

LOCK HAVEN UNIVERSITY

Report of the Provost and Executive Vice President to the Academic Affairs Committee of the Council of Trustees

March 4, 2016

1. Spring Enrollments

Total enrollment on census date for spring 2016 is 4,320, down 8% from 4,607 in fall 2015. Undergraduate enrollment stands at 3,849, down from 4,220 and graduate at 381, down 6. The University graduated 224 candidates for Associates and Bachelors degrees and 37 candidates for Masters. Fall to spring retention for the fall 2015 first-time full-time cohort was 89%, up 1% from last year.

2. Curriculum

The new program proposal for a MS in Athletic Training, approved by the Council of Trustees at its November meeting of the Executive Committee, was approved by the Board of Governors in January. The BS in Athletic Training is being put into moratorium this spring, effective fall 2016.

The National Professional Science Masters Association has officially recognized our new MS in Actuarial Science as a Professional Science Masters; the degree designation has been changed in University and State System official records. This is a positive development for the program and for the University.

3. Academic Planning

The Provost is leading the deans and faculty in implementing an Academic Plan, which resulted from 18 months of review of quantitative and qualitative data and extensive consultation. The Academic Plan represents a rolling 5-year curriculum and resource (re)allocation plan and an iterative process; it is to be reviewed and revised annually based on new information. The plan will guide curriculum actions and reallocation of resources; it will advance the University mission and University goals of evidence-based planning, transparency, and linking resource allocation to planning.

4. Naming the College of Business, Information Systems, and Human Services

A celebration will take place on April 26 at 2 p.m. to formally name the college the Stephen Poorman College of Business, Information Systems, and Human Services.

5. Periodic Review Report and changes in MSCHE review cycle

A draft of the Periodic Review Report has been placed on the LHU Community Website for review by faculty, staff, and students. The PRR Steering Committee has been working for 18 months to conduct the research and draft the report, which is due June 1, 2016. The Middle States Commission on Higher Education has revised its standards and is in process of revising its process from a 10-year to an 8-year self-study and site-visit cycle; the PRR, which has been produced in the 5th year following a decennial review, will be replaced by an annual report and a quadrennial, actionable, external review of the annual reports.

6. Administrative Reorganization

Academic Affairs, which has for the past two years been home to both Enrollment Management and Student Affairs, looks forward to working in partnership with Vice President Dr. Tyana Lange and the new division of Enrollment Management and Student Affairs. Smaller administrative changes and reassignments have been made in accordance with the change, including assigning Mountain Serve to oversight of Ms. Jodi Smith in Student Activities and moving the Center for Career and Professional Development to the Provost's direct reporting structure. The structure of the Institute for International Studies is also under review.

7. Stackable Credentials and the Higher Education landscape

National trends in a so-called 'unbundling of higher education', also known as a transition to 'stackable credentials' is proving to be a new environment in higher education, not a passing fad. Most adult learners, and increasing numbers of traditional learners, are seeking credentials with a shorter term than a 4-year/120 credit Bachelors, or even a 2-year/60 credit Associates degree, in order to gain a foothold in the job market and provide a living for themselves and their families. Non-credit bearing certificates, often provided directly by industry, as well as credit-bearing certificates/certifications are in high demand, as is the opportunity to package those certifications toward an associates degree and then, for some, a baccalaureate or even a masters, in order for the employee to advance to leadership or to transition to a more desirable career path. Although this trend has in many cases presented a challenge to 'traditional' colleges and universities, it also presents an opportunity for us to 'unbundle' some of our traditional programs and to serve the Commonwealth with University-level 'stackable' components. The Academic Plan presents several responses to these developments on the national landscape, including a number of industry-recognized (credit-bearing) certificates and a Bachelors of Applied Science, which is a completion program for graduates of Associates of Applied Science programs and technical certification programs, heretofore considered 'terminal degrees' but now regarded by many students as a gateway to entry-level employment and a foundation on which advanced degrees will be 'stacked'.

8. Accreditation visits spring 2016

The Social Work Department submitted its self-study in August of 2015, and the Council on Social Work Education (CSWE) conducted a site visit on January 26 of this year. Special program

accreditation site-visits scheduled for spring 2016 are: COAPRT (Recreation Management), CAEP (Education), and the initial site visit for our first application to be accredited by CACREP (Clinical Mental Health Counseling).

9. Progress on the Strategic Plan

Academic Affairs initiatives to implement the Strategic Plan in 2015-16 include:

