

Lock Haven University Council of Trustees
Academic Affairs and Athletics Department Report

May 10, 2019

Donna Wilson, Provost and Executive Vice President

1. Middle States Self-Study

Dr. Steven Pugliese, our Vice President Liaison with the Middle States Commission, was on campus April 16 for the Self-Study Preparation Visit. He met with the President, Executive and Administrative staff along with a Trustee, faculty, staff, and students in an open forum, and conducted a lengthy working meeting with the Steering Committee. The Steering Committee has a few minor revisions to make to the Self-Study Design, but overall the design was commended as a model framework for an effective and efficient self-study.

The Self-Study Steering Committee has met and has constituted all eight working groups with the exception of a handful of student members, who will be appointed in the fall.

Next steps are for the Co-chairs, Dr. Cori Myers and Provost Donna Wilson, to revise the Self-Study Design Document as indicated and resubmit to Dr. Pugliese for final approval.

2. System Redesign

Goal Alignment: Mike Abplanalp, Director of Institutional Research, VP Hanelly, and Provost Wilson are working to align our Strategic Plan key performance indicators with the new PASSHE measures for University and Student Success. We will be working over the summer to map our planning and strategies onto the system strategic plan and prepare to align our budgets with the planning and strategies, in consultation with the OOC.

Academic Program Sharing: A system-wide team is being assembled to work toward two distinct approaches to academic program sharing – PASSHE Collaborative, which focuses on specific program collaborations to help universities reduce staffing costs while maintaining a wide range of academic opportunities for students, and PASSHE Online, which focuses on recruiting and serving on post-traditional employed citizens across the Commonwealth who have some credits but no degree, and helping to identify online pathways to a credential across the system for them and supporting them through completion of that credential pathway. Lock Haven University has already begun to pursue academic program collaborations with Clarion University (Social Studies Education) and Mansfield (Criminal Justice); we will work toward collaborations in humanities (Philosophy, Anthropology, Foreign Languages), Nursing, and Physician Assistant in the near future.

3. Academic Affairs

The University is pleased to announce that Dr. John Nauright has accepted appointment as Dean of the Stephen Poorman College of Business, Information Systems, and Human Services. Dr. Nauright brings a wealth of academic and international experience that will carry the College forward, building on Stephen Neun's excellent work as Founding Dean. He will join the leadership team on June 17, 2019.

Diversity, Inclusion, Civility, and Freedom of Speech: These continue to be contested topics on University campuses across the nation, and Lock Haven University is no exception. In an effort to promote and educate our community on these important values and freedoms, a group of faculty worked over the academic year to present to the Provost and President a proposal for an Institute to study and promote freedom of speech. The proposal is under review and will be returned to the working group for revisions; we anticipate launching the Institute at the beginning of the fall semester in conjunction with Convocation, where Daniel Buccino, Director of the Johns Hopkins Civility Initiative, will speak and conduct a workshop for faculty.

Mr. Nigel Farage, a British politician, political analyst, and leader of the Brexit Party, delivered a lecture at the University on April 26, sponsored by the Young Americans for Liberty (YAL) student club.

Ms. Kathleen Gillespie ('86), Chief Executive Officer of the Clearfield County Area Agency on Aging, delivered the Willis Lecture on April 23. She is spearheading Village of Hope, an innovative approach to eldercare for people with Alzheimer's disease and other forms of dementia. She will be meeting with faculty from several departments early in May to explore ways the University can collaborate in this innovative project.

The H.O.P.E. Center annual Take Back the Night event was held at the Poorman Amphitheatre on April 24, where sexual assault survivors and friends of sexual assault victims had 'planted' teal-colored pinwheels in the grass to promote awareness of sexual assault.

Sunday, April 28, the University recognized the academic and athletic achievements of our students at the Gerald R. Robinson Academic Awards and Scholarships ceremony.

Celebration of Scholarship took place on April 27. Hundreds of students and student-faculty teams presented research and creative production, showcasing the academic excellence for which the University has been and continues to be known.

On March 29, a crowd gathered to enjoy the Margery Krevsky Dosey celebration of the arts and to recognize the achievements of Danielle Sander, 2018-19 recipient of Margery's generous scholarship.

4. Athletics

Strategic Planning: Jill Willson, a consultant with Double L consulting, conducted a review of the Athletic Department structure, funding, staffing, and procedures, in preparation for a department strategic planning exercise. She submitted her report and recommendations to the

Department and the President at the end of April. Dr. Gioglio will lead coaches and staff to develop a strategic vision and plan to carry the program forward.

