

**Lock Haven University Council of Trustees
Provost and Executive Vice President Report
November 16, 2018**

I. Strategic Priorities for Academic Affairs and Athletics 2018-19

This report continues the focus, taken up in 2017-18, on achieving the **right size, right programs, and right staffing levels** with a view to advancing the mission and strategic plan at Lock Haven University. It, further, updates the Council on University progress on strategic priorities for 2018-19 emerging from a deep review of assessment data and aligned with the University Strategic Plan. The evidence-based actions in response to the assessments are not comprehensive but are representative of initiatives and processes being undertaken to drive improvement in Strategic Plan key indicators.

*Indicates new or developing initiatives deriving from ongoing planning and assessment and/or President's priorities

CORE THEME 1: ACADEMIC EXCELLENCE	2018-29 Priorities	Status Report
Academic Program Array	<ul style="list-style-type: none"> • Focus on a total array that will attract enrollments, advance the mission, and be fiscally sustainable • Expand existing associates degrees to Lock Haven and develop market-responsive new associates degree programs, especially those that will stack into a baccalaureate program • Build collaborations in program delivery to manage the cost margin without compromising program integrity • Make certificates and degree programs that are attractive to adults accessible to them • Continue to update and implement Academic Plan 2018-2022 • Hire consultant to support development of School of Nursing proposal and plan for developing and staffing geographic and programmatic expansion • Finalize proposal for School of Nursing and submit for Council of 	<ul style="list-style-type: none"> • Report to UCC 8/25/28: 2021 program array will have more interdisciplinary programs and greater balance among associates, bachelors, masters, and certificate programs. • In progress • One course delivery collaboration • Need to submit Substantive Change Application to Middle States • Completed • Dean Steven Cavanagh, UMass Amherst College of Nursing • In progress for February 2019 Council meeting

	Trustee action at November meeting	
Initiate 'Robot-Proof' conversation	<ul style="list-style-type: none"> • Ask if our curriculum provides the new literacies and cognitive capacities our students will need • Plan for providing 'upskilling' for alumni and regional industry partners 	<ul style="list-style-type: none"> • No progress • Blue Ribbon Panel recommendations paving the way to develop these relationships; relocated Workforce Development and Continuing Education into Academic Affairs
Freshman Commons	<ul style="list-style-type: none"> • Develop robust assessments for Freshman Commons • Continue to broaden faculty and student participation. 	<ul style="list-style-type: none"> • Dr. Chris Offutt has reassigned time spring semester to create robust assessments • Recognized Freshman Commons Task Force with meritorious service award
Advisement	<ul style="list-style-type: none"> • Faculty advisors and coaches need development in what to do with First Alert information • Resource fair for faculty and coaches • Enhanced development for Exploratory Studies advisors; connect ExplSt advisors and students early through a round-table event • Explore hiring academic navigator for each college to work in conjunction with faculty advisors 	<ul style="list-style-type: none"> • First steps taken but more to be done here • Done (collaborative effort led by EMSA staff) • Roundtable event for Exploratory Studies advisors and advisees; enhanced development still needs to be planned • No progress; need to identify resources or revisit strategy
Faculty Development	<ul style="list-style-type: none"> • Conclude service contract with grants and sponsored programs consultant 	<ul style="list-style-type: none"> • Identified Research Institute as best option and are working on sole source process
First Alert	<ul style="list-style-type: none"> • Make sure all academic services are in the loop and prepared to support First Alert and Early Alert processes • Provide faculty and coach development in using this information 	<ul style="list-style-type: none"> • Academic services collaborative • Some issues emerged; more to do here
Conduct national search for Dean of the Poorman College		<ul style="list-style-type: none"> • Job description completed and consultant under review
CORE THEME 2: FINANCIAL SUSTAINABILITY		
See Academic Program Array above		
Collaborations/consortial model	<ul style="list-style-type: none"> • Use collaboration in course delivery to enhance opportunities for students while bring staff 	<ul style="list-style-type: none"> • Established consortial agreements with Clarion University and Mansfield University

