

# LOCK HAVEN UNIVERSITY

## Report of the Provost/Sr. Vice President for Academic Affairs to the Academic Affairs Committee of the Council of Trustees

September 10, 2015

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### 1. Enrollment

As of August 14, 2015, total headcount enrollment was 4621, down 258 from that date in 2014, with 41 yet to be registered. Undergraduate headcount is down by 255 and graduate by 13.

As of August 17, 2015, 873 entering first-year students have deposited, down 14 from 887 on that date in 2014; deposits from underrepresented minority freshman applicants are at 20% of total deposits, up from 15% on this date in 2014. Deposits from entering transfer students are at 155, down from 207 in 2014; among entering transfer students 16% are from underrepresented groups, up slightly from 15% in 2014. Clearfield campus has 71 entering first-year students deposited, down from 80 in 2014, with 3% from underrepresented populations; 54 entering transfers have deposited, up from 37 in 2014. 72 new graduate students have deposited, up from 54 on this date in 2014.

### 2. New faculty and staff in Academic Affairs

On August 3, Ms. Donna Tatarka joined Lock Haven University as Director of Admissions.

This fall the University welcomes two regular faculty to our ranks, Ms. Joyce DuGan (Nursing) and Dr. Jeyaprakash Chelladurai (Computer Science), together with 18 new adjunct faculty.

### 3. Accreditation

Work on the Periodic Review Report for Middle States Commission on Higher Education is proceeding apace.

### 4. Curriculum

The Board of Governors at the July meeting approved a new Masters of Science in Actuarial Science. We are now in the process of applying for Professional Science Masters (PSM) designation for the degree so that, by the time it is launched in fall 2016, it will be a PSM in Actuarial Science.

## 5. Founder's Day Convocation

Founder's Day Convocation was held on September 2, with alumnus Paul "Babe" Mayer ('71) delivering the address. University Awards were presented to Dr. Brett Everhart in the category of Service and to Dr. Barrie Overton in the category of Scholarship.

## 6. Grants and Awards

Heather A. Bechtold (PI), Barry Overton, Steven Seiler, Md. Khalequzzaman, and Marian Tzolov. Collaborative research to transform student learning about human impact on water quality, sensitive organisms, and sustainable energy. Dominion Energy. \$30,000 \*\*.

\*\*\$20,000 to be given to Heather Bechtold from LHU University Foundation to supplement the full cost of the above project

Heather A. Bechtold. Collaborative Research: Exploring how structural complexity in riparian forests controls primary production and biogeochemical hotspots in headwater stream ecosystems. National Science Foundation. \$61,170 (pending)

Submitted: August 3, 2015

Steve Seiler and Heather Bechtold. Forest-wide Fish Surveys. USDA Forest Service, Allegheny National Forest. \$23,000.

Marian Tzolov. Renewed provisional patent application "Non-electrically conductive ceramic scintillators for use in low voltage electron detection and imaging in electron microscopes or other instrumentation", March 12, 2015.

Marian Tzolov. Research agreement with PulseTor LLC on detectors for electron microscopy, amount \$7500, signed in January 2015.

Beth McMahon. Implementation of Project Bald Eagle, a Public Health Model responding to the epidemic of prescription drug and heroin abuse. \$100,000.

Beth McMahon. Health Improvement Funding based on the Susquehanna Health Community Assessment Needs Assessment. Lycoming County Health Coalition. \$15,000.

Gayatri Devi (PI), Tara Mitchell, Nicole Burkholder-Mosco, Holle Canatella, Katie Ely, and Lisette Schillig. Analysis of domestic violence services in rural Pennsylvania. Center for Rural Pennsylvania. \$15,000.

Mark Cloud. Reproducibility Project: Psychology. Center for Open Science. \$2,000. This project is going to result in a publication in *Science* this month.

## 7. Faculty promotions and tenure

The following faculty were promoted from Associate Professor to Professor:

Dr. Muhammad Aslam	Dr. Tara Mitchell
Dr. Laurie Cannady	Dr. Cori Myers
Dr. Dan Gales	Dr. Kevin Range
Dr. Carina Howell	Dr. Conne Reece
Dr. Jonathan Lindzey	Dr. Marian Tzolov

The following faculty were promoted from Assistant Professor to Associate Professor:

Dr. Ruben Berrios	Dr. Luke Haile
Dr. Holle Canatella	Dr. Mark Jones
Dr. Gayatri Devi	Dr. Jennifer Taylor

The following faculty were awarded tenure:

Dr. Ruben Berrios  
Dr. Holle Canatella  
Mr. Craig Ernst  
Dr. Kimberly Everhart  
Dr. Edwin Severn

## 8. Visiting scholars from China

This fall, LHU is hosting two guest scholars from Tianjian Medical University in China. Hongyan Liu and Xin Wang are both professors of medical English. Professor Liu earned her masters in English language and literature from Nankai University in 2005 while Professor Wang earned her masters in comparative world literature in 2014. Both scholars will be living in our community and are eager to observe and participate as much as possible in American higher education.

## 9. Freshman Common Reading

The Lock Haven University freshman common reading for fall 2015 is *Garbology: Our Dirty Love Affair with Trash*, by Pulitzer Prize-winning author Edward Humes. The *Boston Globe* calls it “an eye-opening account reminding us of something we try to forget: We are a wasteful society with a trash problem that is polluting our oceans and packing our landfills.” The common reading will be a shared platform for discussion in classrooms, residence halls, symposia, and other venues across campus.

## 10. Strategic Plan Key Performance Indicators

Through a broadly consultative process, the University has established Key Performance Indicators (KPIs) that will help us document quantitative and qualitative measures of progress on our Strategic Plan.