Athlete Student-Athlete Success:

Wrestling was named a Division 1 top 30 Scholar Team; Chance Marsteller (also an All-American athlete), DJ Fehlman, and Alex Klucker were recognized with Scholar All-American Honors. The program boasts two All-Americans and a ranking of 18th in the nation coming out of the D1 National Championships in Pittsburgh in March.

The University is adding women's wrestling to its portfolio of intercollegiate varsity athletics. Women's Wrestling is an emerging sport and is sponsored and governed by the Women's Collegiate Wrestling Association. An internal search for a part-time women's wrestling Head Coach, who will also serve as a part-time Assistant Coach for men's wrestling, has been posted.

Track & Field is having an amazing outdoor season, on both the men's and women's side: We've set several school records, hit a number of NCAA provisional championship qualifying marks and a large number of student-athletes have recorded PSAC championship individual qualifying marks (hard to tell hard numbers because we are in action this week and one more regular season meet to go).

Lacrosse goalkeeper Lauren Girardi finished the season with a 209 saves, a single-season school record.

Softball senior pitcher Bekah Slattery recently surpassed the 700 career strikeout mark. She is clearly No. 2 all-time in career strikeouts and among the top-10 all-time in the entire PSAC. She was recently nominated for a major academic award (voting had not occurred at the time of writing).

Baseball pitcher Scott Leitholf was recently named the Atlantic Region Pitcher of the Week for Division II by the National Collegiate Baseball Writers' Association.

Finance & Administration Division
Report for the Council of Trustees Meeting
May 10, 2019

Division Highlights

The Robinson Learning center feasibility study to prepare for the capital-funded renovation project is nearing completion. A broadly inclusive process was used that involved multiple opportunities for input and feedback from faculty departments and others that will be affected by the project. What is emerging is an exciting new look for the RLC and improvements to other facilities to better support various programs. Key elements include:

- Utilizing the two vacant floors of Ulmer South (3rd and 4th) to temporarily house academic departments that will be displaced during the 18 to 24 month RLC renovation project. The space would be configured for flexible classroom, collaboration, and office use.
- Also utilizing part of the second floor of Ulmer South for a permanent home for the Communications department. The current TV and radio station operations would be relocated to a new broadcast center located in a repurposed planetarium building.
- Relocating the ROTC and PSAC offices to space in either Sloan or East Campus to facilitate the Communications department relocation.
- Relocating most of the IT staff to space in Stevenson Library, to make IT services more accessible, particularly to students. The data center would remain in the RLC.
- Making various improvements in the renovated RLC, including a more open and inviting building entry, more glass in the façade to allow natural light into the building, a two story Hall of Flags with access from both the first and second floors, and modernized and flexible classroom space with nearby collaboration spaces.

We are now entering the phase where detailed cost estimates will be prepared and reviewed to determine if the design concepts can be achieved within available budget.

A second major renovation project is the East Campus Gymnasium, a \$4 million project that will be funded by grants under the Commonwealths' Redevelopment Assistance Capital Project program and matching funds from the LHU Foundation. The proposal for the second tranche of grant funding has been submitted and is under review by the Office of the Budget, through third party consultants. If all goes well, this project will be put out to bid late this year and work will commence in May 2020.

Department Reports

Facilities Department

Director of Facilities, Scott McCall

In-house Projects Completed:

- Smith Hall Renovations (95% Complete) - Budget \$1,870,000: Renovation of the mechanical systems and restroom/shower facilities in Smith Hall. Project completion date is scheduled for 5/15/2019 with a revised budget of \$1,647,613.
- Painting of Fairview Suites – 2nd Floor - Budget \$130,000: This is the second phase of a multi-year building maintenance plan. Corridors and community rooms are to be painted during 2018 winter break (Complete) and residence rooms are to be painted during the summer of 2019. There is a plan in

place to progressively work our way through each floor of the building during the upcoming years. A multi-year open-end contract has been executed with Wheary Painting (the sole bidder on the project).