- Expanding participation in a robust First-Year Experience to improve second-year persistence rates (Goal 1.3), which we are achieving incrementally by implementing and assessing the First-Year Experience Plan and by sending a faculty, enrollment management, and student affairs team to the national First-Year Experience conference;
- Engaging faculty in development to scale up high-impact and other effective teaching practices (Goal 1.1), which we are implementing with the help of LHUF Student Success grants, which have funded flipped-classroom faculty development, Going Global through Technology pilots, and appointment of a First-Year Experience faculty coordinator to support development of effective Learning Communities and other first-year collaborations.
- Increasing 4- and 6-year graduation rates (Goal 1 in general and Goal 1.5), toward which we are effecting improved coordination of advising and scheduling, especially through implementation of a student academic planning tool and an annual schedule of classes.
- Completing the LHU 2020 Program Array review and transition the evidence-based program array matrix into a 5-year rolling Academic Plan (Goal 2.3), which is proceeding as planned.
- Developing collaborations with Technical Schools and Community Colleges (Goals 2.2 and 2.3) to facilitate transfer and development of multiple pathways for stackable credentials, which we are pursuing by developing articulations with Penn Highlands Community College and Triangle Tech, specifically with a view to articulating the Bachelor of Applied Sciences program.
- Advance recruitment and retention of highly-qualified faculty (Goals 3.1, 3.2, and 3.3) by implementing new faculty reassigned time to support development in pedagogy/assessment and in planning a scholarship/creative production agenda, which we piloted with the two new tenure-track faculty in fall 2015 and will extend to the 10 new tenure track faculty in the 2016 cohort.

Finance & Administration Division
Report for the Council of Trustees Meeting
March 4, 2016

I. Division Highlights

Fairview Suites

At its January meeting, the Board of Governors approved the University's acquisition of Fairview Suites from the Foundation to be financed with 25-year general obligation bonds issued by the state system. This replaces the short-term financing that expires in April 2018 with permanent financing that takes advantage of a favorable interest rate market. The University will borrow approximately \$40.6 million and pay off the existing debt with Bank of America, at which time the facility will transfer to the University under the terms of the ground lease. The resulting long-term debt service schedule will allow the University to maintain student rents for the facility at the 2015-16 level for the next three years.

Performance Funding

An important component of the annual Commonwealth budget appropriation is allocated to state system universities based on the results achieved in the performance measures. In 2015-16, this performance funding accounted for distribution of \$38.5 million of the \$407.6 million total allocated to the state system universities; in percentage terms, this amounts to 9.4% of the appropriation. Each university is assessed on ten performance measures that fall into three broad categories: Student Access, Student Success, and Stewardship of Resources. Five of the measures are mandatory for all universities, and five are optional. Of the five optional measures, at least three must be selected from a defined list of measures while up to two may be university-specific measures.

One point can be earned for each of the ten measures. In 2014-15, Lock Haven University earned 8.25 out of ten points, for the third highest score in the system. This year, our performance was even better, with a score of 9.5 out of the possible ten points. This was the best score in the system. As a result of this strong showing, our performance funding allocation increased by \$298,643 from last year to a total of \$2,415,705. These results reflect the hard work and dedication of faculty and staff across the campus. Not only does this provide a direct financial benefit to the university in a very challenging fiscal climate, but it also demonstrates progress in achieving strategic plan objectives, since there is substantial correlation between the performance measures and the university strategic plan.

The specific performance measures for Lock Haven University are:

Student Success

Degrees Conferred – measures number of degrees conferred and undergraduate degrees conferred per 100 FTE undergraduate students.

Closing the First-Time Freshmen Achievement Gaps – measures six-year graduation rates for low-income and minority students compared to the those rates for the overall student body.

STEM and Health Professions Degree Recipients – measures degrees awarded in these disciplines.

Student Access

Closing the First-Time Freshmen Access Gaps – measures composition of incoming class compared to composition of graduating high school seniors across the Commonwealth (low-income and minority students).

Faculty Diversity – measures the diversity of the faculty by race/ethnicity and gender against both longitudinal and peer group targets.

Closing the Access Gap for Transfer Students – measures composition of transfer students compared to composition of graduating high school seniors across the Commonwealth (low-income and minority students).

Stewardship

Private Support – measures cash or market value of donations to the university and LHU Foundation.

Facilities Investment – measures annual facilities stewardship spending, operating effectiveness, and quality of service in the physical plant arena.

University Specific

Distance education enrollment – measures the percentage of students enrolled in distance education against both longitudinal and peer group targets.

High impact practices participation – measures percentage of freshmen and seniors who have participated in high impact practices.

II. Department Reports

Facilities Department

Director of Facilities, Keith Roush

Completed projects:

- Welcoming Structure - The welcoming structure over Campus Drive has been completed and is evident to all visiting Campus from any direction.
- Starbuck's Warm Foods Concept - Bentley Hall. Completed over winter break by in-house personnel.

Contracted projects ongoing:

- Fire Alarm Panels - Project to convert all fire alarm panels on campus to report via fiber optics rather than existing copper phone lines. Project awarded to Lobar Electric and has commenced. Completion prior to spring graduation.
- Foundation Fields – Project has been expanded to include potential double-sided scoreboard for soccer/baseball and a permanent scoreboard for baseball. It will still include running underground electrical service to fields for scoreboards, public address system and electrical outlets. There will also be construction of concrete pads on which to place moveable bleachers etc. Construction is delayed

pending approval of the revised plan by Woodward Township, DEP and the Corp of Engineers. This is in support of the anticipated move of LHU's varsity soccer programs to a grass field and improvement of the baseball field. Submission is with the Corp of Engineers and DEP for approval now. A special permit will be required prior to DEP approval. We are searching for a design firm to complete the permit application at this time.

