 14, 2020. Depending upon a faculty member's accrued sick leave balance, salary, and years of service, the enhanced sick leave payout may be as high as \$75,356. In order for this program to be implemented, a systemwide minimum of 200 faculty members meeting the eligibility criteria for majority paid annuitant healthcare must provide notice of retirement on or before March 2, 2020 and must retire between July 1, 2019 and August 14, 2020. We are encouraging faculty to reach out to the retirement vendors for individual counseling and have provided them with following contact information and February counseling dates for each vendor:

- February 3, 2020 – Empower (Deferred Comp) – Tim Hanna – Individual Counseling

appointments available. Contact Tim at 570-660-4317 or at timothy.hanna@empower-retirement.com to schedule an appointment. Bentley S05 – 9:00 a.m. – 4:00 p.m.

- February 4, 2020 – TIAA Representative – Carolyn Sharp – Individual Counseling Appointments available by registering on-line at <http://www.TIAA.org/schedulenow> or by calling 800-732-8353. Bentley S05 – 9:00 a.m. – 4:00 p.m.
- February 6, 2020 – PA Association of Retired State Employees (PARSE) Information Session – PARSE provides health benefits that are lost upon retirement to any retiree receiving a pension from any of the retirement systems offered by PASSHE (SERS, PSERS, TIAA, and Fidelity). More information about PARSE can be found on their website at: <http://www.parseofpa.org/> PUB#2 – 12:30 – 1:30 p.m.
- February 26, 2020 – SERS – Joanna Johnson – Individual Counseling Appointments available by calling 800-633-5461, ext. 3404 or by email at jojohnson@pa.gov - PUB#3 – 9:00 a.m. – 3:00 p.m.
- Retirement information sessions developed specifically for faculty will be scheduled during the month of February.

Employee Self Service (ESS) – My First Days - Benefit Enrollment

- Beginning January 1, 2020 we implemented the option for new employees to enroll in their benefits through the My First Days portion of ESS. Employees are provided the instructions and detailed information on each benefit once they are entered into the payroll system via email. They are also given the option to meet with the Benefits Manager if they wish to do so. This new process streamlines the enrollment process. It also eliminates paper packets being sent to the employee's home address, which in turn eliminates the added postage cost.

Human Resources and Social Equity

Recertification of Criminal Background Clearances

- The amended [Child Protective Services Law](#), effective December 31, 2014, and accompanying policies; PASSHE Board of Governors [2014-01-A](#) (Protection of Minors) and Lock Haven University's [Policies and Procedures](#) (Background Check Policy, Minors on Campus Policy, Volunteer/Intern Policy) requires all university employees to successfully complete background clearances every five (5) years. Specifically, all employees are required to successfully complete the Pennsylvania Child Abuse History Clearance, Pennsylvania State Police Criminal Record Check, and FBI Federal Criminal History Record. LHU Human Resources staff are beginning the process to recertify all employees who have background clearances expiring in 2020. This will require the recertification of approximately 400 existing employees.

Child Protective Services - Act 47 of 2019

- Legislative change to subsection (m) of section 6344 specifically restricts covered employers from hiring any applicant on a provisional basis. All new hires must have results of background clearances to HR prior to beginning employment. Prior legislation provided for a 90 day provisional hiring period pending receipt of clearances. HR staff is working diligently with successful applicants to complete this process and mitigate any delay in official employment dates.

- We are nearing completion of the search process for several tenure track positions for the 2020/21 Academic Year: Business – Finance and Economics, Marketing, Communication – Social Media, Communication – Digital and Electronic Media, Computer Science – Data Science/Analytics, Health and Physical Education, Librarian (Clearfield Campus), Nursing, and Special Education – Autism. We have completed several staff searches in key areas: Director of Marketing, Head Football Coach, Grant Funded Early Childhood Liaison, and are nearing completion of the search for a new Executive Director of Admissions.

SERS/Deferred Compensation Information Session

- On Thursday, November 21, 2019 we held a “Brown Bag Lunch & Learn” entitled “SERS/Deferred Compensation Information Session”, which was presented by Joanna Johnson, Retirement Counselor at SERS and Timothy M Hanna, CRC, Retirement Plan Advisor. Attendees received a basic overview of the SERS retirement system and how to get the most out of what SERS has to offer. They also presented an overview of the Pennsylvania State Employees’ Deferred Compensation Plan and the things you need to take care of well in advance of your last day on the job. There was time at the end for Questions & Answers. 37 employees signed up for the event.