- Thomas Field House Offices (PO 781) – (Complete) Additional offices for Title IX Compliance.
- Replace Main Entrance Doors (PO 594) – (Complete) Single door remaining to be completed when weather allows.
- Akeley Carpet Replacement on Second Floor (PO 780) – (Complete)

Upcoming Projects:

- Electrical Infrastructure Upgrade – Capital project through DGS. Budget \$6,000,000: The Design Development drawings will be completed in May for Lock Haven review and acceptance. If accepted, the project will go out bid immediately with contract award to follow with the first phase of construction to commence in Summer 2019.
- Bentley Chiller Replacement – The chiller and cooling tower have been replaced and are in operation. Final programming will be completed in the coming weeks.
- Roof replacement on Campus Village - Project to replace the aging roof on Campus Village. Budget \$375,000. Scheduled completion date is 7/19/2019.
- RLC & Sloan Chiller Replacements – With engineering and designs completed, the units are currently on order and will be installed and completed by 6/14/2019 with at completed cost of \$500,000.
- Rec Center Flat Roof Section – Repair and recoating of the flat roof section. The work will be completed on 7/31/2019 at a cost of \$109,000.
- Roof Fencing for Bentley and Raub Hall – Protective fencing will be installed on the lower portions of the roofs of these two buildings to limit roof access. The work will be completed by 5/27/2019 at a cost of \$7,260.
- Repointing Masonry at Akeley – The exterior mortar joints at Akeley is allowing water to transmit through the exterior walls. Currently getting quotes from vendors to repair the masonry.
- Window Replacement and Lighting at Seig – Window replacement and electrical lighting upgrades scheduled to be completed on 5/10/2019 with a projected cost of \$16,639.
- East Campus Gym Renovation Project – Funding Grants have been submitted with a proposed project cost of \$4,000,000 including complete gymnasium renovation with new bleachers, flooring, gym equipment, score boards, sound system, locker rooms and building renovations. Proposed completion is 8/1/2020.
- Storage Pole Building at Jack Stadium – Removal of three old storage buildings and replacement with a larger building used to store athletic equipment. Work will begin immediately after graduation with completion by 8/1/2020 with a projected cost of \$20,400.
- Fairview student walkway – Concrete walkway ramp allowing safe student travel from behind Fairview Suites to the parking lot behind Willis Health Building. This has become a highly traveled path between the main campus and the East Campus Facility.
- Exterior Building Pressure washing and sealing – Project to pressure wash several buildings on campus and seal the newly cleaned surfaces. Work will begin 5/13/2020 and require approximately 2 weeks to complete at a cost of \$9,835.
- Willis Health Professions Building – Gender Neutral Bathroom Refurbishment will be completed 5/20/2019 at a cost of \$9,500.
- Repair or Replace the stairs behind Woolridge Residence Hall – Continue repairs on the existing stairs.
- Campus Appearance Improvement Projects – Campus visual improvement projects such as tree and flower planting, brush clearing and general cleanup.
- 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.
- Fire Alarm Upgrades - Five Buildings on campus have outdated fire alarm systems and will be upgraded. Buildings include: Glennon Public Safety, Price Performance Center, Thomas Field House, Akeley Hall and Raub Hall.
- Building Demolition – Capital project to demolish High Hall and possibly McEntire Hall.

Procurement Department

Director of Procurement, Becky Proctor

- A new centrally sourced contract with Adirondack Solutions has been executed. The supplier provides web-based room assignments, housing operations, parking/vehicle registration, conference management, and visitor tracking.
- The PASSHE-wide master agreement with SideArm Sports (Athletics website hosting) is fully executed and available for use.
- The registration period for the 2019-2020 statewide CoStars-participating Sodium Chloride (Road Salt) Contract closed on March 15 with a total of 1,674 (up from 1,653 last year at this time) CoStars members requesting nearly 887,000 tons of road salt for the upcoming season. 150 tons was requested by Lock Haven University.

Financial Operations

Controller, Amy Dicello

- The Student Accounts staff participated in an Open House on April 6th. The Student Accounts supervisor will provide presentations at student orientations on June 21st, 24th, 26th and 28th and accept tuition payments and provide financial information to attendees.
- The Business Office and Student Accounts staff attended the Budget and Accounting Directors meeting in State College April 25th and 26th. Budget and accounting and financial aid staff from the fourteen PASSHE universities attend the semiannual meeting, as well as, staff from the State System office. Topics included budget and accounting updates, system redesign, changes in tuition policy, interim budget report process, collaborative models for affordability and breakout sessions for bursar and financial aid staff.
- PASSHE changed the interim budget report process this year. Universities provided enrollment projections and PASSHE pulled financial data and compiled it into the Interim BUDRPT template. Universities then reviewed the data and provided input on material changes that would impact the Interim BUDRPT projection for the current year (FY 2018-19) and/or the request year (FY 2019/20). All university data, along with projections for Office of the Chancellor, was added together to develop an updated picture of the System-wide enrollment and budget for FY 2018/19 and help determine if any adjustments need to be made to the System's original budget and enrollment projections for FY 2019/20.
- Staff from Financial Operations participated on the search committee for the replacement of the Financial Aid director and are currently participating on the Middle States Self Study Working Group VI for reaccreditation, focus group to meet with Chancellor Greenstein to discuss shared values among the PASSHE institutions, and the search committee to hire a Fiscal Manager for the LHU Foundation.