	levels into alignment with enrollments; conclude agreements and pilot on course as host and one as home institution	<ul style="list-style-type: none"> Implemented collaborative delivery for one course.
CORE THEME 3: RESPONSIBILITY		
Diversity, Inclusion, and Freedom of Expression	<ul style="list-style-type: none"> Coffee with the Provost: The University of Chicago Statement on Freedom of Expression Develop Institute for Study of Free Speech (ISFS) Follow ups to Climate Survey Ensure Gender Equity compliance in Athletics (inclusive of ALL funding sources) Freshman Common Reading: The Immortal Life of Henrietta Lacks 	<ul style="list-style-type: none"> Completed Encouraging progress here; a very diverse and engaged group of faculty selected as working group to help develop the proposal Meritorious Service Awards, ISFS, Common Reading Significant progress made; preparing for a positive messaging campaign about Title IX Ongoing
Student Athlete Mental Health	<ul style="list-style-type: none"> Implement mental health plan 	<ul style="list-style-type: none"> Done and ongoing Additional counseling hours provided in Counseling Services to handle additional load and specific skills relating to NCAA mental health best practices
*Athletics' Strategic Plan		<ul style="list-style-type: none"> An NCAA consultant has been identified and AD is putting together a planning group
*Create new opportunities for Credit for Prior Learning	<ul style="list-style-type: none"> Participate in State System CPL committees Standardize and publish appropriately CPL for AAS Healthcare Professions applicants Create and implement CPL for Act 120 completion 	<ul style="list-style-type: none"> Ongoing Ongoing under direction of Dean Lindzey Ongoing under direction of Dean Neun
CORE THEME 4: PARTNERSHIPS		
Develop and enhance partnerships to support experiential learning, resource generation and/or cost-sharing, and collaborations that will increase opportunities for students	<ul style="list-style-type: none"> Wrap up Blue-Ribbon Panel and get initial traction with funding to expand ASN to Lock Haven Make progress on Center for Innovation Pilot consortial agreement for delivery of one SSED course (Clarion) and Cost Accounting (Mansfield); continue to explore modes of collaborative instruction in foreign languages with faculty 	<ul style="list-style-type: none"> In progress This may not happen this year Done

	<ul style="list-style-type: none"> • Formalize relationships with athletics boosters clubs through MOUs • Develop new study-away partnerships in Global Cities in the U.S. 	<ul style="list-style-type: none"> • In progress • Working with Brooklyn College to develop partnership
*Advisory Councils	<ul style="list-style-type: none"> • Inventory Advisory Councils and develop, in collaboration with Advancement, 	<ul style="list-style-type: none"> • No progress

II. Strategic Plan Assessment

The University devised a three-year cycle of assessments of Key Performance Indicators for the Strategic Plan. Some of those indicators need better / more valid measures created, which the Provost needs to complete. Some measures still need annual and 2022 targets. We have, further, begun to develop a public presentation of the plan that will anticipate an annual (or more likely, a mid-plan) president’s report on progress.

Our strategies, measures, and targets are likely to be *directly* affected by data-informed system redesign and a new system strategic plan. We need to be prepared to be nimble and to utilize more sophisticated disaggregation of data to chart our progress and plan actions to drive improvement.

III. Academic Program Array

We have a lot of ‘irons in the fire’. Provost and Deans need to a) **prioritize**, b) **monitor alignment of resources** with program planning, c) **use gap data prudently** to do budget and enrollment projections, and d) keep the **total program array in view** to advance our mission and identity as a high quality university that prepares graduates not only for their first job but also for a life of professional advancement and civic engagement .

IV. School of Nursing and expansion of nursing programs

We were very fortunate to contract with Dean Steven Cavanagh from the UMass Amherst College of Nursing. He will slow down the planning to some degree because he will support a sophisticated analysis of the data for expansion and will assist nursing faculty in integrating the curricula effectively to support high quality outcomes and control instructional costs.

Expansion of the ASN to Lock Haven is contingent on funding and location for a Sim Lab.

V. Middle States Commission

Three team members attended the Middle States Self-Study Institute November 5-7 – Dr. Cori Myers, who will co-chair the Steering Committee, Provost Donna Wilson, the other co-chair, and Ms. Amy DiCello, University Controller. In order to be ready for the site visit in the early spring of 2021, this year the University needs to:

- Educate the University community widely on the revised standards and the new process
- Constitute the self study committee
- Determine the key priorities and the basic framework for the self study

VI. Athletics

The Athletics Department will begin the search for a part-time coach for Women's Tennis, who is anticipated to begin in January 2019 to recruit for the 2019-20 academic year. A search for a part-time coach for Women's Golf will commence in the spring for an anticipated start date of July 2019 to recruit for the 2010-21 academic year. The two additional women's sports will add approximately 20 female athletes to our rosters and support our goal of achieving and sustaining Substantial Proportionality and, thus, meeting Prong 1.

