

**Council of Trustee Report from the Division of Academic Affairs
Interim Provost and Vice President, Dr. Jonathan Lindsey
May 2020**

COVID-19 Responses.

All F2F learning experiences were suspended following spring break and continuing through the summer sessions.

1) Short-term responses.

Spring Instruction. Following spring break, all F2F moved to online, zoom or a combination of the two. Under the circumstances, this transition was remarkably smooth due to the herculean efforts of all faculty and key support and services provided a core group of faculty and staff. Our Faculty Development Center organized multiple training sessions on how to use technologies (Zoom, D2L) and how to teach in an online modality. These efforts continue and will continue throughout the summer. In particular, LHU extends its' gratitude to the staff and faculty volunteers who were instrumental in mounting our COVID response (see Table 1).

Table 1. COVID19-Distance Education Response Team

Name	Position
Meredith Seiler	Director of Faculty Development Center
Jan Bottorf	Information Technology, D2L platform
Kristin Laudenslager	Instructional Design/Career Services
Dan Donaldson	Assoc. Provost
Regan Garey	Faculty, Business
Lisa Weaver	Faculty, Social Work and Counseling
Dana Washington	Faculty, English and Philosophy
Peter Campbell	Faculty, Sports Studies
Boris Morozov, Faculty, Business	Faculty, Business
Betsy Manlove	Faculty, Education
Carina Howell	Faculty, Biology
Ashley Ascherl-Pechek	Faculty, Social Work and Counseling
Christine Remley	Faculty, Education
Mahlon Grass	Faculty, VAPA
Ramona Broomer	Faculty, VAPA
Kristen Vincenzes	Faculty, CMHC
Deborah Mills	Faculty, Social Work and Counseling
Heather Bechtold	Faculty, Biology
Gerard Martorelli	Faculty, Business
Stephen Gitonga	Faculty, Social Work and Counseling
Katei Fiegel	Faculty, Rec man
Tara Mitchell	Faculty, Psychology
Trish Lally	Faculty, Sport Studies

It is worthwhile noting that labs, internships, clinicals, and student teaching experiences have been particularly challenging during the COVID response. Most were converted to alternative, online projects to fulfill learning objectives. Nursing utilized online, virtual and scenario-based strategies to complete clinicals and graduate their students. Similarly, Physician Assistant faculty utilized virtual clinical experiences and evaluated each student portfolio to see if they meet competencies and graduation requirements. A large majority of 2nd year PA students will graduate on time while several will need to complete a required rotation as soon as F2F suspensions are lifted. A full cohort of incoming PA students will begin in May through virtual and online instruction. In the case of student teachers, instructors continued to supervise and train through online modalities. Additionally, the state passed legislation that temporarily suspended the 12-week student teaching requirement so students could graduate and be certified by PDE.

Summer instruction. All courses will be delivered via distance education modalities as per the Chancellors directive. As LHU delivers most summer courses via online modalities, this move has impacted only a few laboratory courses but will have significant impact on experiential learning opportunities such as field experiences, clinicals and internships.

S/U grading option. Due to the many challenge for students and faculty, LHU implemented a policy allowing students to opt for S/U grades rather than traditional letter grades during SP2020. This option may be selected for one or all courses. This involved a process of shared governance through a rapid series of discussions among members of the Academic Affairs Leadership Council, Meet and Discuss, University Curriculum Committee, and Academic Regulations Committee.

Faculty evaluations. Deadlines have been extended by PASSHE and state APSCUF. As faculty travel has been curtailed for the foreseeable future, steps have been taken to ensure that cancelled conference presentations or service opportunities do not adversely impact evaluations. Locally our promotion and tenure committees have concluded their work and will forward their recommendations to the President before long.

- 2) Long-term responses and contingency plans. At this point in time, there is obvious uncertainty surrounding the fall semester. While we hope for a return to normal operations, we are preparing for the possibility of continued online or Zoom instruction in the fall. To that end, the Faculty Development Center will 1) conduct faculty and student surveys to better understand technology and training needs, and 2) schedule beginning and intermediate level workshops and training sessions throughout the summer. Staff time will be increased and repurposed to help assist in preparations and we will again solicit the help of faculty colleagues. We are also exploring the use of CARES act funding to invest in the technology and training needed to better prepare our faculty and students. In addition to these internal efforts, Associate Provost Donaldson will continue to explore external agreements to facilitate development of online courses and programs.