**Finance & Administration Division**  
**Report for the Council of Trustees Meeting**  
**September 10, 2015**

*I. Division Highlights*

The year-end close for FY 2014-15 was completed and the financial results are currently being audited by Clifton Larson Allen. Highlights of the preliminary financial results include:

- Pursuant to GASB 68, this is the first year that the full liability related to the defined benefit retirement plans (SERS and PSERS) is recorded directly on the balance sheet; previously, the estimated amount of the liability had been reported in the footnotes. This change in accounting treatment resulted in a \$47 million liability being recorded at the beginning of FY 2015. This was recorded directly to the balance sheet as an opening adjustment and only the increase in the liability during the year was recorded in the income statement as an expense \$1.7 million. Although this entry has a significant effect on the University's balance sheet, it is not expected to have a material effect on how lenders and rating agencies view the institution's finances, since the change is being implemented nationally and it was fully anticipated.
- The net asset position decreased by \$2.8 million in FY 2014-15. In addition to the newly recorded SERS/PSERS expenses of \$1.7 million, there was also about \$2.3 million of expense related to the demolition activity on campus (\$1.2 million of demolition expense and a non-cash charge of \$1.1 million for loss on disposal of assets). These factors contributed to the decline in net assets.
- The results included transfers to the plant funds of \$4.5 million for E&G and \$570 thousand for Auxiliary.
- The University's cash position improved from \$63.7 million to \$66.7 million.

One effect of the delay in passage of a Commonwealth budget is the inability to make the normal monthly draw of the state appropriation. Since that funding represents about 25% of total E&G spending, over time the lack of access to those funds would become problematic. In the short-term, however, the University's liquidity is solid. We ended FY 2015 with a 6.6 ratio of current assets to current liabilities and the fall student bills have been issued which will result in an inflow of cash. However, that inflow will be about \$2.7 million less than normal, because another effect of the delayed budget is that PHEAA grants are not being funded as usual. We are holding students harmless from the effect of the PHEAA disbursement delay as best we can, by not assessing late fees caused by the problem and allowing affected students to carry a balance on their student accounts to cover books.

Work continues on the University budget submission for FY 2015-16 and the request for 2016-17. These are due to the Office of the Chancellor on September 2<sup>nd</sup>. The budget submission will be distributed to the Council of Trustees in advance of the September meeting and reviewed at the meeting.

Work also continues on the two major facilities project on upper campus – the University Commons and Phase III of the Ulmer renovation. Work will be completed after classes resume and steps are being taken to minimize disruption to normal campus operations.

## **II. Department Reports**

### **Facilities Department**

*Director of Facilities, Keith Roush*

#### **Completed projects:**

- Floor Replacement in the Carillon—project to replace the floor of the carillon which had deteriorated due to leakage somewhere in the structure. Completed this summer
- RLC room 309---in-house, build sound chamber, completed this summer
- Zimmerli office carpeting--- Replacement of carpet in three rooms in Zimmerli, completed this summer
- Painting of various walls throughout Fairview Suites—ongoing but will be completed by end of summer
- McEntire Kitchen – Much needed kitchen upgrade and storage area completed. Storage was created for the Residence Hall Association who had to move all of their items out of Gross. Completed in-house late spring 2015.
- Bentley Hall—ATM area carpet replacement, completed this summer
- Repairs to retaining wall and windows at Founders Hall (Clearfield)—Project to repair the masonry wall at the loading dock area of Founders Hall. The present wall has had moisture infiltration which is causing the wall to deteriorate. One window has been replaced, others are pending. Wall should be completed today.
- PUB floor tile replacement in the lower level
- Construction of a wall to separate cadaver from lab in Clearfield
- Repairs to East Campus bleachers
- Repairs to Gazebo at the President's Residence
- Removal of furniture from Gross Hall by the grounds crew for storage and future reuse in Woolridge Hall
- Purchase and removal of the wardrobes in McEntire Hall and bedroom furniture in Woolridge by an outside contractor. This saved LHU disposal fees and labor costs to perform in-house.
- Facility Master Plan – This plan centers around the concept of utilizing existing space so that growing academic programs can be located in facilities with the capability to accommodate such growth while programs/departments where little growth is anticipated are located accordingly. The overarching goal is to improve the campus space utilization and reduce the aging building inventory without decreasing services or quality of education for our students. A final draft of the plan has been submitted and will be presented to the President's Administrative Council on September 1. This plan will then be used as a tool to make recommendations we can implement to meet the objectives of the Academic plan.
- Creation of a Dean's Suite in Sloan Fine Arts Building—Project necessitated by the vacation of Sullivan Hall. Conversion of four rooms on the first floor of Sloan into an office suite for the Dean of Liberal Arts and Education. This project was completed by in-house personnel in early June.
- Zimmerli Gymnasium Floors –Sanding and refinishing of the three gymnasium floors and racquetball court was completed in July.
- Upgrades to Bentley Retail area (Chick-Fil-A)—Project completed in mid-July as part of the new food service agreement. Part of the construction included rerouting ductwork in the ground floor of Bentley to eliminate ventilation issues.

### Contracted projects:

- Demolition of Russell, Gross and the Courthouse Annex - Gross and Russell Halls have been razed. Contractor is in the process of restoring sites. CH Annex demolition started mid-August and be completed by October.
- University Commons Phase I Construction – Phase I is to be completed by September 2015. This phase will include two pavilions, sidewalks etc. and open space in the area formally occupied by Russell. The scope of work expanded as construction commenced to include waterline replacement, some storm sewer replacement and expansion of the new sidewalk.
- Phase III of the Upper Campus Repurposing – Project to renovate the third floor of Ulmer North into administrative offices for senior administration which will also include the addition of a new entrance which is designed to unite the two Ulmers into a more aesthetic building. Construction is well underway with exterior work and the addition to Ulmer being delayed due to material deliveries. Entire project is now scheduled for completion by September 30.
- Foundation Fields – Run underground electrical service to fields for scoreboards, public address system and electrical outlets. There will also be construction of concrete pads to place moveable bleachers etc. on. Construction is delayed pending approval of the plan by Woodward Township and the Corp of Engineers. This is in support of the anticipated move of LHU’s varsity soccer programs to a grass field.
- Glenn Road Site Improvements Feasibility Study- A civil engineering firm has been retained to perform a feasibility study to address the area between Glenn Road and Price Auditorium to recommend changes to increase curb appeal and safety along the Glenn Road corridor.
- Tennis Court Resurfacing – Project to refinish the tennis courts by the Durrwachter Alumni Center. Currently under construction. Resurfacing to be complete by August 21.
- Fencing removal and replacement/creation of kayak and canoe storage area—Project underway to replace the fencing between Jack Stadium and McCollum Field, relocate the softball outfield fence per NCAA regulations and create a secure enclosed storage area for the canoes and kayaks currently stored in the shed at Charlotte Smith Field. Other fencing will be completed by August 21; however, the enclosed storage area is planned for the current site of the Courthouse Annex building therefore construction will not start till fall 2015.
- Woolridge Hall Renovations – Renovations to include restrooms/showers along with a new heating system and emergency generator. Contracts are being awarded. Project to begin mid-September and last throughout the Spring semester 2016.
- Yearly Concrete Repair Work---sidewalk and stair repairs/replacement throughout campus
- Yearly Pavement Repair Work—pavement patching and overlays throughout campus
- Welcoming Structure—Documents have been prepared and fee negotiations are underway for construction of an arch to be constructed over Campus Drive as a welcoming structure to visitors on campus (donated structure). We are attempting to have this construction done as part of the Commons project.
- Price Step repair/reconstruction-- Complete replacement of the main stairs in front of Price Auditorium with precast treads/risers to help eliminate/slow down deterioration due to snow melt applications. To be completed by August 21.