The AD has made changes in processes for funding athletic gear and practice apparel to support compliance with the Title IX 'laundry list'. He is actively monitoring locker room conditions, distribution of foundation sponsorships, and named scholarships with a view to equity.

Finance & Administration Division
Report for the Council of Trustees Meeting
November 16, 2018

Division Highlights

Financial Statements

The annual financial audit was completed over the summer and the financial statements will be reviewed by the outside audit firm, CliftonLarsonAllen (CLA) at the COT meeting. Key aspects of the financial results for the year include:

- Operating revenues declined by about \$4 million due to enrollment declines.
- Operating expenses were lower by \$6.8 million, but \$4.5 million of that related to the accounting treatment of pension and retiree health care liabilities. Personnel costs were \$1.1 million lower, due mainly to position vacancies that remained unfilled throughout the year. Supplies and services were \$940,000 lower.
- Net non-operating revenues increased by \$5.4 million, largely due to the absence of the \$6.1 million loss on the acquisition of Fairview Suites recorded in the previous year.
- Due to the implementation of GASB 75 dealing with Other Post-Employment Benefits (OPEB), or retiree health care, a \$61.9 million liability was recorded, and thus the ending net position was (\$60.5 million).
- LHU's cash balance remained solid at \$66.7 million, down slightly (\$446,000) from the previous year end.

Robinson Learning Center feasibility study

The feasibility study for the upcoming renovation of the Robinson Learning Center (RLC) is in high gear with stakeholder workshops being conducted to gather input and ideas about how the building would best be renovated. This project is currently in the state system capital funding plan with \$17.5 million in design and construction included for release in 2019-20 and \$1.7 million in F, F&E included the following year. Our design firm (IKM) is facilitating the workshops with support from a space utilization firm (Comprehensive Facilities Planning).

We are taking the opportunity to expand the scope beyond the required feasibility study of RLC to look more broadly at how space is being utilized in the major academic buildings (including the library), the needs of academic affairs, what department adjacencies are important, and how teaching and learning spaces should be configured to meet the needs of the university over the next 10 to 20 years. In short, we are approaching this as a mini Facilities Master Plan. We also need to identify swing space for the programming in RLC during construction. Opportunities exist for space to be utilized differently and more efficiently, including excess space in the library and the two top floors of Ulmer South that are currently empty (20,000 square feet).

New Director of Facilities

The search for a new Director of Facilities to replace Keith Roush was successfully completed with the hiring of G. Scott McCall. Scott brings over twenty-five years of experience in facilities engineering and construction project management. Most recently, he provided electrical engineering consulting services to state system universities as a member Of the Penn State Facilities Engineering Institute. In that capacity, Scott worked closely with LHU on the planning of its electrical infrastructure upgrade project.

Scott is a licensed Professional Engineer and earned an electrical engineering degree from Penn State. He also is a Certified Educational Facilities Professional (CEFP), a Certified Energy Manager (CEM), and a Six Sigma Black Belt. Please join me in welcoming Scott to Lock Haven University.

Department Reports

Facilities Department

Contracted projects completed or substantially complete:

- 17/18 Paving – Budget \$100,000: Patched & paved the pit parking lot, Glennon lot, trolley stop, and the circle drive at Zimmerli. Several areas were also crack sealed as well. Total pricing was \$91,764.
- 17/18 Concrete Repairs – Budget \$100,000: Miscellaneous annual concrete sidewalk, curb and ADA repairs around campus.
- Steam & Condensate Repair at Akeley - Budget \$100,000: Project to replace the existing insulated steam and condensate lines from Akeley to Rogers Gym. The excavation required repairing the adjacent yard, concrete vault, paving and Ivy Lane.

In-house Projects Completed:

- Repair Stairs Behind Raub Hall – Exterior modifications for safety to the concrete stairway leading from Raub to the upper campus dormitories. Final section at the top will be completed before winter if materials are received in time.
- DACC Office Additions - Construction of new offices on the third floor of DACC for the Institutional Advancement division (formerly LHU Foundation). Work was completed in September 2018.
- Repair 3rd Floor Ceiling in Zimmerli – Repair penetrations and paint the ceiling in the corridor of Zimmerli.
- Air Quality Testing – Sampled 44 locations in Raub, RLC, East Campus J Building & Sloan on Main Campus and Founders Hall at Clearfield Campus. No toxic spores found but a few locations with actionable levels of non-toxic spores required remediation, which was accomplished.
- Study Room in Willis H.P. – Remodeled previous Aramark food service area into a seating and study area for students.
- Shed Roof at Clearfield – Re-roofed a shingled shed used for maintenance and storage at Founders Hall.