Finance & Administration Division
Report for the Council of Trustees Meeting
May 8, 2019

Department Reports

Facilities Department

Director of Facilities, Scott McCall

In-house Projects In-process and Completed:

Note: Due to reduced level of operations during the pandemic, all projects are on hold so completion timelines are uncertain.

- **Paving Projects** - Open contract for miscellaneous paving projects throughout the summer season. Cost \$75,000
- **Concrete Projects** – Open contract for miscellaneous concrete projects throughout the summer season. Cost \$75,000.
- **RLC Enabling Projects:**
 - **Smith Hall Basement Conversion** – Converting the existing dorm rooms into offices for the IT Department. Project Cost \$100,000.
 - **Stevenson Library IT Help Desk** – Creating an IT Help Desk in the library, along with the supporting offices.
 - **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 to 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.
- **Fire Alarm Upgrades** - Five Buildings on campus have outdated fire alarm systems that need upgraded. Buildings included: Glennon Public Safety, Price Performance Center, Thomas Field House, Akeley Hall and PUB. Thomas Field House and the PUB will be completed as time allows.
- **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.

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.
- Akeley Business Lab Proposal – A design proposal has been completed and we are awaiting a funding source.
- Clearfield Founders Hall Window Replacement
- Clearfield Founders Hall Roof Replacement
- Jack Stadium ADA Improvements
- East Campus Gym Upgrades
- Campus Village Retaining Wall Replacement

Procurement Department

Director of Procurement, Becky Proctor

- Director of Procurement volunteered for what is referred to as the blueprinting phase on SAP Ariba, an automated 'procure-to-pay' platform, which involves sessions with the Ariba and Vartan teams as well as Jeff Mandel, Director of State System Strategic Sourcing, designing to the "to-be" business process for procurement via Ariba. It will likely entail about 8 weeks of sessions with SAP (most could be remote).
- Director of Procurement volunteered to participate on the Office Supplies working group with Treya Partners as part of PASSHE's Strategic Sourcing project.
- Peter Merlo has taken over the Director of Construction Management position for the System recently vacated by the retiring of Bob Unger. Peter comes to PASSHE from DGS, where he worked for 19 years. He possesses over 25 years of progressive experience in Design and Construction.
- The Governor signed an emergency disaster declaration on March 6, 2020 to provide increased support to all Commonwealth agencies. The State System of Higher Education interprets this declaration as applying to the State System of Higher Education. The declaration specifically provides a written determination for agencies purchasing supplies or services in response to the COVID-19 emergency under Section 516 of the Commonwealth Procurement Code, 62 Pa. C.S. § 516. Further, the U.S. Department of Health and Human Services has declared a national Public Health Emergency for the COVID-19 pandemic, which authorizes purchases from all purchasing Schedules available through the U.S. General Services Administration.
- All design contracts, design work orders, design amendments, design/build contracts, construction contracts, change order work, and JOC purchase orders are suspended **STATEWIDE effective close of business on Wednesday, March 18 until further notice**. This includes both DGS capital as well as university-financed construction projects.
- In order to ensure legal resources are tasked to the most pressing issues relative to the Coronavirus response, the Office of General Counsel (OGC) and Office of Attorney General (OAG) has informed PASSHE University Legal Counsel that transactional documents (contracts, grants, etc.) requiring approval as to form and legality (as required by either (1) OAG or (2) OAG & OGC) will only be reviewed where they are mission critical. As such, the State System (read as-- "your university") is to only submit

4

for legal approval by OGC or OAG mission critical contracts/grants. Therefore, non-mission critical contracts are to be held in abeyance until further notice.

- LHU has set a process for students to send their classroom related print needs to the University Duplicating Department (Hursh-Nevel Building) providing curbside pickup.
- Digital signatures are provisionally allowed from contractors and in the case of remote work by university staff, the same applies.