Office of Human Resources and Social Equity

Associate Vice President of Human Resources, Deana Hill

Title IX

- On March 19, 2019, PASSHE partnered with Cohen and Seglias and offered an all-day training on investigating **Title IX reports**. The training was held at Lock Haven University. 13 of the 14 PASSHE schools participated. Members of the Title IX board and Team participated in the training. The members included Deana Hill, Associated Vice President of Human Resources, Dwayne Allison, Dean of Student & Residence Life, Sherry Moore, Assistant Director of Human Resources, Emmy Borst, Resident Hall Director, Danna Bressler, Assistant to the Dean, Kelly Hibbler Assistant to the Dean, and Caitlynn Kovach, Assistant to the Dean
- On March 27th, the HOPE center conducted a Consent workshop to 14 students. The workshop addressed the importance of consent, what consent means, how to get it, and how to be an active bystander. Students were made aware of the University's definition of consent, the Title IX process, and on and off campus resources and accommodations

April is Sexual Assault Awareness month-It's On Us

- April 1, 2019, teal Sexual Assault Awareness ribbons were tied to the lamp posts on Bellefonte Avenue
- April 2, 2019, "Cup of Consent" Lock Haven University partnered with Avenue 209 and gave away coffee on Ivy lane. The coffee cups had labels that addressed the definition of consent.
- April 10, 2019, HAC partnered with It's On Us and did an It's On Us pledge signing. Students that participated in the pledge signing were able to select Teal awareness ribbons, stickers, and tattoos.
- April 18, 2019, Haven Leadership hosted Step Up, a bystander awareness training. The training focused on how to notice an issue, interpret it as a problem, assume personal responsibility, and implement the help.
- April 24, 2019, Pinwheel project occurred in the grass of the Poorman Amphitheater. Students were asked to place a teal pinwheel in the grass if they or someone they know have been a victim of sexual assault. The pinwheels remained on display for the Take Back The Night Rally that evening.

Information Technology

Director of Information Technology, Boise Miller

- Faculty Development Center: The Faculty Development Center located in Raub Hall has been configured to be a Zoom-enabled conference room.
- Customer Satisfaction Surveys: Students and employee groups were surveyed to measure the level of satisfaction and accessibility of technology systems and services. The results of the survey will be used in the drafting of an updated Technology Master Plan.
- Distance Education Classrooms: East Campus G108, East Campus Science Center 325, Founders Hall 003 and Clearfield A123 rooms are all scheduled to be upgraded to the latest A/V technology and to use Zoom Conferencing technology at the end of the spring term.
- Computer Labs: Akeley 203 has received a software upgrade to enhance performance and responsiveness. East Campus Science Center 115 will receive a hardware refresh over the summer.
- Campus Events: The IT Department has purchased additional portable A/V equipment that has enabled and will continue to enable better production quality and live-streaming of events from virtually anywhere on campus.

- Large-scale Audio Systems: Engineering is complete on the audio system replacements for the Thomas Field House and the Durrwachter Center Ballroom. Installation will commence at the end of the spring term.
- Administrative Systems: Implementation of the Slate admissions platform is ongoing. The next-generation student information system project is on hold pending further guidance from PASSHE.