### In-house Projects ongoing/upcoming:

- 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 may extend into the Summer 2016 due to personnel constraints.

- Relocation of testing center to East Campus—Project under consideration to relocate the testing center to the East Campus to allow room for the relocation of the TLC to Raub Hall.
- Relocation of the TLC—Project required in preparation of the vacation and subsequent demolition of Sullivan Hall. Could potentially result in the relocation of the testing center currently in Raub Hall. Anticipate fall/spring 2016 construction. Schedule dependent on testing center relocation/construction.
- 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.

### **Future Projects:**

- Electrical Infrastructure Upgrades –a capital project already approved with a planned release of funds in 2015 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 on hold awaiting authorization to advertise for professional services, which is delayed due to Commonwealth budget situation.
- Bentley, Sloan and Stevenson Chiller Installation - Shippensburg University has installed a central chiller plant and has multiple chillers available that have seen little use. Some of the available chillers are matches for the aged chillers at Bentley, Sloan and Stevenson. LHU will replace the old chillers with the ones from Ship. We received the chillers from Shippensburg but will not install them until summer 2016 or later depending on need. Existing chillers will be utilized as long as possible to extend useful life of the Shippensburg chillers.
- 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 another pavilion and an outdoor amphitheater in the area between the current Russell Hall site and Glenn Road. Project planned for summer 2016.
- Raub Hall HVAC Upgrades - Project in the planning stage. This would be the first (along with previously mentioned chiller replacements) in a series of HVAC upgrades across campus. Potential summer 2017 project.
- Sloan Roof Replacement—Project ready to bid to perform a complete roof replacement on Sloan Fine Arts Building. Replacement expected summer/fall 2016.
- Renovation of the Fire Alarm Systems in Zimmerli, Stevenson and Sieg—Life cycle replacement of the outdated fire alarm systems in these buildings. Documents are prepared and ready for bid. Planned for summer 2016 construction.
- PUB Renovations—Project to perform renovations to the PUB as recommended by the new Facilities Master Plan. Fee negotiations are underway with the professional with an initial design meeting is scheduled for August 24. Anticipate bid in January/February 2016 with construction during summer 2016.
- 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.
- 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.
- 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.

- 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.

### **Procurement Department**

*Director of Procurement, Becky Proctor*

The current commercial card services contract is ending and a new vendor was selected in a competitive bidding process. Bank of America Merrill Lynch will replace JPMorgan Chase effective no later than September 30, 2015.

The new contract will run through October 31, 2010.

The Procurement Office has been working on the transition to Bank of America Merrill Lynch with setup parameters, payment cycle(s) and grace period(s) that best meet the needs of university operations. The contract includes cash rebates based upon total spend volume across PASSHE. Last year's volume was approximately \$34.5 million. Actual rebates to each university will be based on the respective university spend.

### **Office of Human Resources and Social Equity**

*Associate Vice President of Human Resources, Deana Hill*

#### **University Days Sessions**

- The Office of Human Resources sponsored a variety of events during University Days, August 17 – 24, 2015, to include financial planning sessions offered by PSECU, Prudential, and Great West and individual retirement counselling sessions with representatives from SERS and TIAA-CREF. HR Staff lead sessions on health care changes for PEBTF employees hired after August 1, 2003 and presented information for those employees managing a University sponsored program governed under BOG Policy 2014-A, Protection of Minors.

#### **Title IX**

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

- The PASSHE Title IX Audit was completed June 30, 2015; the report has not yet been issued.
- HR staff briefed new students located at Main Campus and Clearfield and international students at orientation sessions scheduled throughout the summer. HR staff also briefed all Resident Assistants on roles and responsibilities under Title IX and as a mandated reporter of child abuse.
- The Title IX Coordinator, Deputy Coordinator and Associate Dean of Student and Residence Life successfully completed *Title IX Coordinator/Investigator training* lead by D. Stafford and Associates at Villanova University, May 18 – 21, 2015
- The Associate Provost for Student Affairs successfully completed “*Compliance Obligations under the Clery Act, Title IX and VAWA*” lead by Joseph Storch, Office of General Counsel, State University of New York, at Seton Hall University, July 20 – 21, 2015.



- The Assistant Director of Human Resources for Compliance successfully completed *Investigation of Dating Violence, Domestic Violence, and Stalking* by D. Stafford and Associates on August 3 – 5, 2015.
- Lock Haven University Title IX/Student Affairs Staff participated in a meeting with colleagues from Lycoming College, Penn College of Technology, Susquehanna University, and Bloomsburg University to discuss best practices and opportunities for collaboration in meeting our Title IX obligations.
- One thousand, one hundred and seventy students (1,170) who were either new to LHU or a Resident Assistant have received the on-line training link for *Student Empowerment*, Title IX/VAWA and Campus SaVE Act training. As of August 17, 2015, 800 (68%) of these students have completed the course.

**BOG Policy 2009-01: Criminal Background Investigations, Act 153 of 2014**

- The University continues to implement BOG Policy 2014-01 requiring the following background clearances for all new and existing employees and volunteers. (1) Act 34, Pennsylvania Criminal Record Clearance; (2) Act 151, Child Abuse Clearance; (3) Act 114, Federal Bureau of Investigations (FBI) Criminal Background Checks. A total of 1,832 clearances have been processed to date. The chart below provides completion data this area. We have identified a schedule to ensure all employees will be in compliance by December 31, 2015.