- Glenn Road Site Improvements Feasibility Study - A civil engineering firm has developed options for changes in the area between Glenn Road and Price Auditorium. The recommendations included options for a sidewalk at street level and a sunken sidewalk. The sidewalk at street level was chosen. We are in the process of selecting a design firm to produce final design documents for a summer 2017 construction period.
- Woolridge Hall Renovations – Renovations to include restrooms/showers along with new heating and domestic hot water systems, renovated and air-conditioned recreation/meeting space, and emergency generator. Project began mid-September and will be ongoing throughout the Spring Semester 2016. LHU employees will improve the look of the interior spaces by painting heater covers, trim and interior walls during spring/summer 2016.
- Sloan Roof Replacement - Project has been bid with the successful contractor being Boss Roofing. Construction is to commence immediately after graduation with project completion prior to commencement of classes in the fall.
- Renovation of the Fire Alarm Systems in Zimmerli, Stevenson and Sieg - Life cycle replacement of the outdated fire alarm systems in these buildings. Project awarded to Mariana Electric. Sieg work has already commenced, Zimmerli and Stevenson will commence after graduation. Completion by beginning of fall semester.
- PUB Renovations - Project to perform renovations to the PUB as recommended by the new Facilities Master Plan. Project is currently out to bid. Renovations will include a new entryway for the Ulmer entrance, and complete renovations to the lounge/computer lab area and the game room downstairs. If funds are available, the meeting rooms on both levels will receive new finishes. The projects is being funded jointly by the University and Student Auxiliary Services, Inc. Completion once again by the end of the summer.
- University Commons Phase II Construction - Completion of the Commons area on campus. This project will involve the demolition of Sullivan Hall and the construction of an outdoor amphitheater in the area between the current Russell Hall site and Glenn Road. Demolition of Sullivan is to commence immediately after graduation with the construction phase to be complete at the end of the summer. Hazardous material abatement in Sullivan is underway now.

In-house Projects:

- Internal Building Data Wiring Upgrades - Buildings still requiring upgrades include the PUB, TFH, Bentley, Price and Zimmerli. These buildings have minor connections when compared to those completed. Construction/replacement will extend into summer 2016 due to personnel constraints.
- Relocation of testing center to East Campus - Project underway to move the testing center to the East Campus to allow room for the relocation of the Teaching and Learning Center to Raub Hall. Completion of the renovations and move of the testing center will occur in June 2016.
- Relocation of the TLC - Project required in preparation of the vacation and subsequent demolition of Sullivan Hall. Initial construction is underway in the East Campus (above project) to relocate the testing

center. Once that project and the PUB Renovations are complete, Mountain Serve will move into the PUB and the space they vacate will be renovated to create a faculty teaching/learning center.

- Repairs to windows which are fogging at Founders Hall (Clearfield) - Project to replace multiple windows in Founders Hall which have lost the seal between the panes and are no longer energy efficient.
- Biology Lab at Sieg - Grant funded project to create a field lab in what is currently the sitting area between the dining room and bunkrooms in Sieg Conference Center. To be completed in summer 2016.
- Collaborative study spaces - Recurring project starting this year to construct small collaborative study spaces in various buildings around campus based on recommendations from a sub-committee of the Facilities Planning Committee.
- Akeley Entry Renovation - A design firm has been asked to develop finish and furniture options to allow for the removal of the old reception desk in the center of the entry area and create a student friendly area for studying/relaxing between classes. Project will be done using in-house staff and must be completed for the April 23 unveiling of the Stephen Poorman College of Business, Information Systems, and Human Services.
- Replacement of Akeley cooling tower and heat exchanger - Replacement of the cooling tower and heat exchanger serving the heat pumps in Akeley. Work will be done in-house during the summer of 2016.
- Replacement of thru-wall A/C and heat units, Glennon and Zimmerli - Replacement of heating/cooling units in buildings with outdated equipment that no longer have replacement parts available. This will also help in the phase out of R-22 refrigerant on campus. This refrigerant is no longer produced and is to be completely phased out by 2020.

Future Projects:

- Electrical Infrastructure Upgrades – A capital project already approved with a planned release of funds in 2016 for the complete upgrade to the medium voltage electrical infrastructure throughout main campus. The project will focus on the replacement of the existing cabling, transformers, and main distribution panels with the goal of providing redundant feeds to each building so that power can be maintained to the majority of the buildings on campus in the event of a failure at any given point within the system. Project is slowly moving forward. DGS advertised for and received responses from engineering firms. The design firm has been selected and DGS is in final fee negotiations.
- Raub Hall HVAC Upgrades - Project in the planning stage. This would be the first in a series of HVAC upgrades across campus. Potential summer 2017 project.
- Smith Hall Renovations - Project to upgrade restrooms and heating systems in Smith Residence Hall. If the budget will allow, there will be an entry area designed to allow for an air-conditioned space for students to congregate during the hotter days of the year. Scheduled for summer 2017, pending funds availability.
- Removal of fuel oil storage tanks at East Campus and North Hall - Project to dispose of fuel oil which is no longer required for heating buildings on campus and the subsequent removal of the underground storage tanks it is stored in. This will allow us to avoid any future environmental issue that may arise by tanks leaking fuel oil into the groundwater. Fuel oil has been disposed of. Removal of tanks to occur at a later date but risk of leakage has now been eliminated.

