Bloomsburg University ended FY 2014 with a $48,288,615 unrestricted net asset balance (as defined by PASSHE University Financial Health Indicators) and a ratio of unrestricted net assets to E&G revenue equal to 37.03%. In accordance with BOG Policy 2011-01, *University Financial Health*, Universities shall maintain net asset balances within the range of 5-10% of the University’s current year E&G revenue. The unrestricted net asset balance in excess of 10% amounts to $35,247,372 and is attributed to reserves, multi-year stratégic planning initiatives, seed money, and funds that will be used to cover the remaining projected FY 14/15 shortfall. These funds are concentrated primarily in the areas shown below:

<table>
<thead>
<tr>
<th>Designated for Educational &amp; General Activities</th>
<th>Reserves</th>
<th>Multi-Year/Strategic Planning</th>
<th>Seed Money</th>
<th>Cover Projected FY 14/15 Shortfall</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2014 Residual Budget Carryforwards: President</td>
<td>$60,000</td>
<td>$11,219</td>
<td>-</td>
<td>-</td>
<td>$71,219</td>
</tr>
<tr>
<td>Provost</td>
<td>-</td>
<td>$431,962</td>
<td>$200,000</td>
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<td>$631,962</td>
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<tr>
<td>Assistant VP/ Academic Affairs</td>
<td>$33,670</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$33,670</td>
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<tr>
<td>College of Business</td>
<td>-</td>
<td>$24,505</td>
<td>$18,000</td>
<td>-</td>
<td>$42,505</td>
</tr>
<tr>
<td>College of Liberal Arts</td>
<td>$5,000</td>
<td>$11,124</td>
<td>-</td>
<td>-</td>
<td>$16,124</td>
</tr>
<tr>
<td>College of Education</td>
<td>-</td>
<td>$10,000</td>
<td>$64,436</td>
<td>-</td>
<td>$74,436</td>
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<tr>
<td>College of Science and Technology</td>
<td>-</td>
<td>$9,586</td>
<td>$28,800</td>
<td>-</td>
<td>$38,386</td>
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<td>Graduate Studies</td>
<td>$49,136</td>
<td>$65,160</td>
<td>-</td>
<td>-</td>
<td>$114,316</td>
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<tr>
<td>Extended Programs</td>
<td>$67,812</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Administration</td>
<td>$50,000</td>
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<td>Student Affairs</td>
<td>-</td>
<td>$243,755</td>
<td>-</td>
<td>-</td>
<td>$243,755</td>
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<tr>
<td>University Advancement</td>
<td>$49,943</td>
<td>$84,310</td>
<td>-</td>
<td>-</td>
<td>$134,253</td>
</tr>
<tr>
<td><strong>Total FY 2014 Residual Budget Carryforwards</strong></td>
<td><strong>$246,769</strong></td>
<td><strong>$1,147,316</strong></td>
<td><strong>$311,316</strong></td>
<td>-</td>
<td><strong>$1,700,401</strong></td>
</tr>
<tr>
<td>Academic Enhancement</td>
<td>-</td>
<td>$4,095,306</td>
<td>-</td>
<td>-</td>
<td>$4,095,306</td>
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<tr>
<td>Mailroom/Custodial Relocation/Renovation</td>
<td>-</td>
<td>$120,000</td>
<td>-</td>
<td>-</td>
<td>$120,000</td>
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<tr>
<td>Health Care Reserves</td>
<td>$475,266</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$475,266</td>
</tr>
<tr>
<td>Balance FY 2015 E&amp;G Budget</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$1,412,578</td>
</tr>
<tr>
<td><strong>Total Institutional Reserves</strong></td>
<td><strong>$475,266</strong></td>
<td><strong>$120,000</strong></td>
<td>-</td>
<td><strong>$1,412,578</strong></td>
<td><strong>$2,007,844</strong></td>
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<tr>
<td>Technology Fee</td>
<td>-</td>
<td>$848,490</td>
<td>-</td>
<td>-</td>
<td>$848,490</td>
</tr>
<tr>
<td>Office of Technology/Telecommunication</td>
<td>-</td>
<td>$973,699</td>
<td>-</td>
<td>-</td>
<td>$973,699</td>
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<tr>
<td>PEPSI Bonus Trustee Scholarships</td>
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<td>$198,375</td>
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<td>$198,375</td>
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<tr>
<td>Sustainability Initiatives</td>
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<td>$241,451</td>
<td>-</td>
<td>-</td>
<td>$241,451</td>
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<tr>
<td><strong>FY 2014 Carryforward - Other Uses:</strong></td>
<td><strong>$712,660</strong></td>
<td><strong>$8,332,325</strong></td>
<td><strong>$311,316</strong></td>
<td><strong>$2,913,579</strong></td>
<td><strong>$12,278,595</strong></td>
</tr>
<tr>
<td>Health Center</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>$373,772</td>
</tr>
<tr>
<td>Shuttles</td>
<td>$158,918</td>
<td>-</td>
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<td>-</td>
<td>$158,918</td>
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<tr>
<td>Audiology</td>
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<td>-</td>
<td>-</td>
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<td>VIVC License Agreement</td>
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<td>$55,080</td>
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<tr>
<td>Interg College Grant</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>$46,920</td>
</tr>
<tr>
<td><strong>Total FY 2014 Carryforward - Other Uses</strong></td>
<td><strong>$712,660</strong></td>
<td><strong>$8,332,325</strong></td>
<td><strong>$311,316</strong></td>
<td><strong>$2,913,579</strong></td>
<td><strong>$12,278,595</strong></td>
</tr>
<tr>
<td><strong>Total Designated for Educational &amp; General Activities</strong></td>
<td><strong>$732,135</strong></td>
<td><strong>$8,332,325</strong></td>
<td><strong>$311,316</strong></td>
<td><strong>$2,913,579</strong></td>
<td><strong>$13,278,595</strong></td>
</tr>
<tr>
<td>Designated for E&amp;G Plant Activities: Unrestricted E&amp;G Plant Funds</td>
<td>$1,406,139</td>
<td>$19,977,952</td>
<td>-</td>
<td>-</td>
<td>$21,384,092</td>
</tr>
<tr>
<td><strong>Total Designated for E&amp;G Plant Activities</strong></td>
<td><strong>$1,406,139</strong></td>
<td><strong>$19,977,952</strong></td>
<td>-</td>
<td>-</td>
<td><strong>$21,384,092</strong></td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$2,138,264</strong></td>
<td><strong>$28,310,281</strong></td>
<td><strong>$311,316</strong></td>
<td><strong>$2,913,579</strong></td>
<td><strong>$33,632,448</strong></td>
</tr>
</tbody>
</table>