Financial Operations

Controller, Amy Dicello

- Student Accounts issued refunds to students who were unable to return to campus due to COVID19. To date, students received a total of \$2,249,240 in housing, meal plan, and facilities fees refunds which impact Lock Haven University's auxiliary fund. In addition, students received a prorated refund for their Student Activity fee. The total of this refund to date is \$352,208 and impacts our affiliate, Student Auxiliary Services. Additional refunds will be given because more students moved home after the first round of refunds were issued.
- The Business Office is currently updating the University's Financial Sustainability Plan. Version 2 is due to the Office of the Chancellor by June 19th with revised data for FY 2019-20, FY 2020-21 and FY 2021-22. Two versions are required. Plan 2a will project face-to-face instruction occurring beginning fall 2020. This plan will include our best enrollment estimates and housing/dining estimates. Plan 2b. will project an additional 10% reduction in enrollment due to the impacts of COVID19. In addition, the Plans must achieve our FY 2010-11 student/faculty and student/non-faculty ratios over a two-year period (by FY2021-22).
- The Business Office is working with other executive staff to determine the method of allocating CARE Act funds to students who were financially affected by COVID19.
- 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.

Office of Human Resources and Social Equity

Associate Vice President of Human Resources, Deana Hill

Title IX

- On February 20th, the Assistant Director of Human Resources for Compliance presented Title IX information to Dr. Tamson Six's Victimology class. Students were made aware of the Title IX process and procedures, terminology used, on and off campus resources, accommodations, bystander awareness programs, reporting options for students who experience incidents of sexual assault, dating and domestic violence, and stalking
- The Assistant Director of Human Resources for Compliance presented an online training to Dr. Susan Boland's Psychology class about harassment in the sexual harassment workplace. Students were made aware of LHU's Sexual Harassment policy and procedures, definitions surrounding harassment, and resources available.

- April was sexual assault awareness month. Several awareness videos, pictures and quotes to the LHU *It's On Us* Facebook page. We asked students to go online and sign a virtual It's On Us sexual assault awareness pledge.

Benefits

- **APSCUF Enhanced Sick Leave Payout Program**
Lock Haven University had 9 faculty members retire under the provisions of the Enhanced Sick Leave Payout program. This program 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.
- **PASSHE (APSCUF, Coaches, Managers & POA/SPFPA Employees) Health Care Open Enrollment**
Open enrollment will be held April 20, 2020 through May 1, 2020. Unless an enrollee experiences a qualifying life event, this is the only opportunity to add or drop dependents covered by their medical plan. **The specialty copays for APSCUF Faculty and Coaches will be reduced from \$45 to \$30 effective July 1, 2020. PASSHE experienced an increase in premiums which will result in a slight increase in employee bi-weekly contributions effective July 1, 2020.**
- **PASSHE Healthy U (APSCUF, Coaches, Managers, POA/SPFPA Employees) Wellness Program**
Due to the coronavirus/COVID-19 pandemic the Healthy U Requirements for 2019-2020 have been modified. Completion of a Real Age Test by May 31, 2020 is now the only requirement of the Healthy U program for employees and their covered spouses. The previous requirements for 2019-2020 were completing the Real Age Test and earning 40 additional points by logging additional activities/screenings. If employees and their covered spouses do not complete the requirements of PASSHE Healthy U by May 31, 2020 their health care contributions will increase significantly July 1, 2020.

Human Resources and Social Equity

- **PARSE Lunch & Learn**
On Thursday February 6, from 12:30 – 1:30 PM, LHU hosted Lexie Mowery of Professional Insurance Services, Inc. (PISI) to deliver a Lunch & Learn Information Session on the PA Association of Retired State Employees (PARSE) program. This session addressed what membership in PARSE means, how to become a member, and highlighted some of the more popular benefits that are available to members in retirement. LHU had 25 employees sign up and several others who expressed interested but could not attend. The session was recorded and distributed to all individuals who expressed any interest.
- **Remote Teams – Supervisor Training**
On March 26, 2020 Dennis Gilbert of Appreciative Strategies held a virtual training webinar titled “Managing Remote Work Teams”. LHU had 11 of its first level supervisors attend the training in order to adapt to our new remote working environment. The training lasted 90 minutes and covered:
 - How to overcome obstacles when leading and supervising remotely
 - How to guide employee performance in a remote environment
 - How to communicate expectations and manage perceptions in a remote team
 - Ways to stay engaged and keep others motivated at the same time
 - How to foster team engagement