	Staff	Faculty	Coaches	Student employees
Act 34, PSP	270	178	28	213
Act 151, DPW Child Abuse	273	167	28	190
Act 114, FBI	217	109	17	142

**Financial Operations Department**

*Controller, Julie Love*

- Fall 2015 bills were issued to students.
- The first draft of the 2014-15 Financial Statements were submitted to PASSHE and the audit is in progress.

**Information Technology Department**

*Director of Information Technology, Don Patterson*

- **Blackboard Transact System**  
LHU has procured the Blackboard Transact System in support of the dining services operation. This system is a combination of software and hardware (both servers and endpoint cash registers) to support dining transactions. All hardware and software has been installed and will be activated for the fall semester
- Classroom technology was upgraded in thirty technology classrooms this summer which completes the final phase of transitioning all classrooms from analog to digital/ high definition capability.
- Network Access Control System Upgrade. Cisco ISE has been installed over the summer. This system checks student owned computers for virus software, Windows updates and various other parameters before allowing the computer access to the LHU network.
- Bandwidth Traffic Management System. This system which manages commodity internet traffic bandwidth was upgraded to handle the greater amount of internet bandwidth that LHU is now deploying. A second device was also purchased to provide replication if the primary system should fail.

### **Workforce Development Office**

*Director of Workforce Development, Shannon Tyson*

#### **WEDnet Grant**

- FY 2015 - Final allocation awarded and granted to companies - \$365,000
- 116,106 hours of training
- 5,592 employees trained
- \$9,877 in Partner (LHU) provided training
- \$29,200 in administrative income

#### **LHU Testing Center**

- Offering: PearsonVUE, ETS (Praxis), and other testing
- Gross revenue to date: \$43,715
- Examines delivered to date: 3,191

#### **Additional Activities**

- Provided employee training programs to Glenn O. Hawbaker, Inc., Spectrum Control, Inc., and API Technologies, Inc.
- TLI Grant extended through 06/30/2016
- 28 classroom based Workforce Development, Continuing Education, and/or non-credit certificate programs are scheduled for Fall & Winter 2015 over 3 locations in addition to on-line offerings.
- Participation continues as a member of the Croda Community Advisory Council and WEDnet ISAAC taskforce.

### **Small Business Development Center**

*Director of the Small Business Development Center, Tim Keohane*

- On May 2<sup>nd</sup> the Lock Haven SBDC participated in the 2<sup>nd</sup> annual PA Public Health Dental Hygiene Practitioner Symposium statewide conference, held in Williamsport. Center staff participated in the conference "Networking Lunch with Vendors" which included a 2-hour working lunch where vendors

were invited to speak with all attendees. In addition, the SBDC presented an open session workshop to conference attendees aimed at helping dental hygiene practitioners learn the steps necessary to start, manage, and grow their own business. Highlights of the workshop included the lifestyle requirements of business owners, assessing the feasibility of the business idea, the legal and tax implications of owning a business, developing a business plan, marketing products and services, and where to find other resources that help entrepreneurs succeed.

- The Lock Haven SBDC held a Lender's Roundtable on June 25<sup>th</sup>, to discuss current economic issues, with 31 participants in attendance including local University officials, federal legislative staff, lenders from several local banks, the Small Business Administration, SEDA-COG, the Susquehanna Greenway Partnership and the Downtown Lock Haven/Main Street Program. Resources and organizations that were featured during the event included presentations from the SEDA-COG Finance Department, the executive director of the Susquehanna Greenway Partnership, and a featured update to lenders from the Director of the Eastern Pennsylvania District Office of the Small Business Administration regarding SBA loan activity in the region.
- As part of its collaboration with the Susquehanna Greenway Partnership, the Lock Haven SBDC engaged three Lock Haven University student interns to assist with the River Town project/initiative. The students are focused on conducting user intercept surveys to compile outdoor recreational data throughout the region that will later be presented to the community, with targeted seminars and workshops planned for local businesses and entrepreneurs interested in River Town related start-ups. \* *Refer to the enclosed success story and articles profiling the involvement of one of the SBDC clients and the students in the summer internship activities.*
- A member of the SBDC staff, Business Consultant Nick Lentz, will be presenting at the annual conference of the national Association of Small Business Development Centers (ASBDC) in September of 2015. Nick's participation has been requested by the State Director's office to co-present a workshop by the Pennsylvania SBDC titled *Business Continuity and Survival Services*. The presentation demonstrates a unique opportunity for the Lock Haven SBDC to showcase some of the expertise they have been building within the Center over the past couple years, at both the State and National level.

### **Institutional Research**

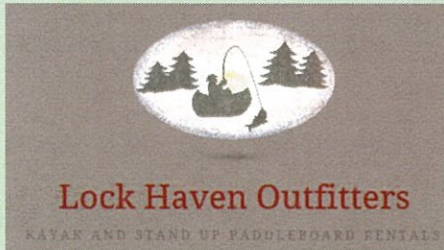
*Institutional Data Manager, Mike Abplanalp*

- Retention, Persistence, and Graduation Rates – Created reports on three year trends for retention, graduation, persistence, and attrition rates by gender, county, high school, athletes, first year GPA, special programs, and SAT scores by majority/non-majority.
- Business Department – Updated enrollment information for the enrollment management section of the annual accreditation report.
- Cost Model – Worked with Financial Operations to complete the 2013-14 Cost Analysis.
- Nanotechnology – Provided additional information for STEM and Nanotechnology students in response to the National Science Foundation audit.
- Performance Funding – Monitoring individual measure results as they become available from PASSHE and IPEDS.

- ACT 101 Annual Report – Provided data on graduation and retention for the director for the program to complete the annual report.
- Financial Aid Audit – Completed required spreadsheet of students with information on financial aid awards and enrollment information.
- Student Activities – Updated information on participation rates for 2014-15 based on gender, ethnicity, housing, class level, and other fields.
- Enrollment Projections – Updated 2014-15 enrollment information and future projections for the budget process and system reporting.