*The remaining net assets in excess of 10%, $51,364,931, are comprised of numerous smaller balances within the E&G designated fund (special programs and self-supporting).*
The narratives below discuss the intent of activities that will be funded with the net assets, also known as carry forward funds. In addition, carry forward funds, with the exception of the Unrestricted E&G Plant Fund balances which are not reported on the BUDRPT, have been included in the BUDRPT E&G tab as a source for all activities where the University plans to incur expense (use of funds) in FY 14/15 and FY 15/16.

Use of these funds are generally consistent with one or more of the strategic issues outlined in the University’s strategic plan: *Impact 2015, Building on the Past, Leading for the Future*.

- Strategic Issue 1: Enhancing academic excellence
- Strategic Issue 2: Achieving excellence while ensuring financial sustainability
- Strategic Issue 3: Designing an enrollment vision in terms of demand, program mix, and capacity
- Strategic Issue 4: Fostering and developing a strong sense of community

Note: The unrestricted net asset reduction plan is subject to change pending the results of ongoing strategic enrollment management efforts, master plan implementation, and the evaluation of the financial sustainability of university programs and services.
**Designated for Educational & General Activities**

**Presidential Residual Budget Carry Forward (Fund 1011000000/FC 1011160101)**
Source: Dr. David Soltz, University President

The 2013-14 carry forward funds will be used for the following anticipated expenses for the President’s Office.
- $60,000 - Placed into reserves for unexpected and/or emergency needs
- $11,219 - Additional funds to be used to support Bloomsburg University 175th anniversary celebration, e.g. historical book, university-wide picnic with t-shirt giveaway, community/alumni/university fall dinner, (5) fall faculty lectures refreshments.

**Provost Area Residual Budget Carry Forward (Fund 1011000000/FC 1011160201)**
Source: Dr. Ira Blake, Provost and Senior Vice President for Academic Affairs

Carry forward funding in the Provost Residual Budget will be used in support of department, college and overall university strategic goals and initiatives and for the achievement of PASSHE Performance Funding Measures.