Small Business Development Center

Director of the Small Business Development Center, Tim Keohane

- In March, Lock Haven University via the SBDC released an RFP to hire a consultant/firm to conduct an incubator feasibility Study, to be located in Lock Haven. A steering committee made up of LHU staff, students and partner economic development organization representatives has been formed to select the consultant and review the final report from the feasibility study and make recommendations to the University regarding the next steps.
- The Lock Haven University SBDC submitted a proposal to the USDA at the end of March to request grant funding through the Rural Business Development Grant program. If funding is approved, the SBDC proposes to develop a new initiative for a Rural Technology, Innovation and Cyber Resiliency consulting and training programs. The programming developed would be shared as a best practice with other Pennsylvania SBDCs providing technical assistance to small businesses located in other rural communities throughout the North Central Pennsylvania region and beyond. The proposed new programs would provide technical consulting assistance and training services to small and emerging businesses located within Clinton and Lycoming Counties, specifically in the cities of Lock Haven and Williamsport, and surrounding communities, in order to promote growth, economic sustainability, operational continuity and cyber resiliency, and increased use of technology, innovation and e-Connectivity for Pennsylvania business owners and entrepreneurs. The targeted business enterprise sector would include businesses in retail, service, recreational tourism and nature based place making, outdoor recreation products and services, artisans and other small manufacturers/makers, and agri-businesses that are focused on supporting the delivery of food and beverages, hospitality services, apparel and footwear and agricultural amenities to their consumers.
- The SBDC director worked with faculty members from LHU's Poorman College of Business in making application to the Center for Rural Pennsylvania's Research Grant Program. The planned activities contained in the letter of intent will provide much needed research and a cost benefit analysis of the use of public funding for trail and river town projects to stimulate private sector investments and promote community viability, specifically located within the Susquehanna Greenway Corridor. The focus of the Lock Haven University faculty proposal is to provide documentation of actual business impacts for local businesses along trail corridors, documentation of changes in real estate values of properties along trail corridors, and analysis of the economic value of other related planning initiatives that lead to an increase in the region's health, wellness and overall quality of life.
- The Lock Haven SBDC participated in the 3rd Annual national SBDC Day held on March 20, 2019, which was coordinated by the Association of Small Business Development Centers and consisted primarily of a social media promotion of the SBDCs nationwide. In addition, the Center is also gearing up for National Small Business Week to be held the week of May 5th-11th.
- The SBDC had a staffing departure on March 29th when senior business consultant, Brenda Holdren, resigned her position with the Center to take a job with another economic development program in the region. No decision on the filling of the vacancy will be made until the Center receives notification of USDA grant request status, which will most likely occur in early June of 2019.

Special Events and Projects

Manager, Tara Remick

CAMPS/CLINICS/TOURNAMENTS and CONFERENCES

Camps/Clinics/Tournaments:

- Summer 2019 Camp Season officially begins on May 27 and ends August 25 with more than 30 camps, clinics, and tournaments scheduled
- Over 100 individual campers and 4 teams registered so far for summer 2019 camps/clinics/tournaments, with registrations still coming in.

Conferences:

- May 27 – June 2: *DCNR Wildfire Academy* (returning to LHU for their second year). Approximately 180 guests per night will be housed in Fairview Suites and dining in upper Bentley. Classroom space as well as outdoor areas will be used for training exercises throughout the course of the week.
- June 26 – June 30: *Kaival Gyan Chicago Foundation*. Approximately 150 guests using the DACC and the Poorman Commons area for a youth camp.
- August 1 – August 4: *Northeast Mycological Federation*. Approximately 200 guests housed in Fairview Suites and dining in upper Bentley. East Campus classrooms, Sloan, and the DACC will be utilized during their stay.

DACC RECENT EVENTS:

- May 4: Keystone Elk Country Alliance (3rd year at the DACC)
- May 6: History/Political Sci./International Studies/Foreign Languages Senior Reception
- May 7: Yappy Hour
- May 8: Athletic Training Banquet
- May 9: Leadership Clinton County Graduation

DACC UPCOMING EVENTS:

- May 11: Post-commencement Reception
- May 13-14: Solvay Staff Training
- May 15: Business/Comp Sci. Department Retreat
- May 17: Central Mountain High School Senior Ball
- June 8: Williamsport Success Training Seminar
- July 16: PSAC Compliance Training
- July 19: UPMC Lock Haven Physician Appreciation Dinner
- August 5: PSAC Football Media Training
- August 6: PSAC Athletic Training Summit
- August 10: Williamsport Success Training Seminar
- August 16: LH JAMS
- August 17: TRIO SSS Freshmen and Families Welcome Dinner
- August 24: Private military retirement celebration
- September 10: Yappy Hour
- September 14: Williamsport Success Training Seminar
- September 28: Homecoming and Athletics Hall of Fame Events

Public Safety

Director, Paul Altieri

- Hired 3 new patrol officers in April 2019. Submitted applications to the Governor's office for police commission status which allows each officer arresting powers. Process time approximately 4 to 6 weeks. Each employee/officer will be required to go through a training process. This contains the basic police responsibilities, task, Departmental Directives, and procedures. The Field Training Officer (FTO) will use this guide during the field training period of police trainees.
- All Departmental officers attended Act 180 Mandatory In-Service Training in January or March 2019. This training consists of 12 hours of classroom training included in this training is Legal Updates, Procedural Justice, and Drug Overdose Response or Intelligence Policing. Officers also attended First Aid and CPR for recertification purposes.
- A Police Supervisor attended the Body Camera mandatory conference in April 2019. This conference was presented by the Department of Justice and was mandatory to secure the funds from the grant monies we received from the Department of Justice. Grant monies received to offset the overall cost was \$16,500. Department officers are required to follow Directive # 78 on the use of this AXON Body Cameras device.
- Clinton County Women's Center purchased and provided our Department with a gun safe to comply with the PFA (Protection From Abuse) law (April 2019). The safe will be used when our Department confiscates weapon/weapons owned by the respondent when PFAs are granted through the Courts. This gun safe is housed in the basement of the Glennon Infirmary.
- The Public Safety Department is in the process of attaining Accreditation status through the Pennsylvania Police Chief Association. The accreditation benefits includes potential insurance savings, stronger community relations; and increased employee input, interaction and confidence in the department. When accreditation is attained it remains valid for a three-year period with annual reports required. Our department is currently at Phase 2 with a preliminary self-assessment review to be performed at the end of May or beginning of June. Date TBD.