- Mastering Work From Home Seminar**
 On April 7, 2020 from 10:00 – 11:30 AM, Dennis Gilbert of Appreciative Strategies held a virtual training webinar titled “Mastering Work From Home”. The university had 52 employees attend the training. The session covered:
 - Ways to feel connected while working from home
 - Communication concepts for working remotely
 - How to develop new understanding of planning and scheduling
 - Tips and techniques to help improve accountability and create more trust
 - Methods to improve respect and patience while working with remote people and teams.
- Employee Recognition Virtual Event**
 Due to the circumstances surrounding COVID-19, our Employee Recognition Ceremony could not occur in its normally scheduled fashion. In its place, however, we still recognized our employees who have celebrated 5-year service increments in 2019 as well as highlighted the exemplary service of individuals and teams. This was completed through a virtual Employee Recognition Event, which was held via Zoom on Thursday, April 30. We recognized 79 employees who celebrated a 5-year service increment as well as several individuals and one team for recognition of exemplary service. The employee recognition awards were selected from nominations submitted by their peers – 22 individuals and 8 team nominations received. We also presented a video on the latest installment of “*Take Your President To Work*”.
- Applicant Portal – Refresh**
 We recently completed a refresh of our LHU Employment Application Page. This has been updated with a new look and feel, and more importantly is mobile friendly – with the ability to be easily viewed on any device. There are also new “fast find” job search buttons, which will show open positions in one of four major categories: Faculty, Staff, Coach, and Graduate Assistant.
- Onboarding Webpages**
 In an effort to improve our onboarding process, we recently completed the migration of our new-employee materials to the HR page of the Lock Haven website. This information has been enhanced and streamlined to improve the overall effectiveness and satisfaction for new employees. In conjunction with this information, we have monthly scheduled Q&A sessions for the new employees (and their supervisors) to and ask any questions and provide feedback on the process.

Information Technology

Director of Information Technology, Boise Miller

- OneSIS RFP: The PASSHE OneSIS RFP process has been delayed by approximately 2 months due to the COVID-19 crisis. A new timetable is being developed.
- Campus Wireless System: Work continues on the specification portion of the campus wireless replacement project. Actual implementation schedules will depend on the ability of contractors to access the campus once an award is made.
- Summer Audio/Visual Projects: Upgrades of the DACC Boardroom and the three LHU-owned Physician’s Assistant Program distance-education classrooms are planned. Actual implementation will depend on the ability of the contractors to access campus.
- External Connectivity Upgrades: All external Internet connections have been upgraded to 10Gbps, with full redundancy and fail-over between carriers.

- Virtual Desktop Environment: Lifecycle replacements of two servers in the University's VMWare private cloud this summer will further increase performance for students, faculty and staff as more demanding applications are used.
- Department Relocation: As part of the Robinson renovation project, the IT Department offices will be moving to new spaces in the Stevenson Library and Smith Hall. Helpdesk and general technical support staff will be moving to Stevenson, while the information resources and administrative systems group, along with the networking and infrastructure staff, will move to the ground floor of Smith Hall.
- Master Plan: The 5-year IT Master Plan is undergoing revision and should be complete shortly. The OneSIS project, as well as the impact of the COVID-19 crisis have created many uncertainties in the planning process.
- COVID-19 Support: The IT Department has been working remotely during the "stay-at-home" order, with staff going on-campus only to make essential repairs or to configure equipment required for remote work or learning. Additionally, the IT Department has been supporting students, faculty and staff through the following means:
 - Additional D2L and Zoom support
 - Extended help desk hours
 - Enhanced telework solutions for those in need such as Financial Aid, Student Accounts and Admissions staff
 - Procurement of 80+ laptops for loan to students and employees in need
 - Procurement of 50 cellular hotspots for loan to students without Internet access
 - Procurement of videoconferencing-related devices for home use, such as microphones, headsets and webcams