The areas of recruitment, retention and completion will be supported (Strategic Issues #1 and #3) including initiatives related to underrepresented minorities (URM), PELL-eligible students and the continuation and expansion of STEM programs. Implementation of the institutional assessment model will also be supported.

The faculty recruitment budget will be supplemented as necessary to complete anticipated searches for tenure-track positions for the 2015-16 academic year. The accreditation budget will be supplemented as necessary to support increasing costs of accreditation and accreditation efforts.

Student and faculty opportunities for global educational and social engagement will be supported and expanded through study abroad, faculty exchange, cultural development and collaborative research projects (Strategic Issue #4).

Seed money is designated to support faculty/staff innovative ideas which have institutional impact such as a planning grant prior to completing a full proposal to external funding agencies.

**Assistant VP Academic Affairs Residual Budget Carry Forward (Fund 1011000000/FC 1011160202)**
Source: Dr. Ira Blake, Provost and Senior Vice President for Academic Affairs

Carry forward funding in the Assistant VP AA Residual Budget will be set aside in reserve for support of activities/programs within Academic Affairs to be determined on an as-needed basis. Such activities/programs might include support for student research and student retention activities.

**COB Residual Budget Carry Forward (Fund 1011000000/FC 1011160204)**
Source: Dr. George Ebbs, Dean, College of Business

**Seed Money Funding**
COB Study Abroad and International Partnerships – travel and support funding to establish two study abroad programs with European universities. Support for establishing an exchange program for our MBA program
Expanding/Marketing the MBA Program – market research and promotional expense in support of establishing off-site and Executive MBA cohorts

Multiyear/Strategic Planning Needs
Feasibility Studies – funding to support concept development and feasibility testing for possible new minors in marketing and finance

Scholarly Activity Incentives – encourage and reward particularly outstanding work in innovative course design, classroom methods and/or technology enhancements

Marketing Funding for Undergraduate Programs – travel assistance and promotional costs associated with pilot program to market COB directly to high potential high schools (working with Admissions)

**COLA Residual Budget Carry Forward (Fund 1011000000/FC 1011160205)**
Source: Dr. James Brown, Dean, College of Liberal Arts

Funds designated for Multiyear/Strategic Planning Needs will continue to support the following projects that will enhance the learning environment of the university:

Transfers to Department
- Funds will be transferred back to Economics to supplement speaker fees

Existing initiatives
- Centers of Excellence (Center for Visual and Performing Arts, Center for Community Research, Toy Library, and the Institute for Applied and Popular Philosophy)
- Artist-in-Residence to support the Dance Program
- Continuous support for the Woolf Conference
- Writers’ Retreat for faculty in support of scholarly writing.
- Economics Lecture Series.

New Initiatives
- PASSHE Annual Anthropology Conference. The Anthropology Department and the College of Liberal Arts will be hosting the PASSHE Conference this academic year
- World Languages and Culture Camps: This project encourages area school children in the study of world languages and cultures. BU faculty and students serve as facilitators in a variety of fund learning activities, and the study of languages and cultures fostered at a grass-roots level. (Strategic Issues 1, 4).
- Digital Humanities Initiative – The Institute for Culture and Society is coordinating several student research projects in the field of digital humanities, including the Magee Archive and the Martha Berry Digital Archive.
COE Residual Budget Carry Forward (Fund 1011000000/FC 1011160206)
Source: Dr. Beth Mauch, Dean, College of Education

Funds designated for Multiyear/Strategic Planning Needs will be used to support the following:

Diversity Seminar: All students in the College of Education will be required to complete a diversity seminar. These funds will be used to pay for faculty stipends to lead the seminars. Assessment data will be collected to determine if this program is successful.

 Graduate Professional Seminar (GPS): The College of Education is continuing the GPS in FY 2014 and 2015. This non-credit seminar will be required of all incoming graduate students. Faculty from the College of Education will lead 4 seminars that cover topics ranging from acclimation to graduate school to research methods. Additionally, students will be required to complete mandatory assessments for unit data collection. These funds will primarily be used to pay for faculty stipends; however, a small amount of money will be reserved for food and materials.

 ASL Tutor: The American Sign Language Program has begun to require the ASL PI (American Sign Language Proficiency Interview) to continue in the major. Students have been paying for tutors to study for this test. Program scores are starting to show improvement when there is a tutor on-staff at Bloomsburg University.