Procurement Department

Director of Procurement, Becky Proctor

- In an effort to clarify federal and state tax regulations as they relate to and affect the State System, as well as to ensure that employees are correctly taxed on various forms of compensation and benefits, a State System Tax Committee was formed last year to review tax requirements and issue guidance to the universities.
 - 2015-2, ***State, Local, and Excise Taxes***, provides clarification on when the State System is or is not required to pay taxes such as state sales taxes and local hotel occupancy taxes. Employees who travel on official State System business are to notify Pennsylvania hotels of our tax-exempt status and present the tax exemption certificate for local hotel occupancy tax and the newly-issued local occupancy tax exemption letter upon check-in so that you are not charged for local/county occupancy taxes. (**NOTE:** tax exemption certificate for local hotel occupancy tax AND local occupancy tax exemption letter will be issued by the Procurement Office upon receipt of your approved Travel Request and Authorization Form.) The State System is **not** exempt from state occupancy tax and is required to pay this tax.
 - 2015-6, ***Reimbursements for Meals to Employees Who are Not in Overnight Travel Status***, outlines the circumstances under which reimbursements to an employee for meals when the employee is not in overnight travel status are taxable to the employee as compensation. (This procedure is a result of recent notices by the Internal Revenue Service that emphasized the taxability of such reimbursements.) The Procurement Office will notify HR of any non-overnight travel subsistence, and the subsistence reimbursement will be processed via payroll during the pay period that HR is processing when notified by Procurement.

- PanAm has been selected as the Travel Management provider for the state system.. The effective date of this contract is August 17, 2015. The term of this agreement is for five years with the option to renew for another five years. PanAm will provide an online booking tool for use by all 14 State System Universities. No additional bidding or contracting will need to be performed. University participation is optional.

Office of Human Resources and Social Equity

Associate Vice President of Human Resources, Deana Hill

Martin Luther King, Jr. Day Celebration

- The University has been celebrating this event since 1988. The celebration this year on January 27, 2016 in Price Auditorium featured the guest performing group, Key Arts Production. The group performed a live multimedia concert entitled, King's Dream. President Fiorentino opened the event followed with remarks and poetry readings from University students. Additionally, the Gospel Choir performed three song choices. The event was attended by approximately two hundred individuals including students from Central Mountain and Jersey Shore School Districts, University students, staff, and faculty, and the general public.

Title IX

The University continues to implement the training, educational and reporting requirements under Title IX/VAWA and the SaVE Act.

- Members of the LHU Title IX team participated in the Clinton County STOP Grant Coordinating Team (Services Training for Officers and Prosecutors) and the Clinton County SART (Sexual Assault Response Team) meetings on December 3, 2015 and February 4, 2016. Updates concerning Title IX programming at the University were provided.

- **Step UP! Bystander Intervention Program** is being developed in coordination with Student Affairs. Step UP! is based on a national program <http://stepupprogram.org> adopted by more than 120 colleges and universities nationwide. It has demonstrated success in helping students feel empowered to act and giving them a specific process and resources to intervene in a safe, early, effective way in situations that could endanger the health and safety of others. Step Up! teaches students how to effectively intervene in a variety of emergency situations. More information about this program can be found at: http://www.lhup.edu/About/title_ix/step/ A Step Up! video clip of LHU students is being developed to be placed on the Step Up! website, notification boards, and Friday movie screenings. A Step Up! training for all new and existing RA's was completed in the beginning of the spring semester. RA's updated boards in halls to incorporate elements of Step Up! Approximately 43 RA's were trained. Additional programming efforts are underway for a "What would you do" day at LHU"
- **It's On Us PA:** Sherry Moore, Assistant Director of HR for Compliance and George Rusczyk, Associate Director of Student Life, will be the Lock Haven University representatives on Governor Wolf's new statewide campaign to combat campus sexual assault: "It's On Us PA." Pennsylvania will be the first state to launch this type of campaign, which builds on the momentum of the national "It's On Us" campaign, launched by the White House last year.
- LHU hosted Jeff Nolan and Mike Webster from Margolis Healy, a professional services firm specializing in campus safety, security, and regulatory compliance for higher education and K-12, for a day and a half Title IX training for senior staff, investigators, and our student judicial board. A total of 38 employees attended the three sessions.

Financial Operations Department

Controller, Julie Love

- The Commonwealth budget enacted in December included flat funding for the state system, but Lock Haven University received a greater amount than last year based on the phased-in implementation of the new allocation formula. The first seven months of appropriation funding were received in January totaling just under \$13 million. Updated financial projections are included in the Action Plan distributed to the Council.
- The budget also included funding for the PHEAA state grants. All grants for the fall and spring semesters have now been allocated to student accounts and refunds have been disbursed to those receiving them.