### “Riverpreneurs” Leading the Way



**Lock Haven Outfitters**

**Owners: Brendan Reed & Marc Gates**

**Lock Haven, PA**  
**(570) 769-5253**  
[www.lockhavenoutfitters.com](http://www.lockhavenoutfitters.com)

**Industry:** Outdoor Recreation

**Year Founded:** 2015

**SBDC Assistance:** Business Start-up,  
Business Plan Development, Financial  
Analysis, Business Financing



Marc Gates, Co-Owner of Lock Haven Outfitters

**Nicholas P. Lentz**  
**Business Consultant**  
**Lock Haven University SBDC**  
301 West Church Street  
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[www.lhup.edu/sbdc/](http://www.lhup.edu/sbdc/)

Brendan Reed and Marc Gates have always loved the outdoors. As avid fishermen and kayakers, they spend their free time on the state’s local waterways. They love sharing their experiences, techniques, and knowledge of fishing at any opportunity. In early 2014, they had the idea to start a company that would provide locals and tourists the opportunity to experience this healthy and fun pastime. That idea would ultimately materialize into Lock Haven Outfitters.

Brendan and Marc have always had an entrepreneurial spirit, and have explored a few business ideas in the past. When they decided they wanted to open an outfitter, they came to the Lock Haven University SBDC for guidance and assistance in the process.

The timing could not have been better. While the two entrepreneurs were planning their business, Lock Haven was in the process of becoming a designated River Town. Part of that initiative was to drive more outdoor recreational businesses into the area by promoting its natural resources. The SBDC informed Brendan and Marc of this, and connected them with the Susquehanna Greenway Partnership (SGP), the group involved in the designation process.

The Lock Haven University SBDC was able to work with the pair under the recently awarded USDA Rural Business Enterprise Grant, which specifically targets tourist-based businesses in Lock Haven and Jersey Shore. The SBDC has partnered with the SGP to create a multi-faceted approach to ensure the communities are “River Town Ready,” and is housing student interns for the summer to facilitate this process.

Over the course of a year, Brendan and Marc’s business plan went through a number of iterations, finally landing on a lean business model that places heavy emphasis on mobility and technology to save overhead costs. In May of 2015, the two launched Lock Haven Outfitters officially, and have since been able to hire an LHU intern to help out for the summer. As a direct result of working with the SBDC, they have also been able to finance some equipment purchases through Clinton County’s Revolving Loan Fund. Their business launch came at an important time for the community, as LHO has played an integral part in a river mapping project taking place as a part of the River Town initiative. Brendan and Marc look forward to a successful season, and are excited to bring outdoor adventure to the Clinton County area.





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# Young entrepreneurs start outfitters business

July 28, 2015  
The Express

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From staff reports

LOCK?HAVEN?- Brendan Reed and Marc Gates are two determined young businessmen.

After months of due diligence - and a lot of education - the two have started a new business: Lock Haven Outfitters LLC.

It hasn't come easy.

And the two said a lot of thanks go to the Lock Haven University Small Business Development Center (SBDC), which has guided them into the world of outfitting.

The business couldn't have opened soon enough: They have provided the Lock Haven University River Towns Mapping Team (See A1 story) with kayaks and shuttle service for each of five legs of the river from Renovo to Love Run in Wayne Township.

As of May 23, the two began offering kayak and stand-up paddleboard rentals, as well as shuttle services.

Shuttles for the West Branch of the Susquehanna River, Brendan said, run as far upstream as Renovo and downstream to Jersey Shore.

The two also have designated drop off-pickup locations.

Key to the business is its website, located online at [www.lockhavenoutfitters.com](http://www.lockhavenoutfitters.com).

Reed and Gates can also be reached via email at [lockhavenoutfitters@gmail.com](mailto:lockhavenoutfitters@gmail.com).

They operate out of a location along the river near Charlton, but hope to open a retail outlet in the longer-term.

"Within the next three to five years, we hope to have established a physical presence in the community with an outdoor store that expands on more than just the rental aspect of the business," Brendan explained.

He added, "We want to establish a sustainable business and a strong community presence including different programs, such as boater safety courses, youth fishing derbies, etc., as well as provide a fun activity for people to enjoy outdoors."

Their start-up has been a long time coming, Brendan said, as the two began attending meetings of Downtown Lock Haven Inc.'s River Town Task Force well over a year ago to assess the need and their plans.

Along the way, the two received invaluable advice from the Small Business Development Center, Brendan said, especially when it came to a business plan, figuring out overhead costs, initial investment and development of their website.

"While putting in the work to create the company, we hit a lot of rough patches, but the SBDC kept our spirits up and helped us come up with different ideas on how we could make it work," Marc said. "We worked and reworked our business plan for several months until we



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got it right, but it is always changing and will continue to do so as the company grows."

Recently, the two received a loan from the Clinton County Revolving Loan Board as they work to expand their capacity.

In many ways, the two are starting where Rock River & Trail Outfitters left off upon its closing in Lock Haven a few years ago.

Brendan said he and Marc saw a great need for an outfitting firm locally, as the closest are in Williamsport and the State College area.

As for advice to others wanting to start a business, the two emphasized that patience and setting realistic goals are of the utmost importance.

"We took over a year to develop a business plan and we talked to a lot of people in the industry to get an idea of what exactly we needed to make this happen," Brendan said.

"Networking plays a huge part in the success of any business and is true to our story, as well. Joining different groups can really help with networking," Marc added. "We joined the River Town Task Force and have worked with several members since. It was definitely one of the most important aspects of getting started. And we couldn't have done it without the help of the SBDC; the insight and assistance we got from working with them was beyond helpful."

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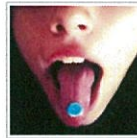
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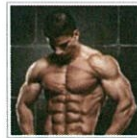
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**Answer a survey, enter a raffle, and help the region**

**July 29, 2015**

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By WENDY STIVER

[wstiver@lockhaven.com](mailto:wstiver@lockhaven.com)

LOCK HAVEN - Visitors are good for business.

### Article Photos



WENDY STIVER/THE EXPRESS

These three Lock Haven University students will be out and about, asking residents and visitors to take a survey about the community and what it has to offer. They are, from left, Rebecca Shuman, Emily Weight and Blake Walker.

If you make recreation available, visitors will come.