 Special Initiatives: The COE Special Initiatives Fund gives faculty seed money for special projects.

 STEM (Science, Technology, Engineering, and Mathematics) Magnet Program: This new program at Bloomsburg University of Pennsylvania will allow high-achieving high school juniors and seniors to get a head start on a college career in the STEM disciplines. This program will focus on engineering, and in 2014-2015 will include a Health Sciences track; and the program will also give students interested in math or other sciences the tools needed to be successful in college.

COST Residual Budget Carry Forward (Fund 1011000000/FC 1011160207)
Source: Dr. Jonathon Lincoln, Vice Provost, Dean of Undergraduate Education

The carry forward funds request for the College of Science and Technology Residual Budget will be used to support the following anticipated expenses:

• $28,880 – Seed money for new initiative. Funding of additional Biology GA positions to: 1) provide additional academic support for undergraduate students, 2) grow the graduate program, and 3) support more faculty/student research.
• $9,586 – Support of new and newer faculty professional development and other college strategic initiatives such as development of new community college partnerships, new high impact experiences for students and improvements in STEM teaching and learning.

Graduate Studies and Research Residual Budget Carry Forward (Fund 1011000000/FC 1011160208)
Source: Dr. Robert Gates, Associate Vice President & Dean of Graduate Studies

The Faculty Professional Development Travel carry forward balance will be used towards supplemental travel. The FPDT budget was reduced by 33.3% from last year’s allotment. As this is a significant reduction in the University travel budget, we would like to use a portion of this money to supplement the base budget and fund additional requests. There are approximately 29 new full time permanent tenured faculty members that will
begin employment this year (FY 14/15). This money will be used to fund new faculty travel. A portion of this money will also go towards Margin of Excellence grants/Special Project and Collaborative Grants as our total Faculty Professional Development fund pool has decreased from last year.

1011020800 – E&G Grad Office Operating Budget - $5,451
As Dr. Gates has been appointed as Associate Vice President and Dean of Graduate Studies and Research Studies, we feel that it is necessary to keep this carry forward money to use towards his future endeavors and to address unforeseen issues in his future- program development, marketing, recruitment and technology.

1011020817 – Grad Studies/Res - $7,298
This is our Graduate Studies Marketing/Advertising budget. The reason this budget has a large remaining balance is because the marketing campaign we planned on partaking in last academic year through Carnegie Communications never occurred. In the Fall 2014 we are entering into a contract with Carnegie Communications to unveil an online marketing campaign for our Graduate School and individual graduate programs. These funds will be used to cover the first and second round of the campaign this fall and subsequently in the Spring 2015 semester. The second round of the campaign will be released in the Spring, our 2014/2015 budget will cover the remainder of the costs, as well as individual marketing needs per each graduate program to increase overall graduate enrollments. A breakdown of campaign costs are listed below and approved by Dr. Blake.

$4,500 – Pay Per Click Google Advertising
$3,000 – Display & Retargeting
$1,500 - Creative Development Charge
$2,000 – One time start up charge

Extended Programs Residual Budget Carry Forward (Fund 1011000000/FC 1011160211)

Source: Mr. Tom Fletcher, Associate Vice President and Dean, Extended Programs, Corporate & Continuing Education

The carry forward funds request for the Extended Programs Residual Budget will be used to support the following anticipated expenses:

• **$35,000** – Delivery of the Educational Pathways Initiative, Bloomsburg Summer Experience, for rising, high-achieving academic students of Allentown School District. A two-week, residential learning experience in the STEM fields is provided as an opportunity to recruit highly academic-prepared, underrepresented minority (URM) students to Bloomsburg University. The program has a direct impact on increasing our URM students to campus, which also directly impacts a PASSHE performance funding measurement.

• **$32,812** – Strategic Planning Needs. As the Division of Extended Programs continues to expand credit and noncredit program activities, many strategic initiatives will be engaged in to meet the larger strategic planning efforts. All items indicated below will allow the Division of Extended Programs to successfully achieve meeting all of the university’s (4) strategic initiative requirements. Some sources of consideration will include:
  o The opening of The Greenly Center, and associated new programming requirements and public events.
University strategic enrollment management initiatives.

- Expansion of off-campus programs, including delivery of programs at PASSHE Center City, Philadelphia, Dixon University Center, and expansion of the BAS – TL program to other geographic locations of the commonwealth.