Information Technology Department

Director of Information Technology, Don Patterson

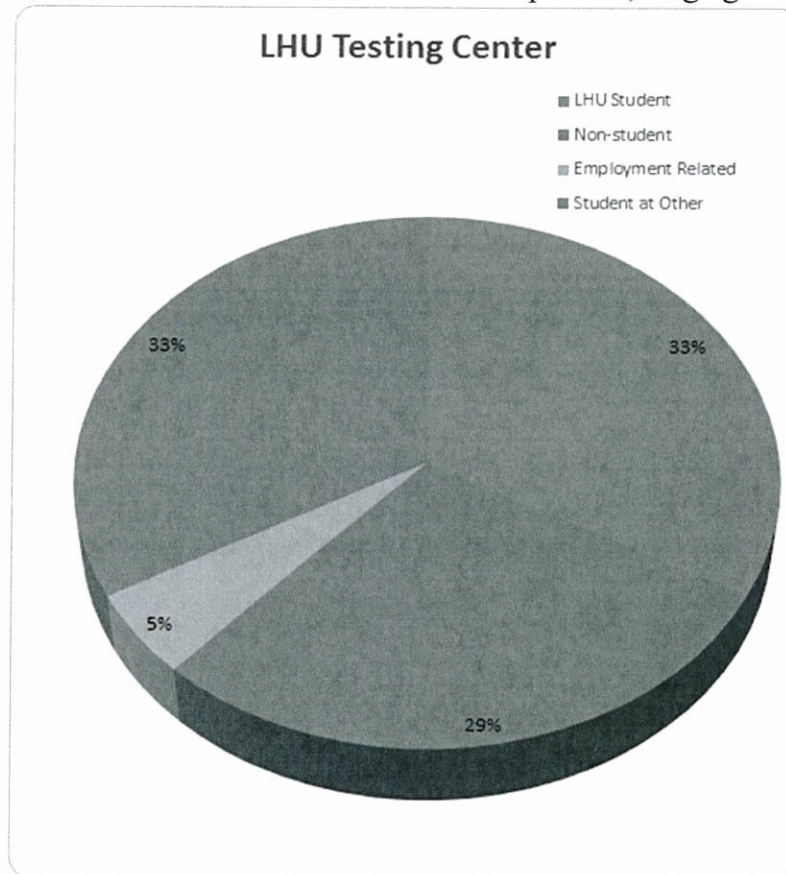
- IT is currently evaluating solutions to replace our network storage as current maintenance expires June 30th. We have decided to renew hardware maintenance for a year and will move this acquisition out a year. This will give us time to ensure we are investing in the best solution for our environment.
- The kick off meeting was held in January for the implementation of the Jenzabar Strategic Enrollment Management module. This will give Admissions/Enrollment Management a true CRM that will be used to greatly enhance the business procedures of the division.
- The Jenzabar Academic Planner has been installed and is being piloted this semester. The Planner is a tool for students and advisors to use to track academic progress and to aid in course planning etc. for an "on time" graduation.

- Planning for summer projects is underway. We will transition door access from Johnson Controls to the Blackboard system. This will streamline the student ID card system as we will have Blackboard as the system in place for dining services, laundry services, and door access. Computer lab upgrades, classroom technology upgrades and distance education classroom upgrades all will take place over the summer. A technology refresh of the wireless access points will be completed as well as an enhancement of the wireless networking in the residence halls.

Workforce Development Department

Director of Workforce Development, Shannon Tyson

- WEDnet Grant
 - WEDnet pending receipt of \$12.2m in funding from DCED (PA First) for 2015-2016.
 - 15 contracts are presently pending state approval and an additional 20 contracts are pending company input.
 - WEDnet Professional Development Conference at Shippensburg Univ. 4/27-4/29/16
- LHU Testing Center
 - Offering: PearsonVUE, ETS (Praxis), and other testing.
 - Gross revenue to date: \$58,366.
 - Exams delivered to date: 3,696.
 - Gross revenue for FY16: \$14,766 representing delivery of 722 exams.
 - The 4 Quality Assessments measures continue to be positive, ranging from 96% to 100%.



- Additional Activities

- Participation continues as a member of the WEDnet ISAAC Taskforce and the LHU Alumni Board.
- Currently planning Summer and Fall 2016 non-credit offerings for Main, Clearfield, and Dixon campuses.
- Working with the Provost and Deans on certificate program development, as well as application with PA Department of State for Act 48 Provider approval.
- Developing on-line, non-credit programming in partnership with Medallion Learning.