The accreditation process is as follows:

- (1) One-time application fee of \$250.00 completed in 2017;
 - (2) Self-assessment the accreditation manager will internally perform a self-assessment of our department. The manager will compare how the current policies comply with the Program's 133 standards;
 - (3) Formal assessment this is the Commission assessment and the final phase. Trained assessors will do an on-site review of agency files ensuring compliance with all standards.
- Our department will participate in the Drug Burn scheduled for June 28, 2019 at the Lock Haven City Garage area. The incinerator is being supplied by the Pennsylvania State Police.
 - Our department continues to be the FBI fingerprint center for the Lock Haven University community members (employees/current students). The fingerprinting company is IdentoGO and pre-registration is required, an acceptable form of identification is required at the fingerprint center, and payment is necessary for non-employees (i.e. education majors, internships, observation hours, etc.) during the fingerprints process. Accepted forms of payment is a credit card (American Express, Discover, Master Card or VISA) or debit card (Master Card or VISA) no cash or checks accepted. The Center is located in Room 125 Glennon Infirmary Building and is opened Monday-Thursday 8 am – 11:30 am no appointment is necessary. FBI fingerprints are required to be resubmitted every 5 years for our current employees. Many employees FBI fingerprints will expire started August 2019 through December 2020 (The Center operational hours may need to be adjusted).

Lock Haven University

Report of the Vice President for Enrollment Management and Student Affairs
to the
Council of Trustees for the May 10, 2019 Meeting

Enrollment Update

As of April 26, 2019:

New first-time, full-time freshman are tracking about 100 below last year. We are doing everything we can to work on those numbers. RNL tells us that all clients have seen that the normal deadline of May 1 has become less and less important and that we can still impact the fall class. We will continue those efforts. Some good news, summer registration is up about 20% from last summer.

First Time Freshman	Goal	YTD Goals	FA2019	FA2018	FA2017
Inquired			7,376	7,773	8,171
Applied	3800	58.5%	2,223	2,709	3,199
Accepted	3000	65.6%	1,967	2,265	2,698
Deposited - All	800	62.4%	499	604	666
Deposited - Current	800	59.4%	475	578	646
Transfer Student	Goal	YTD Goals	FA2019	FA2018	FA2017
Inquired			159	170	217
Applied	475	33.5%	159	223	270
Accepted	275	34.2%	94	122	146
Deposited - All	200	19.5%	39	51	73
Deposited - Current	200	18.5%	37	51	72
Graduate Student	Goal	YTD Goals	FA2019	FA2018	FA2017
Inquired			639	311	28
Applied	300	74.7%	224	199	136
Accepted	200	36.5%	73	77	52
Deposited - All	100	59.0%	59	60	46
Deposited - Current	100	59.0%	59	57	44
International Freshman	Goal	YTD Goals	FA2019	FA2018	FA2017
Inquired			65	129	32
Applied	45	28.9%	13	100	35
Accepted	20	5.0%	1	7	11
Deposited - All	15	6.7%	1	2	4
Deposited - Current	15	0.0%	0	2	4

Clearfield Campus					
Clearfield Freshman	Goal	YTD Goals	FA2019	FA2018	FA2017
Inquired			279	231	142
Applied	375	62.7%	235	324	404
Accepted	175	32.6%	57	90	96
Deposited - All	100	29.0%	29	51	46
Deposited - Current	100	28.0%	28	50	43
Clearfield Transfer	Goal	YTD Goals	FA2019	FA2018	FA2017
Inquired			20	25	14
Applied	150	62.0%	93	97	94
Accepted	100	17.0%	17	30	16
Deposited - All	50	24.0%	12	14	10
Deposited - Current	50	22.0%	11	13	10

Enrollment Management & Student Affairs

Two successful Accepted Student Days were held in February and March. We added a parent social component that had current faculty, alumni and parents visiting on Friday evening. Excellent evaluations and feedback support the event and it will continue for next academic year.