Administration & Finance Residual Budget Carry Forward (Fund 1011000000/FC 1011160301)
Source: John Loonan, Vice President for Administration and Finance

The division of administration and finance created a capital equipment fund in an effort to plan effectively for capital equipment needs and associated replacement cost. An infusion of $122,656 is needed to secure necessary funding for purchases in FY 2015. An annual contribution from divisional operating budgets will also be made to the capital equipment replacement fund to ensure sustainability.

Funds in the amount of $5,500 will be allocated as follows: To provide partial funding for a new internal delivery tracking system (QTrak) in the University post office and to purchase new chairs for the WAB conference room.

Funds in the amount of $19,829 will be allocated for capital equipment purchases in FY 2016.

The remaining $50,000 will be held in reserve for the Vice President for Administration and Finance to be allocated for future needs.

Student Affairs Residual Budget Carry Forward (Fund 1011000000/FC 1011160401)
Source: Dr. Dione Somerville, Vice President for Student Affairs

FY14 funds designed as a multiyear/strategic planning needs will support a variety of initiatives related to student development. In particular, the funds will be used for the following:
- Sustain and grow Center for Leadership and Engagement and Center for Diversity and Inclusion
- Events and workshops
- Professional development
- Developing new programming initiatives

University Advancement Residual Budget Carry Forward (Fund 1011000000/FC 1011160501)
Source: Erik Evans, Vice President for University Advancement

Comprehensive Capital Campaign 1011050117 - Although not all CCC funds were used, we will need $37,900 carried forward from the FY14 campaign budget. As we gear up for the public phase of the campaign we will need to use these funds for several expenses (i.e. Wall of Distinction event/plaques, regional 175th pre-campaign events in Williamsport, Philadelphia and D.C.) that will be incurred in FY15 that is in addition to what we are scheduled to receive. The remaining CCC funds will returned to the institutional reserve.

Career Development Center 1011040500 - CF will be used/applied to Symplicity during FY 14/15.

Alumni Engagement 1011050105 - CF will be used for web enhancements with iModules site along with additional alumni awards needed for the college-based award process.
Marketing & Communications 1011050112—CF will be used towards contribution to the 175th Anniversary Celebration expenses such as shirts, lapel pins, and advertising.

Magazine 1011050113—CF will be used toward expenses related to production of the magazine as they are increasing. Beginning with winter 2015 issues there will be increases to rates paid to our experienced, talented freelance writers to maintain our high-quality content and offer a rate comparable with other magazines. Also freelance photographers will be used more often as the Senior Publication Designer’s varied responsibilities make it difficult for him to schedule off-campus photo shoots.

Advancement 1011050100—CF will be used for expenses related to donor stewardship as it is a newly created position within Advancement of which expenses have not been budgeted and accrued in the past.

**Academic Enhancement**

**AE Student Fee 2% Residual Budget Carry Forward (Fund 1013010000/FC 1013010005)**
Source: Dr. Dione Somerville, Vice President for University and Student Affairs

FY14 funds designed as a multiyear/strategic planning needs will support a variety of initiatives related to student development. In particular, the funds will be used for the following:
- Sustain and grow Center for Leadership and Engagement and Center for Diversity and Inclusion
- Events and workshops
- Professional development
- Developing new programming initiatives

**AE Large Capital Renovation Res Budget Carry Forward (Fund 1013010000/FC 1013010008)**
Source: Dr. Ira Blake, Provost and Senior Vice President for Academic Affairs

Carry forward funding in this account will be used during the 2014-15 fiscal year to support classroom and instructional needs in line with department and college strategic goals and objectives and to accommodate the hire of new tenure-track faculty. Specific projects tentatively identified include:
- Office furnishings for new faculty
- Renovation of MCHS Psychology Lab
- Replacement of classroom chairs (Languages and Cultures)
- Haas furniture replacement

As the fiscal year proceeds, various other projects will be identified and funded.

**AE LGBT Commission Residual Budget Carry Forward (Fund 1013010000/FC 1013010013)**
Source: Dr. Dione Somerville, Vice President for University and Student Affairs

FY14 funds designed as a multiyear/strategic planning needs will support a variety of initiatives related to student development. In particular, the funds will be used for the following:
- Professional development
- Developing new programming initiatives
AE Stud Summer Research Residual Budget Carry Forward (Fund 1013010000/FC 1013010084)
Source: Dr. Robert Gates, Associate Vice President & Dean of Graduate Studies

This carry forward will be used to carry out the summer funding of the 45 recipients the 2014 Undergraduate Research, Scholarship, and Creative Activity (URSCA) Awards at Bloomsburg University.