Spring Professional Development Sessions

- During the fall employee retreat, we held a roundtable discussion to address professional development needs, requests for trainings, and suggestions to better assist employees with their daily work. As feedback from that meeting, employees noted that they would like to have more training and “refresher” sessions before the start of each semester. In response to that feedback, we put together several professional development sessions during the week of January 6th. We had over 40 employees participate in some level of professional development for staff and received post-event feedback for future trainings as well.

2nd Annual MLK Day of Service

- University faculty, staff, and students honored the spirit of Dr. Martin Luther King Jr. on Saturday, February 1, 2020 during the 2nd LHU Dr. Martin Luther King Jr. Day of Service. Multiple service-oriented projects were organized throughout the greater Lock Haven Community. The day kicked off in the PUB MPR at 9:00 a.m. with an address from President Pignatello and LHU Alumnus Albert Jones. Jones’ message was titled "Service Above Self". All volunteers participated in volunteer service and civic engagement. Nearly 100 faculty, staff and students participated at some level throughout the day. We also accepted donations in support of the recently formed Haven Cupboard. Participating organizations included American Association of University Women (AAUW), Blessing in a Backpack, Circle K Jared Box Project, Clinton County SPCA – Cooler Cat House Project, Downtown Lock Haven, Inc., Lock Haven Salvation Army, and The Ross Library.

Information Technology

Director of Information Technology, Boise Miller

- OneSIS RFP: Work continues on the draft of the RFP for the common student information system to be implemented across PASSHE. Lock Haven has been involved in the “Major Integrations” part of the process. A first draft of the RFP is due on February 14th.
- Inclusive Access (First Day Access): The Spring 2020 First Day Access process was far more successful than previous sessions.

- **Campus Wireless System:** The IT Department has started development of the RFP to upgrade the campus wireless system. We are hoping to implement over the summer.
- **DACC Boardroom Upgrade:** Due to the age of the systems in the DACC Boardroom, the equipment has reached end of life and is beginning to fail. We are planning a major overhaul of the room, with a project cost of approximately \$37,000.
- **Campus Communications Tower:** Plans are underway to construct a communications tower to house the radio systems for Public Safety and Facilities. Additionally, the tower would be utilized for our microwave links to the Stern Athletic Complex and 25 W. Water Street. This equipment is currently located on the McEntire Hall roof, and needs to be relocated due to the planned demolition of the building.
- **External Connectivity Upgrades:** Circuits for both of our upstream Internet carriers have been upgraded to 10GB/s capacity. Previously, we had 2GB/s capacity through KINBER/PennREN and 1GB/s capacity through CenturyLink.

Special Events and Projects

Manager, Tara Remick

Camps/Clinics/Tournaments:

- January 11, 2020: Volleyball Clinic
- January 26, 2020: Softball Winter Prospect
- February 9: Lacrosse Clinic; Volleyball Clinic
- March 29: Women's Basketball Clinic
- April 17: Bald Eagle Invitational (Track)
- April 25: LHU Classic (Track)

DACC Events:

- January 25, February 1, 15: Football Recruiting Presentations
- February 8: YMCA Black and White Ball
- February 21: Accepted Student Parent Social
- February 26: APSCUF CBA Training
- March 19: PA Association of Curriculum Development Conference
- March 27: Social Work 50th Anniversary Dinner; Accepted Student Parent Social
- April 2: Business Senior Social
- April 3: Dosey Art Event
- April 8: Leadership Clinton County Tour
- April 18: Keystone Elk Country Alliance Banquet
- April 24: Susqueview Fundraising Event

Public Safety

Director, Tim Stringer

- The Public Safety Department has implemented our new Cardinal Ticket Trak system. We met our goal of implementing the program on January 13th, 2020.
- Our newest hire, Eryn Suttle-Vaughn was sworn in with powers of arrest and will begin our department's Field Training Program on February 1, 2020. Suttle-Vaughn will be the first officer to go

through this program to ensure that she learns, understands and follows established department policies, is capable of enforcing Pennsylvania's Crimes Code and Vehicle Code and is able to communicate effectively with the Lock Haven University Community.