But where will they eat, have coffee, see a play, relax and stay the night?

Three Lock Haven University students will be asking visitors - and residents - their opinions of Lock Haven and its surrounding communities and what they have to offer.

The student interns with the LHU Small Business Development Center will distribute surveys to people using local bike and walking trails, as well as the "water trail" that is our river. You may see them at outdoor concerts and other events.



They are working to discover what needs aren't being met for people who like outdoor pursuits, and what type of businesses might meet them.

The Susquehanna Greenway Partnership will use this survey and its results, along with the results from similar surveys being done in Jersey Shore and Williamsport, to help existing and attract new tourism-related businesses to the region.

Local residents may take the survey, along with visitors.

Those who fill it out will be entered in a raffle. Prizes are an adult bike donated by The Bike Gallery of Lock Haven; a framed print by Steve Getz from Station Gallery; and a picnic basket, blanket and other bonus items given by Woolrich Inc., a kayak donated by Country Ski and Sports of Montoursville, Wilkes-Barre and Wellsboro.

The student interns are Emily Weight and Blake Walker, both of the Bellefonte area, and Rebecca Shuman of York County.

They are charged with getting 700 surveys filled out, and they have to complete the task by Labor Day, according to Trish Carothers, executive director of the Partnership.

She and Nick Lentz, business consultant with the Lock Haven University Small Business Development Center (SBDC), talked about the survey and what it might accomplish during the Susquehanna Greenway Partnership Board of Directors annual meeting held Tuesday on campus, in the Durrwachter Alumni Conference Center.

The survey asks a few questions about the people filling it out, including their age group and zip code. It asks how much time they spend in Lock Haven, what they do when they are here, and how they find out about activities in the community.

Visitors are asked about where they stay, whether they dined here or shopped here, and what sort of item they bought, if anything.

Both visitors and residents are asked to describe the community by circling words and phrases. Choices include "attractive," "unattractive," "historic," "thriving," "declining," "friendly," "unique" and "average."

They also are asked to read a list of services and check all that would encourage them to spend more time in Lock Haven. These services include: restaurant, bar, brewery, bike shop, other type of outfitter, retail shop, gallery, guided tours, and amenities like ATMs and convenience stores.

The survey form includes space for additional comments.

Those who fill out a survey are encouraged to drop it off by Aug. 30 at the Downtown Lock Haven Inc. office at 205 E. Main St., at the Jersey Shore YMCA, or at the Lycoming County Visitors Bureau. If they do, they will be entered in the raffle.

The Susquehanna Greenway Partnership ([www.susquehannagreenway.org](http://www.susquehannagreenway.org)) also plans a "walk-around" day in each of the three target communities. Lock Haven's walk-around assessment day is Tuesday, Aug. 11; Jersey Shore's is Wednesday, Aug. 12, and Williamsport's is Thursday, Aug. 13.

Once the surveys and the assessments are done, the Partnership should have a picture of what the community wants and what visitors want, Carothers said.

The results will be discussed in a workshop to be held in October, she said, probably in the Williamsport area.

There may be some surprises, she said. Will the communities and those who love them ask for more guided tours, public art, bike racks? The answers will help point the way for tourism efforts and also for budding business owners.

A second workshop will follow, Carothers said, to refine strategies for the future and to identify opportunities for business entrepreneurs.

A third work workshop will be specifically for those entrepreneurs and will be run by the SBDC. It will help them write business plans and show them how to seek financing to get their ventures off the ground.

The Partnership will then track how many new jobs are created and how many new businesses open their doors to customers drawn by recreation, the arts, local history, and other cultural assets and natural resources.

The SBDC now offers services especially for owners of existing outdoor recreation-related businesses and those who hope to own such a business someday. These services are funded by a Rural Business Enterprise Grant from USDA, Lentz said.

The center can help identify new business opportunities and also help existing ventures become "River Town Ready."

To be "River Town Ready," owners should ask themselves if their business has convenient hours for their potential customers, if its website can be found easily, and if the website includes contact information, he said. Location and access also are key.

Carothers said the Partnership has been working very closely with Lock Haven University over the past year and a half.

Dr. Stephen Neun, dean of the College of Business, Information Systems and Human Services, also addressed the gathering. He said groups like the Partnership and the work they do add to the quality of life locally, making it "easier and easier" to recruit faculty and staff members.

Rick Vilello also spoke, in his new role as executive director of the Governor's Center for Local Government Services. He spent 18 years as a city councilman and then as mayor of Lock Haven before being asked to take this new position.

He recalled a phone call he received after winning his first bid at the mayor's seat, a call that told him International Paper would be leaving Lock Haven. Before he was even sworn in, he said, he had to face the loss of a major employer.

"But you have to make a start," he said.

The city did survive, and Vilello went on to serve more than three terms as mayor. In his new job, he works with officially "distressed" communities that need help digging out of a financial hole and starting over.

"I love working with communities to help them get better, and I've enjoyed the opportunity to help Pennsylvania get better," Vilello said. "This is what I've lived."

The River Town designation that Lock Haven recently pursued and attained is one piece of a puzzle, just as its successful downtown program has been, he said.

"It's a jigsaw puzzle that you're always working on. Sometimes the pieces fall out, but you have to start with something," he said. "Once you do, people will see that success."

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# LOCK HAVEN UNIVERSITY

## Report of the Associate Provost for Student Affairs to the Student Affairs Committee of the Council of Trustees

September 10, 2015

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### 1. Student and Residence Life

- a. Housing Management System: Steps were made to upgrade the housing management system from THD (The Housing Director) 3.26 to 4.0. 4.0 is a cloud interface. The new program will make it user-friendly from a student perspective and the Student and Residence Life office will have greater freedom in the management of housing and tracking of changes of housing and meal assignments. In addition, greater versatility for reports and data collection will also increase with the 4.0 upgrade.
- b. Facilities: Woolridge Hall will be closed for the 2015-16 academic year for facilities improvement that include: bathrooms, HVAC, and wireless internet.
- c. Strategic Plan: Key indicators and targets have been set for the Student and Residence Life Strategic Plan to support implementation, documentation, assessment, and approval.
- d. Programming: The REAL Conversations Series was a successful collaboration among Student Affairs and Academic Affairs. During the fall semester the major themes were pulled from the Freshman Year Experience required reading, *Into the Wild*, to organize the semester's discussions. The goal for these conversations was to relate the themes of the book to our student's lives here at LHU and in their communities. In the spring semester healthy choices and lifestyles were the topics. Faculty members, academic administrators, and community leaders worked with Richard Czyzyk to facilitate the following programs to assist our students in their transition to college.