AE Center for Leadership & Engagement (Fund 1013010000/1013010098)
Source: Dr. Dione Somerville, Vice President for University and Student Affairs

FY14 funds designed as a multiyear/strategic planning needs will support a variety of initiatives related to student development. In particular, the funds will be used for the following:
- Sustain and grow Center for Leadership and Engagement and Center for Diversity and Inclusion
- Events and workshops
- Professional development
- Developing new programming initiatives

AE Residual Budget Carry Forward (Fund 1013160001/FC 1013160100)
Source: Dr. Ira Blake, Provost and Senior Vice President for Academic Affairs

A one-time reallocation of $1,500,000 will be made to the E&G General Fund to assist in balancing the FY2014-15 E&G General Fund budget.

Carry forward funding in the Academic Enhancement (AE) Residual Budget will be used in support of department, college and university strategic goals and initiatives and for the achievement of PASSHE Performance Funding Measures.

Support will continue in the areas of recruitment, retention and completion (Strategic Issues #1 and #3) including planned expansion of the Living and Learning Community program and continuation and expansion of other high impact programs such as STEM, Professional U, Undergraduate Summer Research (URSCA) and Sophomore Success Programs. Programs within the Academic Achievement area will be supported.

Major equipment replacement supporting faculty and student scholarship will be supplied. The Managed Print Services program will be bolstered with the purchase of the remainder of machines identified for replacement. Funding for graduate assistantships will be supplied. Middle States re-accreditation efforts will be funded.

Support for the development and launch of an international Institute for Digital Forensics and eDiscovery in partnership with University of Buea will begin in fiscal year 2014-15 and support for the Ziegler and McDowell Institutes will continue.

Funding of approximately $400,000 will be allocated to add a second emergency generator for Hartline Science Center. Increased capacity is needed to accommodate equipment and instrumentation that should be on back-up such as the new NMR. Funding is needed for project design, purchase and installation of the generator and electrical work needed in Hartline to redistribute back up circuits between the old and new generators.

Funding approximated at $700,000 will be set aside for banked internship payout to faculty. We are currently in the process of identifying the number of previously-banked internships for overload payout.
A portion of the AE carry forward funds will be used to support the proactive efforts of Strategic Enrollment Management (SEM) planning across various departments, colleges, and divisions of the university. This support represents an ongoing need to establish, execute, and evaluate the progress related to SEM efforts at the institution. Planned support begins with SEM initiatives in 2014-2015, and continues through the implementation and assessment phases (through 2015-16, 2016-17, and 2017-18) to support the associated activities. Specific activities include:

- Establishing the overall framework and building the plan for Strategic Enrollment Management at Bloomsburg University. This will include an RFP process to identify a qualified vendor that will serve as a consultant group to all SEM initiatives as they are planned, developed, delivered, and evaluated. During the initial year, the consultant group will be critical in helping to identify key priorities and strategies for Bloomsburg University to successfully embark on an SEM culture at the institution. It is anticipated regular consultant visitations (up to monthly) will occur during the first year of planning. Ongoing professional development opportunities will be available and expanded to all offices and units that work to deliver increased efforts in support of the institutional SEM goals and objectives.

- Delivery of the Educational Pathways Initiative, Bloomsburg Summer Experience, for rising, high-achieving academic students of Allentown School District. A two-week, residential learning experience in the STEM fields is provided as an opportunity to recruit highly academic-prepared, underrepresented minority (URM) students to Bloomsburg University. The program has a direct impact on increasing our URM students to campus, which also directly impacts a PASSHE performance funding measurement. The program will be expanded in summer of 2015 to include another high priority recruitment area – i.e., Philadelphia – to continue our efforts of identifying high academic performers and URM students that support high impact practices. The SEM team will assess the increased number of applicants to BU as a result of these programs, and the conversion rates of summer program participants to full-time BU students.

- Marketing needs to support the expansion of the BAS – TL major (Reading, Philadelphia, Harrisburg, Scranton), and other institutional programs that are identified at PASSHE, Center City, and the Dixon University Center. A commitment to marketing the programs and a BU presence is critical for successful SEM efforts and program enrollments. The SEM team will engage the Office of Marketing and Communications to identify the best medium for delivery of marketing-specific engagements in these regional markets.