- The Department received a grant providing twenty "Stop the Bleed Trauma Kits". These kits will be placed around campus where our Automated External Defibrillators are located. These kits include tourniquets, pressure dressings and blood clotting agent. We also received a new camera to be used to help document crime scenes.
- We have completed the first two presentations of our Response to Active Shooters. The Public Safety Department trained approximately sixty-five staff and faculty in these two training sessions. Once session was held in October at Lock Haven University main campus and the second was held at the Clearfield Campus of Lock Haven University. We have received additional requests to provide this training for additional faculty and staff. We are also working on providing this training to our students.
- Officer Matt Coxford was certified as a Defensive Tactics Instructor. Matt will assist one other in-house instructor with providing training to the department on tactics to increase safety to the public as well as the members of the Public Safety Department. Officer Coxford went to State College, PA for a 40-hour instructor class.

Report of the Vice President for Enrollment Management and Students Affairs to the Council of Trustees for the February 21, 2020 Meeting

On the Main Campus, applications for first-time freshmen are up 128 (6%) and deposits are up 19 (9%). Applications for first-time transfers are up 62 (77%) and deposits are even. Applications for first-time graduate students are down 96 (-57%) and deposits are up 6 (100%). Clearfield Campus first-time freshmen applications are down 193 (-75%), while deposits are up 5 (100%). First-time transfer applications are down 26 (-41%) and deposits are up 1 (100%). The decline in graduate applications for the fall semester is likely reflective of the addition of a spring cohort in the Clinical Mental Health and Counseling program. Student who likely would have applied for the fall semester decided to apply for the spring. The decline in applications to the Clearfield Campus is partially reflective of the addition of nursing on the Main Campus and the subsequent shift in nursing applications from Clearfield to Main Campus for that program.

Main Campus						
First Time Freshman	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	7,189	6,962	7,463	7,354	227	3%
Applied	2,156	2,028	2,442	2,855	128	6%
Accepted	1,584	1,656	1,920	2,183	-72	-4%
Deposited	233	214	264	262	19	9%
Transfer Student	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	170	127	110	156	43	34%
Applied	143	81	120	133	62	77%
Accepted	44	41	53	61	3	7%
Deposited	9	9	14	15	0	0%
International	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	26	48	128	3	-22	-46%
Applied	20	10	95	4	10	100%
Accepted	8	2	5	1	6	300%
Deposited	0	1	1	0	-1	-100%
Clearfield Campus						
Clearfield Freshman	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	84	259	197	127	-175	-68%
Applied	65	258	284	350	-193	-75%
Accepted	30	36	57	48	-6	-17%
Deposited	10	5	16	11	5	100%
Clearfield Transfer	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	45	17	21	9	28	165%
Applied	38	64	64	53	-26	-41%
Accepted	5	4	7	4	1	25%
Deposited	2	1	1	1	1	100%
UNDERGRADUATE TOTALS						
	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	8535	7413	7919	7649	1122	15%
Applied	2420	2441	3005	3395	-21	-1%
Accepted	1670	1739	2042	2297	-69	-4%
Deposited - Current	253	230	296	289	23	10%
GRADUATE TOTALS						
	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	292	430	206	12	-138	-32%
Applied	73	169	117	62	-96	-57%
Accepted	19	10	1	5	9	90%
Deposited	12	6	1	1	6	100%

The Enrollment Management and Student Affairs Division has been busy with a variety of activities to help recruit a new class of students and improve retention of current students. The activities are listed below.

Faculty Phonathon

The Admissions office hosted a Faculty Phone-a-thon on January 22-23 and January 29-30. Twenty-five faculty members completed 368 calls to accepted first-time freshmen. In their outreach, faculty members encouraged students to pay a deposit and visit campus.

Accepted Student Weekends

On February 21 – 22 and March 27 – 28, accepted first-time freshmen will visit LHU at a recruiting event that includes an overnight stay in the residence halls. In addition, prospective students will meet faculty, staff and students, participate in student activities, and eat in Bentley Dining Hall. Presently, over 100 students are registered for both dates.

Transfer Scholarships

Beginning with the Fall 2020 entering class, transfer scholarships are now being offered for qualified students. Students must have earned at least 12 credits from an accredited college/university and be enrolled full-time in an associate or bachelor's degree program. Eligibility will be based on a student's cumulative transfer grade point average.