Upcoming Projects:

- RLC / Space Utilization Study – Budget \$240,000: This is a feasibility study for RLC capital project as well as a mini master plan study of space utilization, adjacencies and future learning environment needs. Workshops and design is underway and should be completed by early 2019.
- Curb and Drainage Repair at Tennis Courts – Budget \$35,000: Project to eliminate the overflow of drainage and debris from the DACC parking lot onto the tennis courts. Construction to be complete before winter.
- Electrical Infrastructure Upgrade – Capital project through DGS. Budget \$6,000,000: The Design Development drawings have been completed and submitted for review. If bids and contract award can be accomplished in early 2019 the first phase of construction will commence in summer 2019.
- Smith Hall Renovations - Budget \$1,870,000: Renovation of the mechanical systems and restroom/shower facilities in Smith Hall similar to that recently completed in Woolridge Hall. Bid

documents have been and budget revised to \$1,647,613. Construction is now scheduled to begin in late fall of 2018. The building will be off line for the entire 2018/19 academic year.

- Bentley Chiller Replacement – Due to the time of year, the construction schedule has been revised so that the chiller and cooling tower will be replaced in November of 2018 after the cooling season is over.
- Roof replacement on Campus Village - Project to replace the aging roof on Campus Village. Budget \$375,000. Design phase is completed with anticipated bid phase in November of 2018 for construction in early summer 2019.
- 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 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).
- RLC & Sloan Chiller Designs – Currently getting a design firm on board for critical HVAC designs. RLC chiller has dropped 50% of its capacity and the chiller we received from Shippensburg to replace the aging one at Sloan, has been utilized for the failure at Raub.
- 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 - Install new windows and replace interior lights and wiring in the main central rooms.

Procurement Department

Director of Procurement, Becky Proctor

- A pool of 34 firms have been awarded contracts under the State System Strategic Sourcing marketing services RFP. Five contracts are still pending.
- According to State System Strategic Sourcing, there has been some interest for multiple contracts for branded marketing and promotional materials. The goal of this Qualified Collaborative Contract (QCC) procurement would be to provide a limited number of contracts that offered the most cost effective solutions and the ability to better manage university branded and promotional merchandise. A sample of deliverables would be:
 - Audit and refresh of existing brand and marketing materials
 - Online brand guidelines
 - Provide design templates of specific marketing and promotional items (products, print material, banners, displays, etc.)
 - Propose strategies that will generate university awareness
 - Work within a university's marketing budget
 - Offer online custom catalog of university materials

This procurement could possibly work in conjunction with QCC Marketing Services contracts.

Office of Human Resources and Social Equity

Associate Vice President of Human Resources, Deana Hill

Title IX

- September 19, 2018, Lock Haven University hosted Elizabeth Smart. Elizabeth Smart's story of courage, hope, and resiliency captivated and inspired more than 1,200 members of our community who welcomed her to Lock Haven University. Hundreds more watched via live stream from across the nation as this brave woman—poised and radiating inner strength—recounted her 2002 abduction from her

home at the age of 14 and the horrific crimes that followed during nine months of captivity. The event was partially funded by the *It's on Us* grant and a collaboration among many departments at LHU.

- As part of the University's on-going efforts to communicate University policies and procedures, all faculty and staff, were asked to electronically certify and accept the LHU Information Technology Acceptable Use Policy, the LHU Sexual Harassment Policy and Complaint Procedures, and the LHU Non-Discrimination Policy and Complaint Procedures.
- All Faculty, Staff and Student employees we asked to complete an on-line training to enhance awareness about sexual harassment and sexual violence. The on-line training module is entitled Intersections: Preventing Harassment & Sexual Violence.
- Dr. Victoria Sanders, Assistant Vice Chancellor/Chief EEO Compliance Officer & State System Title IX Coordinator from Pennsylvania State System of Higher Education completed an audit on the University practices, policies and procedures designed to address education and compliance goals relative to Title IX. The areas of focus were around disciplinary procedures, training, education and awareness.
- *It's On Us* Grant. The Pennsylvania Department of Education (PDE) Office for Postsecondary and Higher Education has issued a Request for Applications (RFA) for the 2018-19 Governor's *It's On Us* PA Grant Program. Eligible postsecondary institutions are invited to apply again for up to \$30,000 in competitive funding to support a range of campus programs and activities designed to increase awareness, education, and resources to combat sexual assault. The application deadline is November 21, 2018. Lock Haven University will be submitting an application.