Small Business Development Center

Director of the Small Business Development Center, Tim Keohane

- The Lock Haven SBDC staff attended the 2015 Pennsylvania SBDC Small Business Growth Forum, held in Cranberry Township in November of 2015. During the Conference awards ceremony, the Lock Haven SBDC was presented with the Happy Client award for the 2nd consecutive year. This year's award was given to the Centers that earned 100 percent for the client satisfaction metric as reported on the annual client questionnaire. In 2014, the Lock Haven SBDC was one of seven Centers that achieved a perfect score on this metric. The annual client questionnaire is provided to all SBDC clients when they complete their engagement to measure impacts and outcomes of the program.
- The Lock Haven SBDC participated in the regional Economics PA Entrepreneurship Challenge hosted by Penn College on November 13, 2015. This year's day-long event included over 125 high school students from across Central Pennsylvania who participated with the goal of developing a business plan for a fictitious business idea or concept. The Entrepreneurship Challenge provided the students with an opportunity to engage in learning about business and entrepreneurship, and showcase their business ideas to program facilitators that included Penn College faculty, the SBDC Director, a local commercial lender and an Economics PA representative.
- The Lock Haven University Small Business Development Center business consultants assisted with business plan development support to 13 clients who were successful in arranging financing in the amount of \$2,561,975 during calendar year 2015. This figure contributed to the start-up, purchase or expansion of 13 small businesses in Clinton and Lycoming counties.
- The Lock Haven SBDC began partnering, in January 2016, with Supply Chain Visions/Vistas, who was awarded the SBA's ScaleUP America program in North Central Pennsylvania. With the ScaleUP America coordinator locating their hub in Williamsport, the Center staff will be working with the ScaleUP program in the North Central PA region in a collaborative way, providing services to their cohort members and working with ScaleUP and Supply Chain Visions to provide sustained support following the cohort members graduation from their program.
- The Lock Haven SBDC launched their River Town Ready programming in February using Google's Let's Put Our Cities on the Map, which is a program designed to empower communities to support their local businesses and encourage them to get on the map. Let's Put Lock Haven on the Map is now part of the Center's ongoing partnership with Google's Get Your Business Online program and aims to bring community members, business owners, and civic leaders together to help small businesses succeed on the web. The SBDC will utilize these resources locally in conjunction with the Lock Haven River Town initiative to help established and new businesses increase their digital marketing presence, as well as through educational program offerings in both Clinton and Lycoming Counties.

Institutional Research

Institutional Data Manager, Mike Abplanalp

- Cost Model – Worked with the Business office to update the course cost model.
- Common Data Set – Completed the common data set with information on fall enrollment.
- Website Redesign– Assisted with the review and scoring of the website redesign proposals.
- Retention and Graduation Data – Updated second year retention and graduation rate reports by various demographic and geographic factors.
- Program Charts – Assisted the Provost’s Office with updated charts on enrollment, faculty FTE, etc.
- TRIO Student Tracking – Helped the TRIO program with running their student files through the Student Tracker tool on the Clearinghouse for their annual report.
- Enrollment Projections – Updated the existing enrollment projection model to include the most recent data and created a new model to project enrollment by semester, residency, and level.
- Economic Development Report – Assisted the Small Business Development Center with collecting information on community engagement for the annual report.
- Clearfield Key Indicators – Updated the key indicators for Clearfield as defined through their strategic planning process.
- DEWI Report – Worked with the Deans and Provost to identify courses with high rates of students not receiving credit for coursework and created a report that can be run with grade processing.

Office of University Relations Council of Trustee Committee Report

March 2016

Alumni Affairs/Foundation

The annual Phone-A-Thon began on January 31st and continues until March 24th, 2016. The goal this year is to raise at least \$50,000 for scholarships. In addition to raising money, the callers are also marketing events and inviting Alumni through personal calls.

The Alumni Association Board hosted a retreat for all of their members on January 30th & 31st. The group discussed hosting winery trips and other events such as attending a Penn State Women's Basketball Game. The retreat also included team building exercises and fundraising idea discussions.

The Foundation again this year will host the Donor Scholarship Brunch during the Convocation weekend. The event's goal is to allow donors the opportunity to meet the students who are recipients of their scholarship. Both will be at the same table and acknowledged together during the ceremony.

In an attempt to better align the Foundation to its mission, the organization has given all camp and clinic activity to the university to manage. A process has been implemented, and beginning this spring all camps, clinic, and tournaments will be managed by a new Special Projects Director within University Relations. In addition, the Foundation has also officially donated Campus Village to the university.

The Capital Campaign Cabinet recently met and laid out the framework for the rest of the Silent Phase. There continues to be a discussion regarding the length of the Silent Phase as well as the process to enter into the Public Phase. The committee had a short discussion about the Campaign logo and plan to solicit more input from members in the coming weeks.

Lock Haven University (LHU) and Stephen and Pamela Poorman celebrated one of the largest philanthropic individual donor gifts in institutional history. Once completed, the Poorman's total gift to the university will exceed \$7 million dollars.

As reported, entrepreneur Stephen P. Poorman and Pamela A. Fisher-Poorman, his wife, have agreed to a cash and property donation, which includes an irrevocable residual estate pledge, donation of property, and a cash pledge all totaling \$7.1 million dollars.

The Poorman gift will immediately assist student learning in the College of Business, Information Systems, and Human Services. The gift includes a \$50,000 pledge for the Poorman Student Investment Fund, which is a fund that will assist in teaching students about real-time investments. In addition, Mr. & Mrs. Poorman have also pledged funds for a Scholar-In-Residence program, funds for increased education in entrepreneurial studies, and building upgrades for the business program. As part of the gift acceptance process, the College of

Business, Information Systems, and Human Services will be named after Mr. Poorman. We are planning a formal ceremony which is scheduled for Tuesday, April 26, 2016 at 2:00 pm in Roger's Gym.