Special Events and Projects

Manager, Tara Remick

Camps/Clinics/Tournaments:

- All camps, clinics, tournaments, and lessons are cancelled from March 15 – August 23, 2020.
- Our online registration page is being used to collect contact information from interested individuals so we can reach out to them with future event details.
- ARMS Software has chosen to refund to LHU all processing fees for summer camps/clinics cancelled due to Covid 19.
- A payment plan with \$0 due at registration and automatic credit card payments scheduled two weeks before future events has been put in place to minimize processing fees for potential future cancellations.
- Plans for potential additional fall clinics and possible virtual events to try to replace lost summer revenue are underway.

Conferences:

- DCNR (Department of Forestry) was scheduled to hold their annual Wildfire Academy with approximately 185 attendees at LHU for the third in a row from May 25- May 31, 2020. They have rescheduled for May 31 – June 6, 2021.

- PAJCL (Pennsylvania Junior Classical League) planned to hold their annual Latin Convention with nearly 500 high school students from May 22 – 24, 2020. They have been rescheduled for May 21 – 23, 2021.

DACC Events:

- All DACC meetings, conferences, and events have been cancelled from March 15 – August 23, 2020.
- Internal events and meetings have tentatively been added back to the schedule starting in September.
- Regular events by external customers that were cancelled for 2020 and rescheduled for 2021 and include:
 - Susque-View “Enchanted Evening” Fundraiser
 - Leadership Clinton County Graduation Ceremony
 - CMHS Senior Ball
 - Keystone Elk Country Alliance Banquet
 - ZTA Reunion
 - Worker’s United Social

Public Safety

Director, Tim Stringer

- Our newest officer, Eryn Suttle-Vaughn will have completed our Field Training Officer Program. Officer Vaughn will be the first to go through this training program which consisted of 16 weeks of training focusing on Lock Haven University Public Safety Department Policies and Procedures. This program ensures that the new officer understands our policies as well as familiarizes the officer with our partners within the Lock Haven University community and the Clinton County area.
- All Officers completed their Mandatory In-Service training for maintaining their Municipal Police Officer Education and Training Commission certification. Officers attended training at the main campus location at Lock Haven and branch campus at Clearfield. Officers received training in Legal Updates, Officer Safety-Explosive Devices, Operational Planning and Personal Leadership. In addition to the Mandatory In-Service training, all officers completed a training program for Law Enforcement on COVID-19. Each officer was able to complete this training on-line. This training provided officers training on the history of COVID-19, identifying signs of people who have COVID-19 and how to protect themselves, the department and their families from getting COVID-19.
- The Public Safety Department is in the process of adding an additional supervisor for the evening shift. This addition will balance out all three shifts and provide additional supervision for our young department. This additional supervisor will come from within the department.
- Our newest parking ticket system, Cardinal Tickettrak-10 was successfully implemented. This system allows our handheld ticket devices to remotely connect with our system through Wi-Fi with real time information.
- Our Dispatch office had one member resign and she was replaced with a former dispatcher who left Public Safety to work in the Duplicating Center at Lock Haven University. Dave Emel returned to Public Safety to bring our dispatch center to full staff.
- Due to COVID-19 most of our additional training opportunities were either cancelled, postponed or re-

scheduled for later dates. COVID-19 has also reduced our calls for service but created a need for greater security due to limited people on campus. Our building checks have increased nearly one hundred percent.

Report of the Vice President for Enrollment Management and Students Affairs to the Council of Trustees for the May 1, 2020 Meeting.

Compared to Fall 2019, first-time freshman applications on the Main Campus are up 255 (12%), offers of admission are up 34 (2%) and deposits are up 21 (5%). First-time transfer applications are up 110 (72%), offers of admission are up 25 (28%) and deposits are up 22 (65%). Compared to Fall 2019, first-time graduate applications are down 75 (-35%), offers of admissions are up 2 (3%) and deposits are down 6 (-10%).