Summer Orientation dates:

- College of Natural, Behavioral, and Health Sciences, Friday, June 21, 2019
 - All majors except Health Science
- The Stephen Poorman College of Business, Information Systems, and Human Services, Monday, June 24, 2019
- College of Liberal Arts and Education, Wednesday, June 26, 2019
- College of Natural, Behavioral, and Health Sciences, Friday, June 28, 2019
 - Health Science Majors Only

New students are invited to campus for a day of academic, financial, and social activities that will help them transition to college. Programming will be arranged by each college and will include a panel presentation by a LHU alumnus/alumna, current student, and the current professor. Returning this year Gregory Wilson, City Manager of Lock Haven, will be joining each panel. Greg is an alumnus of Lock Haven University and was a Student Oriental Leader for two years while he was a student. This event provides our foundational Title IX education, academic success hints, and financial literacy information. Students that attend summer orientation receive a LHU bookstore coupon for \$5.00 off the freshman common reading, *I am Malala: The girl Who Stood for Education and Was Shot by the Taliban* by Malala Yousafzai, and they will have entry into the LHU parking lottery for a prime (closer to campus) parking spot.

Spring Convocation – Sunday, April 28. Over 300 students were recognized for LHU Foundation scholarships. Students were able to invite parents, friends, and mentors to watch them receive recognition for their academic excellence.

Ruffalo Noel Levitz is continuing our consulting relationship. The enrollment consulting is continuing with the last visit being Monday, April 29 and Tuesday, April 30. While on campus they did a positioning and messaging workshop that will help both admissions and marketing.

The Stop-Out Campaign will launch on June 1, 2019. This is an effort that RNL will contact 4,000 students that left the university and do not currently have degrees to try and get them to return to LHU. We do not have the resources to gather current contact information such as emails and phone numbers. RNL will do the initial contact and then hand-off to LHU to follow up and get students registered.

The financial aid leveraging project is continuing. RNL is scheduled to be here in July to present their initial conclusions based on the data we have provided. The end result of this consulting project will be a model that allows us to predict the impact of tuition discounting.

The Student Auxiliary Services (SAS), Inc. budgeting process is on-going. The SAS budget process is student-driven with a student committee reviewing requests and hearing appeals. The budget supports academic clubs, club/competition sports, cultural clubs, production and performance clubs, programming/residence halls, publication organizations, spiritual/faith based organizations, special interest clubs, and varsity athletics. The budget process is very collaborative in nature allowing clubs to submit appeals of budget denials with additional information. The SAS Board will meet on May 6 to approve final budgets.

Lock Haven University Council of Trustees Report

University Advancement

May 10, 2019

Joe Fiocchetta, VP for University Advancement

Advancement Office

The Advancement office is undergoing a transition with new leadership and focus in support of the University's priorities. The goals of the Advancement office are to:

- Create purpose-driven connections.
- Reach, relate, engage, and connect with alumni, friends, and other community members.
- Keep people inspired by and active in the work of the University.
- Educate internal and external audiences about the University's academic and athletic achievements.
- Generate philanthropic support that allows the University to fulfill its mission.

Short-term, the staff will be working on the following priorities including:

- Articulate LHU's core brand attributes and key messaging.
- Identify key areas for revenue and philanthropic growth.
- Work with admission to influence enrollment goals.
- (Re)build and invest in the staff, including the hiring of marketing staff and development officers.
- Leverage our alumni database and database assets.

Division Updates

Working in collaboration with multiple partners throughout the University, the Advancement team supports a number of key areas.

Alumni and Community Engagement

Alumni

- Phi Mu Delta held their 50th reunion on campus April 13th. There were over 160 alumni in attendance.
- After collecting more than 250 responses (with updated alumni data) from our nursing alumni, the Advancement team sent nursing alumni LHU branded materials during Nursing Week (week of May 5).
- After collecting more than 750 responses (with updated alumni data) from our education alumni, the Advancement team is in the process of fundraising and sending teacher appreciation boxes with LHU branded materials to give to their students. This is not only a cultivation tool for the alumni but a recruitment tool for perspective students.
- Homecoming is September 27-29 and also a reunion tent at homecoming will be new for this year.

Community

- Presidential Inauguration, March 1st.
- Shark Tank Events, March 28/29 (launch of the entrepreneurial minor)
- Margery Krevsky Dosey Celebration of the Arts, March 29
- Willis Lecture Series, April 23
- Clinton County Economic Partnership Time Out, April 25
- Yappy Hour, May 7 at 5pm.