Benefits

- **LHU Employee Health Fair**
The 21st annual LHU Employee Health Fair was held on October 25, 2018. Over 175 LHU employees participated in the event that showcased a variety of health assessments and wellness information from 31 vendors.
- **Years of Service Employee Recognition**
Employees are recognized for reaching five year milestones. This year 83 employees are being recognized with combined total of 1,175 years of service. These employees, joined by their colleagues, were formally recognized at the Employee Retreat on November 2, 2018 to celebrate their milestones.
- **Flexible Spending Account Open Enrollment (FSA)**
FSA Open Enrollment was held for the time period beginning October 15, 2018 through November 2, 2018. The period of coverage for elections made during this open enrollment is January 1, 2019 through December 31, 2019. There are two types of FSAs. The Health Care FSA is used to pay for eligible out-of-pocket medical expenses not paid by insurance. The Dependent Care FSA is used to pay for eligible child or elder care expenses including daycare, before/after-school care and summer day camp. Not only are Health Care FSA funds available in one lump sum at the beginning of the plan year, but FSA funds are deducted before federal and state taxes are calculated on the employee paychecks. Dependent Care reimbursement FSA funds are only available as they are deducted from the employee paychecks.
- **PEBTF Open Enrollment**
PEBTF Open Enrollment was held beginning October 15, 2018 through November 2, 2018. AFSCME

and SCUPA employees are covered under the PEBTF. Open enrollment provides an option for employees to change health plans or remove dependents

Human Resources and Social Equity

- **Social Media in the Workplace**

Members of the Human Resource Department staff attended a seminar on Social Media in the Workplace sponsored by PA CareerLink® Clinton County, the Clinton County Economic Partnership and Lock Haven University Small Business Development Center. The seminar focused on how some social media use is protected by law and drafting social media policy for employee handbooks.

- **2018 Employee Retreat**

On November 2, we held our first all-day employee retreat for all faculty, staff and coaches. Our theme for this year was “Soaring Higher Through Engagement: Let’s Write/Right Our Future” and provided many opportunities for both professional and personal development. The luncheon gathering during the retreat recognized our employees who celebrated a five-year incremental anniversary at the University as well as individual merit and team awards. The awards were presented by President Pignatello and the Vice Presidents to individuals who had been nominated by their peers. We had 20 different sessions offered during the day and over 125 employees participated in at least one activity.

- **2019-20 Faculty Searches**

The University is beginning the process for the hiring of eleven Tenure-Track faculty for the 2019-20 Academic Year in the following disciplines: Biology, Clinical Mental Health Counseling, Computer Science (Data Science/Data Management and Networking), Director of Student Teaching, Health Science (Exercise Science), Philosophy, Physician Assistant Studies (Lock Haven Campus and Harrisburg Campus), and Recreation Management. The Assistant Director of HR and Provost Wilson will be briefing search committees on the procedures in the coming weeks. Temporary searches are scheduled to be launched in early November.

Financial Operations

Controller, Amy Dicello

- The EADA (Equity in Athletics Disclosure Act) Report was submitted to the U.S. Department of Education. The report was due October 31, 2018 and is available to the public via Lock Haven University’s website. <https://www.golhu.com/> (Click on the *Inside Athletics Tab*)
- The Business Office and Student Accounts Office staff attended the PASSHE Budget and Accounting Director’s meeting on November 8th and 9th at the Days Inn in State College. Accounting and Bursar office staff from all fourteen PASSHE universities attended the conference. There were multiple breakout sessions throughout each day that participants could attend according to their professional area.
- Student Accounts is participating in the fall Open Houses and handing out information in regards to billing.

Department of Technology Infrastructure

Director of Technology Infrastructure, Boise Miller

- The Thomas Fieldhouse audio system will be replaced in December with a modern arena audio system that will add intelligibility, clarity and impact for all events held in the facility.