On the Clearfield Campus, first-time freshman applications are down 143 (-61%), offers of admission are down 15 (-27%) and deposits are down 3 (-12%), compared to Fall 2019. First-time transfer application are down 16 (-18%), offers of admission are down 4 (-22%) and deposits are down 2 (-20%).

Fall 2020 Comparison Report as of 4/16/2020						
Main Campus						
First Time Freshman	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	7,476	7,356	7,753	8,166	120	2%
Applied	2,467	2,212	2,699	3,185	255	12%
Accepted	1,987	1,953	2,247	2,654	34	2%
Deposited	477	456	544	591	21	5%
Transfer Student	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	310	158	166	216	152	96%
Applied	263	153	214	263	110	72%
Accepted	114	89	118	140	25	28%
Deposited	56	34	48	66	22	65%
International	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	45	68	129	29	-23	-34%
Applied	39	16	99	33	23	144%
Accepted	21	3	7	9	18	600%
Deposited	1	0	2	3	1	100%
Clearfield Campus						
Clearfield Freshman	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	115	275	234	139	-160	-58%
Applied	90	233	324	403	-143	-61%
Accepted	40	55	91	95	-15	-27%
Deposited	22	25	49	38	-3	-12%
Clearfield Transfer	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	82	19	25	14	63	332%
Applied	72	88	94	93	-16	-18%
Accepted	14	18	26	15	-4	-22%
Deposited	8	10	11	10	-2	-20%
UNDERGRADUATE TOTALS						
	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	9054	7876	8307	8564	1178	15%
Applied	2922	2702	3430	3977	220	8%
Accepted	2172	2118	2489	2913	54	3%
Deposited	563	525	654	708	38	7%
GRADUATE TOTALS						
	FA2020	FA2019	FA2018	FA2017	YoY	YoY%
Inquired	369	629	301	26	-260	-41%
Applied	142	217	193	136	-75	-35%
Accepted	75	73	70	41	2	3%
Deposited	53	59	50	35	-6	-10%

In adapting to COVID19, the Enrollment Management and Student Affairs Division implemented a variety of new initiatives, and also adapted policies and procedures to continue to provide helpful service to students.

Virtual Campus Visits

To accommodate students who are not able to visit campus, the admissions office has been providing a Zoom webinar as a virtual campus visit. In these visits, prospective students meet with an admissions counselor and receive an overview of the campus. In addition, housing, support services, and academic department presentations have also been included in the virtual campus visits. To date, 353 students have attended one of the presentations.

Admissions Process Changes

When the College Board and ACT cancelled spring testing dates, the Admissions Office waived the standardized test requirement for students who had submitted a high school transcript but did not have an SAT or ACT score. Over 50 students were admitted without standardized test scores. In addition, the enrollment deposit was decreased from \$200 to \$100 to make the enrollment process more affordable for families.

Summer Orientation Planning

Since on-campus orientation for new students is not possible for summer 2020, a new on-line platform has been purchased and all orientation sessions will be provided in a virtual format. The orientation sessions will occur in June, July and August and will include a variety of sessions that cover academics and student life. Students are provided a variety of options in choosing when to attend each session throughout the summer.

Success Coach Outreach

The EMSA Division has engaged six staff members of the division in proactive outreach to undergraduate students. Through this outreach, success coaches are addressing challenges that students are experiencing and learning how our students are navigating through the on-line learning environment.

Fall Class Registration

Registration for classes began on April 6th and runs through April 22nd. The registration process was moved back one week to accommodate the challenges students experienced this spring, with advising occurring over the phone or through Zoom meetings. The final date to drop classes was moved back one week to provide more time for students to adapt to on-line course delivery.

Residence Life

All students living in the residence halls were provided the opportunity to apply to remain in the halls if they had extenuating circumstances. Twenty students remain in the residence halls and they all have been consolidated in Fairview Suites and Campus Village. The other residence halls are all receiving a deep clean.

Student Life

The student activities office transitioned to virtual programming initiatives on social media. A weekly newsletter is emailed to all students on Wednesdays. Social media initiatives have been implemented almost daily to interact with students with a variety of themed ideas to engage students. Ideas include trivia contests, social media contests, daily social media posts, etc. The Student Recreation Center began hosting an E-sports intramural league beginning on April 6th.