- Scholarship funds to support the state legislated program-to-program transfer articulation requirements and enrollment goals. The funds will assist transfer students to BU who have earned an AA, AS, or AAS degree at a Pennsylvania community college. The SEM team will identify scholarship criteria and work with the Office of Marketing and Communications to develop appropriate marketing materials to actively recruit Associate Degree students to the BU campus, or to complete the BAS – TL degree at a regional community college location. This initiative is a PASSHE performance funding measure to increase the number of qualified transfer students to BU.

- Development of an institutional SEM Peer Mentoring Program that will be developed in support of SEM needs and student retention. The program will be designed with assistance from the SEM consultant group, and will be incorporated into the RFP process. The program will also consider the initial analysis that will be conducted by Educational Advisory Board (EAB) under the Student Success Collaborative (SSC), to identify the most critical areas that can directly link student peers to other students to ultimately improve retention efforts of the institution.
- Membership and Event Management in support of enrollment goals. This budget will be used to support new initiatives that are identified in support of undergraduate and graduate enrollment goals. For example, a China recruitment program for international students was recently offered in partnership to PASSHE by the Idea Foundry. As the SEM team evaluates opportunities to expand graduate enrollment, opportunities will be identified for participation in Graduate Recruitment Fairs, and targeted graduate recruitment efforts for specific graduate programs.

- Direct support for new student retention, to include Act 101, Summer Freshmen, and URM students – all of which directly link to high impact practices as part of PASSHE performance funding. The Student Retention team will work cooperatively with the SEM group to identify priority needs and delivery of services.

**Institutional Reserves**

**Institutional Reserves Residual Budget Carry Forward (Fund 1011000000/FC 1011250005)**

Source: Ms. Claudia Thrush, Assistant Vice President, Finance, Budget & Business Services

Carry forward funds will be used as follows:

- Cover projected FY 14/15 shortfall $1,412,579
- Health Care Reserves $475,366
- Mailroom/Custodial Relocation/Renovation $120,000

**Technology Fee**

**Technology Fee Budget Carry forward (Fund 1013100000/FC 1013100001)**

Source: Wayne Mohr, Associate VP, Technology and Library Services

Carry forward funds will be spent to purchase computers, presentation equipment and assorted performance technologies for several learning spaces in the Greenly Center, which will be purchased in time for its completion in November 2014. The remainder of the funds will be spent to complete a critical data pathway to our future secondary data center and to improve connectivity to existing classroom and other buildings. The relocation of the secondary data center is the result of plans to renovate the Waller Administration Building where it now resides.

<table>
<thead>
<tr>
<th>Description</th>
<th>Est. Cost</th>
<th>FY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenly Center computers and presentation systems</td>
<td>$148,490</td>
<td>2015</td>
</tr>
<tr>
<td>Data infrastructure project for secondary data center</td>
<td>$700,000</td>
<td>2015</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$848,490</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Office of Technology/Telecommunication, (Fund 1011000000/FCs 1011020305; 1011020311; 1011020314)**

Source: Mr. Eric Ness, Assistant VP, Facilities Management and Mr. Wayne Mohr, Associate VP for Technology and Library Services

Carry forward funds in the amount of $406,559 will be used to provide partial funding for the electrical distribution project. This is a multi-year, 6 phase project to upgrade the existing lower campus medium voltage and tel/data distribution equipment and conduit routing from a modified spoke to a loop layout. Phase 1 work included the installation of new conduits and manholes along the length of Swisher Drive to the corner of the Centennial, as well as replacement of the campus substation gear with new. Phase 2 continues this work along...
the length of E. 2nd Street from the Centennial Building to the existing manhole outside the Lycoming Residence Hall. The work when completed will provide alternate power and tel/data conduit feed the Campus buildings along E. 2nd Street and the Student Recreation Center continuing the construction of the “back feed loop” portion of the distribution changes. This work is especially critical for the planned extension of the Andruss Building for the IT/Telcom backup location and BUPD relocation, as well as utilities support for the planned new residence hall.

Carry forward funds in the amount of $567,140 will be used for equipment for the new data center.