Cumulative Transfer GPA	In-State Value	Out-of-State Value
4.0 – 3.5	\$3000	\$4000
3.49 – 3.0	\$2000	\$3000
2.99 – 2.5	\$1000	\$2000

Martin Luther King Day of Service

Human Resources, the Community Service Office, and the Center for Excellence and Inclusion organized the 2nd Annual Martin Luther King, Jr. Day of Service on Saturday, February 1. There were 80 volunteers who attended this event. LHU Alumnus Albert Jones opened the event, and then participants joined in service tasks around the Lock Haven community.

Graduate Student Financial Aid change

Effective fall 2020, Lock Haven graduate students will be able to receive the Federal Direct Unsubsidized Loan with a minimum enrollment requirement of 3 credits. The minimum was lowered from 6 credits to help graduate students receive aid. Graduate students can borrow up to \$20,500 per year in Direct Unsubsidized Loans. Students must have a valid FAFSA on file and meet all federal and academic requirements.

Student Activities

The Haven Activities Council hosted a **Coffeehouse-style Open Mic Night** on Tuesday, January 28 at 7:00pm in the Lower Level of Bentley Dining Hall. Students and staff performed acoustic music and

poetry readings for the campus community. Coffee house events will be sponsored weekly throughout the spring semester.

Spring Orientation

Spring Orientation 2020 occurred on January 19 and served 35 new/transfer students and their families. Students were introduced to the University during a four-hour program, which covered many areas including: Student Services, Safety, Security and Wellness, Academic Success, and LHU Basics. Incoming students also had an opportunity to pose questions to current students.

It's On Us Grant

LHU has been named as a recipient of the 2020 Governor's It's on Us Grant. The funding provided will support the University in upgrading our anonymous reporting, as well as streamlining our response time to sexual misconduct. The funds will also cover educational outreach, which will include two speakers (focusing on Athletes and Dating Violence). The remainder of the funds will support the creation of additional awareness videos as well as other promotional/awareness materials for smaller events.

Lock Haven University Council of Trustees Report

University Advancement

February 21, 2020

Joe Fiochetta, VP for University Advancement

Advancement Office

The Advancement Office supports the University's priorities in three ways:

- Help increase enrollment.
- Help increase private support.
- Help increase visibility and University brand.

The Advancement team works with internal and external partners as well as volunteer leaders to develop plans and programs that reach, relate, engage, and connect with our audiences.

Alumni Affairs	Development/Fundraising	Strategic Communications
<ul style="list-style-type: none">•Constituent Engagement•Alumni & Donor Management•Donor Cultivation & Stewardship	<ul style="list-style-type: none">•Foundation Relations•Scholarship & Endowment Management•Asset Management	<ul style="list-style-type: none">•Brand & Message Development•University Marketing•University Relations•Athletic Communications

Volunteer Leadership Meetings

- The Foundation Board meets on Thursday, February 27.
 - The Alumni Board will have a full-day board workshop on Saturday, April 18.
-

Alumni and Community Engagement - Activities

- An alumni social was held prior to the Whiteout Wrestling match on December 6.
- A reception was held at the DACC following Winter Commencement on December 14.
- A local Coaches Caravan was held at Haywood's on January 28
- Alumni events were held Jan. 31-Feb. 3 in Naples, The Villages, and Tampa (Florida).
- The Men's Basketball team had their Alumni Appreciation Day on February 1.
- The Women's Basketball team had their Alumnae Game on February 8.

Upcoming Initiatives

- February 27, Lancaster Coaches Caravan.
- March 3, the annual Grad Salute event for seniors.
- March 20, Lock Haven's Wrestling Social at the NCAA tournament in Minneapolis.
- The 50th Anniversary of Social Work event will happen this March.
- Alumni events are already scheduled through December of 2020 and include Pittsburgh, Lehigh Valley, Philadelphia, Harrisburg, Williamsport and more. There are over 50 events already planned during the 150th anniversary year.

Fundraising - Activities

- President Pignatello had a Classic Rock & Roll Show Fundraiser at the Sons of Italy on January 24 that raised approximately \$3,000 to support the Student Retention Fund.
- The team has developed a schedule of appeals for the remainder of the fiscal year and is integrating our 150th celebration into our messaging.
- New giving societies have launched and eligible donors from the first two quarters of the academic year have been recognized.
- Class of '66 Bald Eagle Statue has been ordered and will be unveiled during Homecoming 2020.
- Veritus Group – a major gift consulting firm – is working with staff to help with our annual plans for donor cultivation. Veritus conducted a day-long training on campus in January for staff and board volunteers. Another training session is being planned.