Center for Excellence and Inclusion

The Haven Cupboard continues to serve students every Wednesday. Last week, the Cupboard served 57 students. Students have been very appreciative of having the opportunity to continue to address their food needs through the Cupboard.

Financial Aid

The financial aid office has been actively engaged with families who have been impacted by COVID19. The financial aid staff have used the Retention Fund, and a new Emergency Fund to address financial stress that families have demonstrated because of COVID19. A hold that prevents students with outstanding balances from registering for Fall 2020 was lifted for those students who owed \$1000 or less.

- 1) All F2f moved to online, zoom or a combination. Transition has been remarkably smooth given the circumstances. Our Faculty Development Center along with Meredith Seiler, Jan Bottorf, Kristin Laudenslauger and a number of faculty volunteers have been instrumental in helping faculty with this lift.
 - a. PASSHE has suspended all F2F experiential learning and many external sites have now limited access to essential personnel. Sticky spots have been labs, internships, clinicals and student teaching. Many have converted to alternative, online projects to fulfill learning objectives. But in some cases, this may not be feasible. In instances such as clinicals, faculty are evaluating each students portfolio to see if they meet graduation requirements or if they need to be met as soon as suspensions are lifted. In the case of student teachers there is SB751 working its' way through the Assembly that will reduce the number of ST weeks for certification.
 - b. P/F options. As you know there is a widespread movement to allow students a P/F option. Locally we are having discussions with faculty at MD, UCC and hope to have a recommendation by next week some time.
- 2) Faculty evaluations. Deadlines have been extended by PASSHE and state APSCUF. As faculty travel has been curtailed for the foreseeable future, steps have been taken to ensure that cancelled conference presentations or service opportunities do not adversely impact evaluations. Locally our P/T committees are concluding their work and will forward their recommendations to the President before long.

Lock Haven University Council of Trustees Report

University Advancement

May 8, 2020

Joe Fiochetta, VP for University Advancement

Advancement Office

University Advancement serves Lock Haven University by building and strengthening relationships with the internal and external communities we serve to encourage advocacy, investment and support of the University, its mission, goals and programs in support of student and alumni success.

Volunteer Leadership Meetings

- The Alumni Board postponed their April 18 workshop but will hold their summer meeting virtually on June 18.
 - The LHU Foundation Summer Board meeting is scheduled for Thursday, June 25.
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Alumni and Community Engagement

Recent Activities

- A Coaches Caravan event was held on February 27 in Lancaster.
- The annual Grad Salute event for graduating seniors was held on March 3 on campus.
- Many of the Spring and Summer events planned through July 2020 across the state and country were canceled due to COVID-19.

Upcoming Initiatives

- The Advancement office has begun shifting focus to engage core constituencies online.
 - A virtual Alumni Town Hall with President Pignatello will be held April 24.
 - A virtual graduation celebration will be held May 9.
As part of this celebration, a video of alumni sending well-wishes to the class of 2020 is being produced. In addition, students have designed a custom “class shirt” that will be sent to all graduates.
 - More than 30 initiatives are under consideration to engage with alumni, including:
 - Virtual Jeopardy (late April 2020).
 - #TalonTales is a social media effort featuring feature alumni and students reading children’s books (May 2020).
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Fundraising

Recent Activities

- The All In Day of Giving, scheduled for April 16, was postponed and will be rescheduled to another date.
 - In support of All-In, the individual members of the LHU Foundation Board each contributed \$500 to create a \$10,000 match fund that will be used during All-In.
 - In place of All-In, a Student Emergency Fund appeal and campaign was created. Nearly \$25,000 was raised in the first three weeks. The campaign will be a fundraising focus through May 2020.
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- Phonathon – our student calling program – started before Spring break did very well; however, it was suspended when the semester shifted to remote learning. This program will restart again in the Fall.