**Title:** *"Surviving college, the adventure is harder & easier than you think. How will your time be spent as an LHU student?"*

**Topic:** Survival (personal commitment; building connections; knowledge & skills; hesitations & fears)

**Facilitator:** Dr. Scott Carnicom, Dean, College of Natural, Behavioral & Health Science

**Title:** *"Sometimes I back out at the last minute, stay silent when I really have something important to say, or don't even try at all. We all have so much we want to do, but never do. Isn't it time we get out ourselves out the back row?"*

**Topic:** Personal Challenges & Obstacles (passion; boundaries; transformational experiences; limitations)

**Facilitator:** Dr. Timothy Baylor, Associate Professor, Sociology & Anthropology

**Title:** *"It has been said that happiness in life is to live for others. On each of our journeys we encounter a lot of people on the road. What do your interactions look like?"*

**Topic:** Relationships (family; friendships; intimacy; baggage)

**Facilitator:** Dr. Gayatri Devi, Assistant Professor, English Department

**Title:** *"It's not hard to make decisions, once you know what your values are, or is it?" Sometimes I wonder just how much of what I do and say is actually true to me."* (Spirituality Part II)

**Topic:** Principles & Values (God; conformity; morality; truth; selfless acts)

**Facilitator:** Pastor Josh Grimes, Avenue 209 Church, Lock Haven, PA

**Title:** *"Author J.K. Rowling once said "to the well-organized mind, death is but the next great adventure." But that doesn't make it any easier to loose someone I love. There was so much more I wanted to say...to do..."*

**Topic:** Death & Dying (Personal Mortality; loss of loved ones; humility; legacy)

**Facilitator:** Dr. Lynn Bruner, Associate Professor, Psychology Department

**Personalities:** *"It's not easy getting along with everyone in my community. Why do some people think & act differently than I do?"*

**Topic:** Personalities

**Facilitator:** Wendy Walsh, Student Life Coordinator, Student & Residence Life

**Title:** *"Maintaining my personal well-being and health is exhausting. Keep Calm & Live Healthy."*

**Topic:** Healthy Lifestyle choices

**Facilitator:** Dr. Rick Schulze, Professor, Health Sciences Department

**Title:** *"Student Loans. Unemployment. Credit Cards. How will I ever figure out what to do or even get ahead?"*

**Topic:** Financial Responsibility: Money Management

**Facilitator:** Emmy Borst, Student Life Coordinator, Student & Residence Life

- e. Student satisfaction surveys were distributed during the fall and spring semesters. During the fall there were 925 responses (a 60% response rate) and in the spring semester 630 responses (44% response rate). Students in all on campus accommodation participated.

Selected results showed a large level of satisfaction with the staff and facilities of Student and Residence Life (SRL). Most questions showed a stable positive response from Fall to Spring. A notable exception to the stable response was a small but consistent increase in the rating of the Residence Hall Directors (An across the board increase has been noted on the 5 questions about the RHDs that is fairly consistent across the results for each RHD individually).

A major area of concern noted on the survey in Fall 2014 was the level of dissatisfaction with the fire safety equipment and procedures. This was a response in part to issues with the Fairview Suites fire alarm system, which were addressed during the semester break.



Additional highlighted data includes:

<b>Overall, I like living in my residence hall.</b>	<b>Average</b>	<b>(Strongly) Disagree</b>		<b>Agree</b>	<b>(Strongly)</b>
Fall 2014	3.226	2.4%	8.3%	53.7%	35.5%
<b>Spring 2015</b>	<b>3.289</b>	<b>2.9%</b>	<b>6.8%</b>	<b>48.9%</b>	<b>41.4%</b>
Change	+0.063	+0.5%	-1.5%	-4.8%	+5.9%

<b>My hall is a safe place in which to live.</b>	<b>Average</b>	<b>(Strongly) Disagree</b>		<b>Agree</b>	<b>(Strongly)</b>
Fall 2014	3.485	1.0%	1.1%	46.4%	51.5%
<b>Spring 2015</b>	<b>3.487</b>	<b>0.0%</b>	<b>1.3%</b>	<b>48.7%</b>	<b>50.1%</b>
Change	+0.002	-1.0%	+0.2%	+2.3%	-1.4%

<b>Living on campus has added to my educational experience at Lock Haven University.</b>	<b>Average</b>	<b>(Strongly) Disagree</b>		<b>Agree</b>	<b>(Strongly)</b>
Fall 2014	3.187	2.2%	9.4%	56.0%	32.3%
<b>Spring 2015</b>	<b>3.197</b>	<b>2.1%</b>	<b>11.6%</b>	<b>51.0%</b>	<b>35.4%</b>
Change	+0.010	-0.1%	+2.2%	-5.0%	+3.1%

<b>Living in the residence halls has helped me make the transition to University life.</b>	<b>Average</b>	<b>(Strongly) Disagree</b>		<b>Agree</b>	<b>(Strongly)</b>
Fall 2014	3.214	2.4%	7.3%	57.0%	33.3%
<b>Spring 2015</b>	<b>3.244</b>	<b>1.6%</b>	<b>7.6%</b>	<b>55.6%</b>	<b>35.2%</b>
Change	+0.030	-0.8%	+0.3%	-1.4%	+1.9%

2. Community Service

- a. VISTA: 2015-2016 grant written, secured & position filled for the placement of an AmeriCorps Volunteers in Service to America (VISTA) member in partnership with the Corporation for National & Community Service, PA Campus Compact , PennSERVE and LHU.
  
  - b. VISTA: 7/24/15 LHU & Upward Bound Alumnus Lucio Perez was selected and will serve a second term as an AmeriCorps VISTA. He will be working from grant objectives on college access goals for economically at risk youth in the surrounding regional school districts and a secondary focus on extending similar outreach and partnerships for college access resources to military and veterans groups. The value of this position to the campus is over \$11,000.
  