Athletics

On February 3, 2016, LHU Football coordinated its first signing day recruiting party which included highlighting the talents of 40 recruits from around Pennsylvania and surrounding states. Coach Taynor and his staff did an awesome job of bringing in a record number of student-athletes that could be immediate impact players.

There has been a small sub-group developed to address ways to help improve student-athlete's G.P.A. The current department overall average has dipped below 3.0. Our goal is to implement strategies that will provide the necessary support to all student athletes to improve their G.P.A. The Comprehensive Academic Plan will include peer mentoring, improved study halls, team campus housing, and other wrap-around support, such as Clinical Mental Health Counseling to provide student-athletes with appropriate support and aid to cope with injuries, performance anxiety, and disorders.

On March 23, 2016, the Women's Lacrosse game against Shippensburg will be televised live on Fox. It will be the first time LHU has televised Lacrosse. The Coach and athletic staff are out selling commercials for the 4:00 pm game.

The LHU Athletics Hall of Fame nominations recently closed with 70 nominees. The Hall of Fame event will always be on the first weekend of June. This year it will be Sunday, June 3rd-5th. During the weekend, Field Hockey will also honor and distribute to the 1980's championship team their rings, which they never received. The weekend activities also includes the Hall of Fame Banquet, and Hall Of Fame All Sports Golf Tournament.

LHU coaches have been extremely aggressive with fundraising as evidenced by an increase of about \$20,000 in funds raised year-to-date compared to this time last year. There are 15 new athletic scholarships, totaling 70 athletic scholarships. The Athletic Director is making fundraising a major priority and is participating on event planning and stewardship activities.

Special Events/Camps & Clinics

Camps, Clinics and Tournaments Summary

Camps, clinics and tournaments have all been moved from the LHU Foundation to the University. In order to do so, several departments on campus have been involved in the transition (Finance and Administration, Dining, and Housing). Athletic Director Tom Gioglio and Manager of Special Events and Projects Dawn Snyder Gill have co-authored a manual to guide the transition.

Camps, clinics, and tournaments have been scheduled for the 2016 season and all details are being reviewed. The Lock Haven University Foundation will continue to manage accounting for camp stores, which can be utilized for operational funds.

Durrwachter Alumni Conference Center Summary

The scheduling of the Durrwachter Alumni Conference Center is now completely electronic through Astra. Anyone is able to view available times/locations as well as request availability. Individuals do not have to have a username/password to utilize this system, so it is open to the general public as well.

Wedding packages have been completely refigured to include all aspects of the event (staffing needs, catering, etc.). There will now be a minimum of a 30% profit on all wedding packages.

DACC rental agreements are still being carried out using the LHUF form. Should the VP of Finance and Administration see it necessary to utilize a different form (the Facilities Use Agreement form is entirely too cumbersome for a rental agreement), the process will be changed at that time.

Overall, there has been a streamlining of the DACC in terms of rental, packages, cost coverage, and profit. Hard and fast rules are being established and maintained, as the current focal point is on lessening the negative balance currently in place. In the future, a marketing campaign will take place to reach additional companies and individuals, to further bolster use of the DACC by outside constituents. One such effort will be an open house to be held in June, welcoming businesses from Centre, Lycoming and Clinton County to tour the building, encouraging them to hold conference/professional development/meetings here at the DACC.

The Lock Haven Jazz & Art Festival is scheduled for August 19th and 20th. The Lock Haven JAMS Festival will include the following:

Friday, August 19th –***Art & All that Jazz***–will be held at the Durrwachter Alumni Conference Center and co-sponsored by LHU, The Clinton County Foundation, and the Arts Council will include performances from local jazz artist, dancing and food.

Saturday, August 20th there will be several events around town including the following:

1. *Master Class on LHU Campus* (10am-noon), where both high school and college students will receive instruction from professional jazz musicians.
2. *Downtown Festival* (noon-6:00 pm), a complete jazz and art festival alongside Main Street from Jay Street to Grove Street. The event will include art, music, food and vendors along the street. Marching bands will play New Orleans style up and down the street during the day.
3. *Evening Events* (7:00 pm-10:00 pm). Several groups will be performing stages downtown.

Sunday, August 21st (all day), people can visit and familiarize themselves with the Clinton County Art Gallery which will be open to the public.

Communications & Marketing

In January this year, LHU has contracted with New City Design for a major redesign of the website. The website project got underway, a timeline has been established with a goal to have the new site live by years end. There is a website working group that began meeting weekly with New City. The first phase of the project involves stakeholder interviews, which began in late February. The New City team will be on campus March 16th & 17th to begin focus group, open forum activities and on-campus research.

Lock Haven University

Report of the Vice President for Enrollment Management and Student Affairs
to the
Student Affairs Committee of the Council of Trustees

Enrollment Management

Admissions

- New Director of Admissions, Donna Tatarka started August, 2015
- Microsite initiative: Customized website being used for accepted students to increase yield. This customized website is used to facilitate the flow from deposit to matriculation including accepted student day, housing, orientation, email set up, etc. This service includes a survey of accepted students (over 500 have already completed) to tailor the recruiting process
- RFP for admissions literature is in process for 16/17. Plans are to do a multi-year RFP once the website is complete.