Athletic

- Annual Basketball Alumni Socials were held for both men and women on February 23.
- Lacrosse held a social for the 50th Anniversary of their program at Thomas Fieldhouse on February 23.
- Wrestling NCAA Championships Alumni Social, March 22- There were over 400 LHU alumni, parents and supporters in Pittsburgh at our annual social.
- Soccer (men and women) had an alumni weekend on April 26 & 27 which included a golf tournament fundraiser at Clinton Country Club, alumni and alumnae games for both teams and a 25th Anniversary celebration for Women's Soccer on Saturday at the Durrwachter Alumni Conference Center.
- Annual Athletics Championship Celebration , April 30

Student Engagement

On April 10, Pennsylvania's State System again hosted the annual Advocacy Day in Harrisburg. More than 100 students from throughout PASSHE were joined by campus leaders to advocate for their institutions.

Working with the Admissions office, the Advancement team developed several new efforts to connect alumni to current and prospective students.

- Alumni were invited to LHU Open Houses and Accepted Student Days to share their LHU experience.
- A group of alumni are sending postcards to admitted students to encourage them to enroll in the University.
- A mentorship program is being created that that our alumni board is planning to test starting this fall. The students selected to participate in this program are at risk students who need Additional help and guidance to ensure that they will continue their education.
- The alumni office and admissions office hosted a regional event in King of Prussia (April 12) to bring together alumni with prospective students.

Volunteer Leadership Retreat

On March 30, volunteer leaders from the Council of Trustee, LHU Foundation, Alumni Association, and Student Auxiliary Services gathered together for a day of leadership training and information-sharing. The full-day retreat consisted of three parts: 1. an overview of board leadership and governance best practices; 2. a facilitated discussion about LHU's brand and messaging; and, 3. a discussion about plans for a new fundraising campaign. A key takeaway from the retreat was a commitment from the four boards to meet at least one time per year. Next steps are to conduct a similar brand value exercise with the campus community (fall 2019).

Fundraising

Several high-profile fundraising and stewardship events were conducted. The team is working on restructuring the appeal schedule for next fiscal year.

- All-In Day of Giving, April 5: Nearly \$120,000 was raised to support athletics and student retention during this 24-hour day of giving.
- TAG Day, April 18: Tag Day is a chance for current students to send thank you postcards to alumni and friends of LHU for their financial support from the previous year. Exactly 2,100 postcards were signed and sent to donors.

The team is working on the next annual giving appeal as well as preparing to launch a new stewardship program/annual giving society for FY19/20.

Communications

The office continues to produce several key communication pieces includes several newsletters and The Haven Magazine in addition to media advisories, public relations, and social media for multiple institutional accounts.

- 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 1,000 subscribers. *From the President's Desk* is distributed internally to faculty and staff and contains important University news, updates, and coming events.
- The Haven magazine: The summer 2019 issue of The Haven magazine will hit mailboxes in July/August and spotlights LHU Alumni Veterans and the 40th Anniversary of ROTC. It highlights news and events that took place in spring 2019.
- Social Media: The University's social media presence continues to grow and the social media team is working diligently to grow our presence and increase engagement with a variety of key audiences.

Marketing

Several initiatives were developed to increase awareness and visibility for the University, especially among prospective students and their parents.

- Billboards: Lock Haven University 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.
- LHU Commercial: LHU ran a new commercial with ABC affiliate WNEP for several months this spring. The new ad is also running on the LHU website homepage.
- Radio: LHU partnered with local radio station WSQV to promote enrollment and key campus events. Executive Director of Communications Elizabeth Arnold appears bi-monthly on the WSQV morning show to promote upcoming events and initiatives.
- Downtown Lock Haven Banners: We will be installing banners throughout downtown Lock Haven to highlight our close town/gown relationship and reinforce the University's connection to the community.

- Williamsport Crosscutters Sponsorship: Williamsport is a strategic recruiting area for Lock Haven. We will continue our sponsorship which includes visitor's bullpen signage, program ads, and onsite tables. Annually, more than 30,000 families see LHU branding.

Athletic Communications and Marketing

In addition to supporting LHU's athletic teams with social media posts across multiple platforms, including golhu.com, athletic communications and marketing supported the following initiatives:

- Talons Awards, April 29: Athletic communications supported the 2019 Talons Award which are the LHU Athletics Excellence in Sports Performance Yearly Awards Celebration. The yearly award ceremony commemorates the hard work and dedication of our student-athletes and the faculty who support them.
- Annual Athletics Championship Celebration, April 30: This new event honored LHU championship teams and All-Americans. Attendees from campus and the community enjoyed a brief program, autograph signings with student-athletes, and hot-dogs and ice cream.