  - c. 2014-2015 community service hours, as of August 6th:3,496 student participants at each project/event gave 57,363 hours of volunteer time. The value of the volunteer time LHU offers Clinton County and the Commonwealth of Pennsylvania, is estimated at over \$1.2 million dollars (Independent Sector's Value of Volunteer Time [https://www.independentsector.org/volunteer\\_time](https://www.independentsector.org/volunteer_time) Pennsylvania 2014 rate: \$22.63)
3. Center for Career and Professional Development: Career Development Map: In collaboration with faculty and deans, a 4-Year Career Development Map was developed. The “Map” will (1) allow academic departments to integrate it into their 4-year academic plans where appropriate, and (2) allow students to “jump in” according to their individual career readiness by answering a series of questions.

## University Relations Trustee Report (September 2015)

### *Athletics*

After a nationwide search the department has a new Athletic Director. Dr. Tom Gioglio began on August 22, 2015. He was an 11 year veteran AD at East Stroudsburg University with a great deal of experience with operations, title IX, fundraising and special events. The committee did an exceptional job as they received 40 applications, conducted 12 telephone interviews, and invited 3 candidates to campus.

Title IX Update: The survey received 735 responses, yielding a 29% response rate. The survey indicated that the sports that we support here at LHU are the ones drawing the most interest. Write in responses offered some other suggestions. The survey will be implicated again on "Move-In Weekend", to target the incoming Freshmen Class. November 3 is the completion deadline.

The 2016 All-Sports Hall of Fame nomination process will kick-off in early September, with the opening of the nomination process. The 2016 ceremony is scheduled for Saturday, June 4, 2016.

### *Communications & Media Relations*

The LHU website will undergo a major redesign. An RFP has been created and the tentative date for distribution is September 1, 2015, with contract commencing by January 4, 2016.

The November issue of *The Haven* magazine is approaching completion. This issue focuses on community connections.

The retargeting and outreach campaign with Sinclair recently concluded at the end of the fiscal year. A contract has been initiated with a different company at a cost savings of over 30%. Admissions will oversee the project, keeping University Relations updated on all incoming data, which will help to drive marketing and branding.

University Relations will publish a Crimson and White edition in the Lock Haven Express in mid-September. The edition will focus on community involvement from the university (faculty, staff, and students).

### *Lock Haven University Foundation*

#### Development

Though the numbers are unaudited (audit will be complete in October), we expect to report giving at \$4,422,900 with 2,700 donors and an average gift of over \$1,600 for FY 2014/15. Alumni participation increased to 5.93%, which was the first increase in 10 years. In addition, donor retention increased to 55.14%, which was the first increase in 15 years. The total raised during the first two years of the quiet phase is \$8,694,463 towards a \$12.5 million dollar goal by July 2017. Finally, total named scholarships stands at 292 (an increase of more than 100 over two years) and the total freshmen scholarships stands at 39 (an increase of 31 over two years).



Total giving for athletics was \$480,280 and several athletics case statements were fulfilled including the Rogers Weight Room and the Fieldhouse renovations. In June, a Celebration of Soccer was held to recognize the legacy of LHU Soccer and National Championship rings were handed out to the 1977 and 1978 teams. In addition, the inaugural LHU Athletics Hall of Fame Celebration was held with over 200 in attendance and 10 individuals and one team inducted. Upcoming events include Meet the New Athletic Director on August 27<sup>th</sup> at 6 pm.

### Foundation

The Foundation endowment reached \$12 million for the first time in its existence and over \$1,000,000 was awarded in scholarships to over 700 student recipients. In addition, the Foundation secured its goal of a \$1 million reserve to ensure that in rough economic times scholarship support to the University will continue.

A new staff member was hired to help broaden the base of support from alumni. Matt McCamley will be responsible for engaging alumni who have high capacity or who have given for five years in a row and that are not currently managed by a major gift officer.

Finally, the Foundation is working on refinancing Fairview Suites through a consortium of local banks and has finalized the paperwork for donating Campus Village to the University.

### *Camps and Clinics*

There were 28 total camps held this summer, an increase of 33% over the prior year. This included 9 new internal camps. Total campers for internal camps were 1,425 which represent an increase of 32% over the previous year. Total dollars raised through the camps season will be determined in October after all expenses are determined.

<b>Sport</b>	<b>Total Number 2014</b>	<b>Total Number 2015</b>
Football	0	81
Baseball	34	343
Lacrosse	34	26
External (WBB)	119	124
Wrestling	392	317
Swimming	28	42
Women's Soccer	90	169
Volleyball	161	125
Men's Soccer	82	67
Softball	27	32
Field Hockey	110	99
	1077	1425

### ***Alumni Relations***

Alumni Participation was up for the 2014-2015 fiscal year. This was the first time this has happened in 10 years.

The LHU ALL IN Day of Giving for Athletics will take place on 10.01.15 at 10:01am. The goal is to raise \$50,000 in one day for athletics. The Foundation is working with University Marketing and Communications on this project along with the entire athletic department. Video marketing, direct mail, social media and phone calls will all be a part of this special event.

Homecoming 2015 will take place October 12-17, 2015. The pep rally will be held at the amphitheater by the river in Lock Haven. This will help with engaging the community in Homecoming events. There will also be fireworks following the pep rally. The Alumni Golf Classic will take place on Friday, October 16<sup>th</sup>. There will also be a pre-game alumni event as well as a post-game "5<sup>th</sup> quarter" event.

The office of Alumni Relations has continued to move forward on a plan to continue to increase donor participation and alumni engagement. To date, the Facebook page has grown from 1,497 followers as of October 2013 to 2,489 as of August 2015.

The phone-a-thon will be used for event registrations, updating alumni contact information and fundraising this fall. Athletics will be using the phone-a-thon room in September for the All-In Day of Giving informational calls.

There are many events scheduled for this fiscal year through the alumni office. Areas that will be targeted are: State College, Lock Haven, Pittsburgh, Philadelphia, Harrisburg, Florida, DC/Maryland, and New York City.

The Alumni Office plan to launch a new Alumni Website very soon; the new site will include more interactive graphics, a more efficient way to keep alumni informed, a student and alumni spotlight.