- One Distance Education room on Main Campus and two at the Clearfield Campus will be upgraded over the winter break to utilize Zoom videoconferencing technology. This provides:
 - Significant cost savings over traditional videoconferencing systems
 - Will help facilitate Nursing partnership with UPMC
- The Lomison Boardroom in the DACC is scheduled to receive Zoom technology prior to the November CoT meeting.
- PASSHE CITO Summit: On September 12th-13th, Chief Information Technology Officers from across the PASSHE system as well as Subject Matter Experts visited Lock Haven University for the annual CITO Summit. Matters that affect IT across the system were discussed and collaborative solutions were constructed.

Small Business Development Center

Director of the Small Business Development Center, Tim Keohane

- Two new topics were added to the Lock Haven SBDC educational programming lineup in the fall of 2018. The first was a seminar titled *Social Media in the Workplace*, held on September 28th at the East Campus of Lock Haven University, drawing 15 participants. This session addressed implementing a policy to manage social media use in the workplace, helping employers understand how some employee social media practices are protected by law, and what to do when drafting a social media policy for employee handbooks. The Lock Haven SBDC also hosted a webinar, titled *Getting Your Business Ready for the Holidays*, in Lock Haven on October 17, 2018. The program was aimed at getting local retail business ready to connect with customers during their busiest time of the year, and was provided free of charge. The workshop, which drew an attendance of eight area business representatives, was also co-sponsored by Google and offered in conjunction with Downtown Lock Haven.
- The SBDC staff recently attended the Pennsylvania SBDC Growth Conference held in Harrisburg, PA on October 30th and 31st. The centers two business consultants, Brenda Holdren and Tom Keiffer, were both honored as members of the \$2 Million Club for their efforts in assisting their clients secure financing and contributions to the Network's capital formation goals in 2017.
- The Lock Haven SBDC, in collaboration with Downtown Lock Haven, will be serving as a Neighborhood Champion again for this year's Small Business Saturday® celebration on November 24th. The SBDC and Downtown Lock Haven will help everyone in the Lock Haven area start Small Business Saturday® right by creating a Shop Small Welcome Station at the Main Street office. The event will serve as a centralized location full of treats and entertainment, along with Shop Small tote bags, posters, balloons, and more distributed to small businesses and their customers, compliments of American Express. In addition to the Welcome Station being held throughout the day, there were also be a live broadcast of the event during the morning hours with local radio station WSQV.
- The Lock Haven SBDC will be partnering with the LHU Office of Admissions to host a regional Entrepreneurship Challenge Conference and Competition at Price Auditorium on November 14, 2018. This daylong event is anticipated to include approximately 200 high school students from across Central Pennsylvania participating with the goal of developing a business plan for a fictitious business idea or concept. The Entrepreneurship Challenge Conference and Competition provides the students with an opportunity to engage in learning about business and entrepreneurship, and showcase their business ideas to program facilitators that include LHU faculty, the SBDC Director, local business representatives and the Competition Event Coordinator.

Special Events and Projects

Manager, Tara Remick

- Successful Homecoming Block Party with over 30 different vendors/clubs/organizations from the community and the University represented, and an estimated attendance in the hundreds (we gave away 650 t-shirts!). The Jaycees supported the event for the fourth year by providing their lights and stage, along with manpower for set up/tear down. The city, particularly chief of police Kristin Smith, provided support with parking restrictions and street closure for the event. River Valley Transit provided bus service for our students from the University to Water St and back for the duration of the event, with the Lock Haven Area YMCA cooperating with us as the Water St bus stop.
- Pre-game homecoming hospitality at the DACC yielded visits from at least 10 alum from out of state who made their way to the DACC before tailgating.
- The University cooperated with the Clinton County Economic Partnership to host their Annual Dinner at the DACC for the 7th year. Feedback from guest and the Partnership was all good, and we have the next CCEP dinner on the DACC calendar for October 2019.
- SECA Campaign ran from September 1 – October 26. While the final results are still be calculated at the time of this email, giving at LHU was up 15% from last year, with total pledges and contributions of about \$16,000 (only Bloom, Edinboro, IUP, and West Chester giving more).
- Additional events:
 - The DACC will host Clinton County Veteran's Affairs for their annual Veteran's Day Ceremony on November 11
 - The West Penn Power Sustainable Energy Fund will host a community workshop at the DACC on Nov 15 (in cooperation with the SBDC)

Lock Haven University

Report of the Vice President for Enrollment Management and Student Affairs
to the
Council of Trustees for the November 16, 2018 Meeting