Upcoming Initiatives

- A fiscal year end appeal is being developed for late May.
- Crowdfunding pages are being developed for several athletic sports to help bridge the fundraising gap due to lost revenue from camps.
 - The technology platform used for crowdfunding programs will be used to set up fundraising pages for other athletic and academic programs.
- The team continues to build their donor portfolios and cultivate relationships.

Communications

Recent Activities:

- Newsletters: Two newsletters are produced monthly.
 - *LHU and You* is distributed to over 1,200 subscribers and highlights campus and community news, events, and spotlights local businesses.
 - *From the President's Desk* is distributed internally to faculty and staff and contains important University news, updates, and coming events. During the current COVID-19 pandemic, *From the President's Desk* is being distributed on a weekly basis.
- Social Media: The University's social media presence includes accounts for the university, alumni, LHU President, and athletics across all major social media channels (Facebook, Instagram, Twitter, YouTube).
 - An interdisciplinary social media task force between communications, admissions, and student affairs was formed to ensure key university messages are being communicated to key audiences. The group will continue post-pandemic.
- Public Relations: Media advisories are sent on a local and regional basis to promote newsworthy items about the University, faculty, current events, and programs. In addition, we continue to promote and showcase work and initiatives by our students, faculty, and staff.

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.

Marketing

Recent Activities:

- Brand Marketing: Activities developed to drive awareness, re-establish brand equity and increase visibility for the University, especially among prospective students and their parents.
 - Out of Home Media: Other than permanent installations, all out-of-home media is temporarily on hold due to the reduction in traffic/ridership due to COVID-19.
 - Billboards: LHU billboards are placed throughout Centre, Clinton and Lycoming counties with several permanent boards installed along route 220 in Williamsport and Route 80 in Centre County.

- River Valley Transit (RVT): New bus billboards will be installed on 10 buses that travel between Lycoming and Clinton counties with additional routes being added. RVT also designed a bus to look like the iconic LHU trolley.
 - Broadcast Media: LHU partners with local television stations WNEP (traditional television) and Effectv (streaming television); and radio stations WSQV (traditional radio) and 7 Mountains (streaming radio) to promote enrollment and key campus events. Currently, stations are running public service announcements (PSAs) showcasing Public Health Professors Kathleen Allison and Fredrick Schulze. Enrollment efforts targeting health-related areas: Public Health, Nursing and non-degree Health Programs are being produced.
- Enrollment Marketing: Communications designed to move prospective students and parents through the recruitment funnel.
 - Admission Collateral: A suite of marketing materials for prospective students (brochures, viewbooks, website text, and program specific pieces) were reconstituted to support the brand messaging and value proposition of Lock Haven University.
 - Recruitment Marketing: A series of promotional and transactional direct mail pieces, email communications, phone scripts, and text messages were developed to encourage enrollment.

Upcoming Initiatives

- The team has engaged a digital marketing agency, VONT, to create and augment our digital assets and increase our competitive market footprint.
- To help prospective students and parents experience the campus (without actually visiting LHU), marketing is developing a virtual map and virtual tour.

Athletic Communications and Marketing

Recent Activities:

- With no live sporting events scheduled, athletic communications expanded its social media campaigns and media coverage to celebrate Spring sports, seniors, and athletic teams.
 - Produced a virtual edition of The Talons on Thursday, April 30 at 6 p.m. live on Twitter & Facebook. The Talons are LHU Athletics' annual end of the year celebration.
 - Held Virtual Senior Days for 2020 Spring Sports.
 - Coordinated feature stories with media outlets across Pennsylvania after the Division I Wrestling Championships and NCAA Spring Championship seasons were cancelled.
 - Promoted the hire of the new women's golf coach and helped promote the start of the program across various media platforms.
- Developed communication systems and a platform to disseminate COVID-19 messaging on GoLHU.com, the official website of LHU athletics.

Upcoming Initiatives

- Finalizing 2020 LHU Athletics Hall of Fame Class and 2020 Induction Ceremony details.
- Conducting an athletics social media audit which will inform an athletic rebranding phase.
- Developing a comprehensive communication plan for Athletic Communications & Marketing.
- Finalizing a new LHU athletics sponsorship booklet.
- Updating all record books to preserve legacy and rich history of LHU athletics.