Upcoming Initiatives

- Phonathon is starting again this spring in preparation for our All In Day of Giving.
 - The All In Day of Giving will happen on April 16-17 and include all areas of campus.
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Communications - Activities

- The Haven magazine: The winter 2020 issue of The Haven magazine hit mailboxes mid-February and highlights LHU's 150th Anniversary.
- Newsletters: Two newsletters per month are produced. *LHU and You* highlights campus and community news and events and spotlights local businesses. *LHU and You* is distributed to over 1,200 subscribers. *From the President's Desk* is distributed internally to faculty and staff and contains important University news, updates, and coming events.
- Social Media: The University's social media presence continues to grow. Be sure to follow the university, alumni, LHU President, and athletics on Facebook, Instagram, and Twitter.
- Public Relations: Media advisories are sent on a local and regional base that promote newsworthy current events about the University, faculty, events, and programs.
- 150th Anniversary Celebration: The 150th Anniversary will be celebrated on February 14th, 2020. Students, faculty, and staff will take part in events throughout the day on campus and online including a social media scavenger hunt, basketball free throw, and three-point contests, and enjoy cupcakes to commemorate LHU's official birthdate on the 14th.

Upcoming Initiatives

- The team is developing updated brand and visual identity guidelines.
 - As part of our brand update, the team is working on articulating strategic messages and themes to share with the University community.
 - Evaluating partners to help with a redesign of the LHU website.
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Marketing - Activities

- Brand Marketing: Activities developed to increase awareness and visibility for the University, especially among prospective students and their parents.
 - Billboards: LHU billboards are in place throughout Centre, Clinton and Lycoming counties with several permanent boards installed along route 220 in Williamsport and Route 80 in

Centre County. Additional boards will be on rotation throughout the three counties through February of 2020.

- Radio: LHU partners with local radio station WSQV to promote enrollment and key campus events. Executive Director of Strategic Communications, Elizabeth Arnold, appears bi-monthly on the morning show to promote upcoming events and initiatives.
- Bus Billboards: New boards are being installed on 10 RVT buses that travel between Lycoming and Clinton counties with new routes being added in the near future. RVT also unveiled a bus designed to look like an LHU Trolley.
- Admissions Collateral: Admissions collateral to prospective students (brochures, viewbooks, website text, and program-specific pieces) were updated to help message the value of a Lock Haven education.
- Recruitment Marketing: Direct response communications designed to move prospective students through the admissions funnel including direct mail pieces, email communications, phone scripts, and text messages.

Upcoming Initiatives

- The team is working with Admissions to re-brand new admissions collateral for the new academic year.
- Campus banners will be updated to reflect new branding guidelines and our 150th anniversary celebration.
- Preparing a marketing and investment plans for high-profile program areas.
- Expanding and augment marketing channels, especially in the admissions cycle.

Athletic Communications and Marketing - Activities

- Supporting 20 sports with the addition of women's tennis, women's wrestling and women's golf with social media posts and media advisories across multiple platforms, including golhu.com.
- Expanded video coverage for LHU athletics, including more interviews with coaches and student-athletes, along with highlight videos.
- Expanded local radio coverage: Now producing audio clips to promote LHU athletics for local radio station – WSQV-WQBR (92.1FM, 1230AM). This new initiative has provided a wonderful and hugely popular outlet to promote LHU athletics.
- Augmented our social media capabilities including: Instagram stories during events, producing and promoting more in-game graphics, and real-time game photos and replays.

Upcoming Initiatives

- Experimenting with a Lock Haven University athletics podcast produced by the LHU Athletic Communication & Marketing staff.
- Negotiating new contract for the LHU athletics website with SIDEARM sports, which includes a redesign phase and a number of new features.
- Developing new radio plan and network for 2020-21 and beyond.
- Developing new (overall) strategic plan for LHU Athletic Communication & Marketing office, which will conclude a comprehensive communication plan regarding LHU athletics.
- Working on LHU athletics sponsorship booklet.