Fall 2018 Enrollment Data

	FA18	FA17	FA16
Total	3425	3827	4220
Undergraduate	3067	3472	3845
Graduate	358	355	375
New FF	692	790	828
New Transfers	146	158	150
New Graduate	171	163	154
Female %	59.5%	59.1%	59.0%
Male %	40.5%	40.9%	41.0%
Minority %	13.2%	13.1%	12.6%

Enrollment Management

Admissions

- Admissions is implementing a new CRM system, Slate. The Jenzabar student information system (SIS) did not have the needed functionality. The university is also reviewing SIS options.
- Admissions added a new fall senior event on Columbus Day. Over 100 students attended this new event. We received over 50 applications and made instant decisions for the students that applied. The new event will be continued and expanded.
- We have completed one open house with two scheduled for November.
- Included are two reports, 2018 Marketing and Student Recruitment Report of Effective Practices and 2018 E-Expectations Trend Report that discusses some of the national issues in admissions. We provided the 2017 reports last year.

Center of Excellence and Inclusion (CEI)

- CEI is planning Spring Orientation for new students coming in January. This one-day orientation is provided to new students to help them be acclimated to life at The Haven.
- CEI, in cooperation with many other departments, hosted a resource fair on the commons. Many campus and community resources had tables to share offered services to assist students. Faculty, staff, and students were able to take advantage of the event to learn more about what is available.

- Students from our CEI mentoring program are investigating the idea of a food pantry. They are working with the community service office and will be soliciting input from faculty and staff. They have completed a review of other state system programs and will be presenting a proposal in the future.

Registrar's Office

- Spring registration will begin on November 5 for graduate students and November 8 for undergraduate students. Freshman will register after Thanksgiving break. We are doing a registration drive that includes campus signage, social media, and registration buttons for all employees. Training will be offered to new students who have never registered before to assist with the registration process. All students are required to meet with their faculty advisor to be cleared.

Financial Aid

- The Financial Aid office is searching for a new Financial Aid Director. The initial search failed due to lack of qualified candidates. We will be taking advantage of a state system contract and bring in a consultant while we do an expanded search.
- Financial Aid released a new online Satisfactory Academic Progress (SAP) appeal process. The process is designed to assist students and faculty to help understand and complete the process accurately.

Student Affairs

Community Service

- The annual LHU Hunger Bowl is October 15 – November 16. Many clubs, organizations, and departments participate by donating a variety of nonperishable food items. All donations assist local food programs and pantries.
- The annual Adopt-A-Family will continue in partnership with the Salvation Army. The program will be very similar. Tags will be provided for the family needs. Faculty, staff and students will purchase the items on the tags. The Salvation Army handles determining eligible families and delivering the packages. This partnership ensures that a very popular and valuable activity continues but does not expose the university to any liability resulting from students making deliveries to homes.

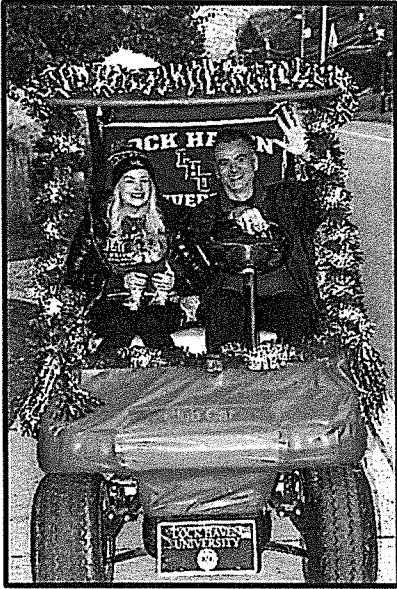
Student & Residence Life

- Returning student housing registration begins in November. The pet-friendly pilot is progressing. A press release will be available soon.
- Resident Advisor selection has started for the spring 2019 and fall 2019 semesters. The staff moved the process to be earlier to include both spring and fall to encourage more students to apply.
- QPR Training has been occurring in a variety of settings on campus. QPR is a suicide prevention training that helps save lives and reduce suicidal behaviors by providing innovative, practical, and proven suicide prevention training. Over 20 faculty and staff were trained to provide this training. A new webpage for tracking training sessions and registration is being developed.

Student Activities / Student Auxiliary Services, Inc.