Center of Excellence and Inclusion

- Implemented the Early Alert System in fall 2015. There were 539 submissions to the alert system with 438 unique students being entered by 78 different people. The Early Alert drive for spring 2016 is currently underway encouraging faculty and staff to use the system to provide a safety net for students.
- Partnering with Residence Life, the CEI office is working with the FROSH (First-Year Retention Opportunities in Student Housing) floors to provide student mentors, academic programs (study skills, reading, financial aid, myHaven scheduling, money management) and social activities. This program resulted in a .46 higher GPA for FROSH floor residents compared to other first time freshman for fall 2015

Financial Aid

- Free Application for Federal Student Aid (FAFSA) workshops have been conducted by financial aid staff at over eight local high schools.
- FAFSA Workshop planned for Saturday, March 5, 9:00 – 11:00 a.m. at the Stevenson Library on the Lock Haven University main campus. This is a free workshop open to the public. Students and parents will receive hands-on assistance completing their FAFSA forms.

Registrar's Office

- In the process of implementing the new Academic Planner module that provides an online tracking and planning process for students and advisors. This technology will allow students to plan their entire 8 semester career and the data from the planning can be used by department to assist in efficient planning of courses and sections. This will take a multi-semester implementation plan.

- Summer registration is now open. Fall 2016 registration is tentatively set to begin April 4, 2016.

Student Affairs

Community Service

- As of January 2016--Global MountainServe Center for Community Service has been restructured to report to Student Activities (Previously under Career Services & Professional Development)-programs and services continue to support service and active citizenship goals for our campuses and communities
- Federal Work Study (FWS) requires a percentage of funds (7% of FWS) to support student employment off campus with community service partnership for FWS eligible& qualified LHU students– For 2015-2016 we have two off site community partnerships with Salvation Army After School Program & Clinton County Housing Authority John Yost Center Youth Programs. FWS eligible students are assisting with programs focused on literacy, homework help, nutrition, and environmental/recreational activities by being role models, mentors and tutors.
- The 2015-2016 PA Campus Compact and Corporation for National & Community Service AmeriCorps VISTA Grant is managed by MountainServe. It is a partnership with Upward Bound, Veteran Groups, and 3 regional school district for post-secondary success for at risk socio economically disadvantaged youth. PA Campus Compact values the grant at approximately \$11,000 and LHU currently has an LHU Alumni, Lucio Perez serving as the 2015-2016 AmeriCorps VISTA fellow. A new grant for with PA Campus Compact and Corporation for National & Community Service AmeriCorps VISTA Grant was just approved for LHU for the 2016-2017 year with a focus on weatherization and housing issues impacting low income home owners and renters within the region with a partnership with STEP, Inc.

Health Services

- The contract with Jersey Shore Hospital to staff the LHU Health Services expires June 30, 2016. An RFP was written and put out for interested bidders. A decision should be made soon on the next 5-year contract.

Student & Residence Life

- RA hiring process – there are currently over 80 students who have applied to enter the Resident Assistant interview process. We have an expectation to hire 20-25 new RAs for the 2016/17
- Contracting for 16/17 in process – the entire process is now on-line. During each step (Filling out the Housing Contract, Finding a roommate, and signing up for a hall/room), the students receive detailed directions. A new feature in the process gives the students the ability to do an advanced roommate matching – where the student answers some personal questions about themselves and others can match their preferences with other potential roommates. Research tells us that students are happier with their housing experience if they can choose their own roommate.
- Woolridge Hall Renovation is continuing on schedule to re-open in August 2016 for fall.

Student Activities

- Leadership Council: Our Leadership Council continues to meet monthly to discuss club and organization leadership plans. During the fall semester, President Fiorentino provided a campus update for our student leaders and answered their questions regarding campus issues. Along with the Student Activities Office, Leadership Council hosted a spring semester Club Fair at the Student Recreation Center on January 27th to encourage more students to participate in campus clubs and organizations.
- Haven Activities Council: HAC successfully planned and organized 45 campus events during the fall semester, including Family Day and Homecoming activities. Additional activities are planned for the spring semester, including mid-week and weekend programs.
- Student Government Board: SGB had a success fall semester, by hosting weekly meetings and comment for a cookie programs to gaining student feedback. Executive board members have been meeting with the campus food service provider, our facilities director and public safety officers to address concerns and provide feedback and answers to students. The SGB executive officers are also meeting with President Fiorentino throughout the semester.
- Student Recreation Center: During the fall semester, the SRC averaged 517 student visitors per day. Aerobic and fitness classes continue to be offered, as well as Intramural programs. 776 students participated in Intramurals during the fall semester.

Student Development

- Step Up and It's on Me: Two national initiatives that provide bystander training and campus support for education to prevent sexual violence on campus. A video will be filmed in March and be shown as a Public Service Announcement. Currently some electronic posters with the new LHU Step Up! Logo are going up.
- PASSHE Alcohol & Drug Coalition will be conducting another survey of Alcohol and Drug use on most PASSHE campuses (including LHU). The data is used for program planning as well as for social norming campaigns as well as social norming in code of conduct violations involving alcohol.