**PEPSI Bonus-Trustee Scholarships**

**PEPSI Bonus Funds Residual Budget Carry Forward (Fund 1012040003/FC 1012040300)**

Source: Ms. Claudia Thrush, Assistant Vice President, Finance, Budget, and Business Services

PEPSI bonus revenue is used to fund merit based Trustee scholarships. Approximately 20 renewable scholarships are awarded annually; each in the amount of $2,000-$2,500. The difference between the annual corporate sponsorship revenue earned by the University and the annual scholarship obligation is funded through use of carry forward fund balance. Use of carry forward fund balance amounts to approximately $75,000 annually.

**Sustainability**

**Sustainability Initiatives Carry Forward (Fund 1011000000/FC 1011030354)**

Source: Mr. Eric Ness, Assistant VP, Facilities Management

Annually, a review of the utilities residual budget is conducted to determine the portion that will reinvested into sustainability initiatives in future years. Funds are used to provide seed money to establish and implement small and medium scale efforts to improve campus sustainability knowledge, efforts and programs as well as energy conservation efforts. The major portion of the FY2015 funds ($202.5K) are being targeted as matching funds for a $400K Pennsylvania Energy Development Authority PEDA Grant submitted 14 August 2015 of a proposed $602.5K project to expand and enhance the current campus Siemens energy management system (EMS) capabilities to monitor, document, track, and actively manage/reduce the campus electrical demand and consumption. This would be accomplished through the development of site specific electrical demand management protocol software, installation of digital output building electric meters, and the implementation of a student generated, real time electrical use monitoring application for impact measurement and verification. The intent to confront and reduce the trend of continued growing rate of electrical consumption that has been occurring on campus for the past several years despite multiple conversation and efficiency projects. Other projects for FY2015 include the continuation of LED lamps installation in street lights at the parking area adjacent to the facilities maintenance building, Swisher Circle parking lot #2, Campus Quad area, the Nelson Field House main court area; lighting motion sensor controls for Nelson Field house and Hartline Science buildings’ common hallways and stairwells; equipment and software controls for lower electrical loading shedding; improved sensors and controls for Hartline fume hoods exhausting air flow; and additional mechanical rooms piping insulation replacement/repair, depending on available funding and the PEDA Grant request results.
Funds will be used primarily for self-supporting areas where revenue does not cover anticipated expenses. The Verizon License Agreement and Integra College Grant carry forward funds will be used to cover the gap between the FY 2014/15 USH awards and the amount originally budgeted. Overage in award is the result of more students enrolling in the program than projected coupled with increased program costs not covered by the PELL award.

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**Designated for Educational & General Plant Activities**

*Source: Mr. Eric Ness, Assistant Vice President, Facilities Management*

**Fund 1061003000 Unrestricted Maintenance Renewal and Replacement Plant Fund ($1,269,819)**

This fund largely represents maintenance and repair activities that recur on an annual basis and consist of regular and routine work occurring anywhere throughout campus. These “standing work” categories are: BU Card Center repairs, hazmat removal/disposal, interior/exterior maintenance, road repairs, safety projects, sidewalk/stair replacement, lead abatement, waterline repairs, emergency call box repairs, signage, infrastructure cabling, president’s residence maintenance, fixed equipment repairs and architectural and engineering services. This fund also includes funds set aside for Title IX improvements and Greenly Center expenditures (a portion of the annual lease payment and furniture and furnishings).

**Fund 1061103000 Unrestricted Capital Repair and Replacement Plant Fund ($18,392,285)**

This fund represents specific, larger scale capital project activities that are typically contracted for execution, represent significant work in each instance, and occur anywhere throughout campus. The work “project” receives a unique funding code for each task/effort and tends to be for capitalized work well over $5,000. Significant projects currently in place or where funding has been set aside include: pedestrian bridge, electrical distribution project, Waller Administration Building expansion, relocation of phone switch/computing backup/campus police station, Magee center demolition, WAB temporary generator, and various smaller projects.

**Fund 1061103001 Academic Renovation Fund ($315,848)**

This fund provides cash to support capital academic renovation projects as identified by academic affairs leadership.

**Fund 1061103007 Contingency Reserve ($1,406,130)**

The contingency reserve fund represents an immediately available source of cash to be used in response to significant damage for weather or unanticipated equipment failures. The reserve begins each fiscal year with a balance of $2.0M, which is an appropriate budget level considering the size the campus, the large population served, and the complexity of the institution’s buildings/equipment.

**Total = $21,384,082**