- The Bookstore Manager, Jim Kownacki, resigned in mid-October causing SAS, Inc. to review the bookstore operations. Jim had been the store manager for 12 years. Jim's advice to the SAS Board was to consider a virtual store for textbooks. The President also suggested that SAS review this option when he first arrived at LHU. Jim's resignation caused the review to be accelerated. Proposals were requested from two different vendors, and the highlights were shared with the SAS Board. The President shared his positive experiences with transitioning to a virtual store. SAS voted at their October meeting to transition to a virtual store for textbooks. It was determined that a committee would review the proposals in detail and meet with the two companies to make a decision. The committee selected MBS Direct. The contract has been signed and the implementation and transition has started. A faculty/staff forum was held on November 1. Additional information will be provided to faculty, staff and students as the transition continues. Included with this report are MBS Direct brochures that were shared at the open forum and emailed to department chairs.
- Another successful golf-cart parade was held in October as part of Homecoming. Over 55 golf carts participated in the parade and the theme *books, books, and more books* was very evident in the parade. Winners in each of the five categories: Most Creative, Best Use of Theme, Best Use of Club Purpose & Parade Theme, Judges Choice, and Best Overall will be announced at Leadership Council on November 7. New this year was an invite to our local elementary students to come to the parade. Turnout was very good and the college kids LOVED having the sidewalks lined with young children so they could hand out candy. Pictures are available on the next page.

Golf Cart Parade Photos:



Communications Trustee Report

- The LHU & You Newsletter October Edition saw a 60% open rate, a 28.1% click rate and 337 unique clicks.
 - LHU & You newsletter contacts have grown by 325 subscribers since September 14th from 703 to 1028 as of November 2nd
- In late September, LHU earned national media attention through the appearance of Elizabeth Smart on campus. Smart's talk drew multiple media outlets to campus, including CBS and ABC national news. Her LHU appearance was covered on Good Morning America, The Today Show, and numerous other national television and print publications.
- Soon, you will see Lock Haven University ads on ten RVT buses. The ads will serve to raise our profile and increase brand awareness in Lycoming and Clinton counties.
- Beginning this month, the LHU website will have a new and improved homepage. The page will feature a video, dynamic slider content, and a sports ticker. Redesigned navigation will allow easier, more intuitive access to content for all users.
- October saw the launch of Haven Horizons, a podcast series by President Pignatello. His first interview with PASSHE Chancellor Dan Greenstein covered several topics important to the future of LHU and the state system. The November edition covered veteran's affairs through a discussion with County Veteran's Affairs Director Bill Bechdel.

University Social media analytics

Followers from Sept. 13 through Nov. 2

Facebook:

9.13.18	6314/6329 (likes/followers)
11.2.18	6477/6492

Twitter:

9.13.18	3835
11.2.18	3911

Instagram:

9.13.18	1302
11.2.18	2268

Twitter

Recent top tweets with most impressions/engagement:

- Homecoming week
- Chancellor's visit
- Guest speakers on campus (Fred Coon and Kathleen George)

Facebook

Recent posts with most engagement:

- Homecoming week
 - o FB live: President singing with LHU band at pep rally – 1.1K post clicks
 - o Golf Cart Parade – 1.5K post clicks
- Yappy Hour photos – 920 post clicks
- Elizabeth Smart – 4.9K post clicks

Instagram

Recent posts with most engagement:

- Homecoming week
- Chancellor's visit – 267 total likes (multiple posts)
- Elizabeth Smart – 385 total likes (multiple posts)
- Admissions, accepted student photo – 168 likes
- 9/11 post – 566 likes
- Welcome photo Class of 2022 – 294 likes
- Other on-campus events get a lot of engagement on this platform

Special Highlights of Events in Alumni Relations

September 2018-February 2019

- Alumni Board Meeting and Social- September 20th
- LHU Scholarship Brunch- September 22nd
- Pedal Power with President Pignatello- October 13th
- 24th Annual Alumni Golf Classic- October 19th
- The Homecoming Block Party, Pep Rally and Fireworks- October 19th
- Tailgating at Homecoming- October 20th
- The Athletics Hall of Fame- October 20th & 21st
- DC Alumni event- November 3rd
- Health & Physical Education Alumni Social- November 9th
- Broken Axe Soft Rock Review Fundraiser- November 16th
- Giving Thanks Veterans Dinner- November 19th
- Ave 209 Soft Rock Review- November 28th
- Whiteout Wrestling Social- November 30th
- Haven Holidays event at the Masonic Temple- December 1st
- Alumni helping with the LHU Spring Career Fair- February 7th
- Florida Alumni Events- February 15th-18th
- Lacrosse 50th Anniversary Event- February 23rd
- Women's Basketball Alumnae Event- February 23rd