Dear Campus Community,

We are making great progress toward the goals stated in Impact 2015. The momentum continues this year as we build upon Strategic Issue #4: Fostering and developing a strong sense of community.

As part of our efforts, I will share official university news from across the campus with you on a quarterly basis. I hope you find this useful and informative.

I look forward to hearing your suggestions and feedback for future communications.

Sincerely,

David L. Soltz  
President, Bloomsburg University

Community Leadership Breakfast

On Nov. 2, I hosted the second annual Community Leadership Breakfast at Monty’s. More than 60 community and university leaders, including representatives of business and regional and local governing bodies, were updated on campus initiatives and issues and events impacting the university and the surrounding communities. In addition, Dr. Scott Inch provided an overview of the digital forensics program and its growing influence and impact in the digital forensics industry.

Strategic Planning and Resource Council 2 (SPARC 2)

The 2012-13 SPARC 2 co-chairs are Mr. Tom Kresch, assistant vice president for Student Affairs, and Dr. Mark Tapsak, associate professor of chemistry and FORUM chair. SPARC 2 will play a key role in evaluating and recommending how Impact 2015 should change and adapt to university needs throughout the next few years. This year, $200,000 in presidential strategic planning grants will be awarded to innovative projects, the development of Centers of Excellence and programs leading to academic excellence, fiscal sustainability, enhanced enrollment management and a stronger sense of community. SPARC 2 will monitor the progress of the identified initiatives and give oversight to the presidential strategic grants awarded.

Learn about the 2012 winners: www.bloomu.edu/strategic/grants
Geisinger Partnership

We have expanded our partnership with Geisinger Medical Center (GMC), allowing for increased enrollment in our existing Bachelor of Science in Nursing program, with courses offered on the GMC campus beginning in fall 2013. The partnership offers opportunities for further collaboration through research and practice.

Learn more: www.bloomu.edu/nursing-geisinger

School of Health Sciences

The College of Science and Technology (COST) is developing a School of Health Sciences to meet the needs of medical practitioners and educators in the region and Commonwealth. Dr. Richard Angelo (left), associate dean of COST, is leading the effort to coordinate clinical agreements and programs. The School of Health Sciences is expected to be fully implemented and operational by fall 2013.

MyCore

Here are the top four things you should know about MyCore:

1. BU’s new general education program, MyCore, emphasizes the connectedness of disciplines, knowledge and skills; and recognizes the achievement of general education outcomes outside the traditional classroom and across university divisions.

2. The program applies to all incoming freshmen beginning fall 2012.

3. The current list of approved courses for general education is available at www.bloomu.edu/documents/mycore/GEP_Tracking.pdf.

4. More information about MyCore’s purpose and requirements at www.bloomu.edu/mycore.

Higher Education Modernization Act

Bloomsburg University hosted the PASSHE Entrepreneurial Forum with Chancellor John Cavanaugh on Oct. 16. Chancellor Cavanaugh spoke with BU faculty and staff about the importance of the recently enacted Higher Education Modernization Law (HEMA), Act 132. Act 132 offers faculty the opportunity to be more entrepreneurial. In addition, all 14 PASSHE institutions are now able to develop and offer applied doctorate programs.

Act 132 applies to any idea that has merit, including research, commercial projects and the development of non-profit organizations that provide internships for our students. Details from the Oct. 16 Entrepreneurial Forum: http://bupresident.blogspot.com
Enrollment Management

We will conduct a national search for an enrollment management director in spring 2013. The director will work with the enrollment management steering committee to set specific targets and identify what is needed to support student success and retention.

We have already taken one step to improve university-wide retention rates — we have implemented MAP-Works. MAP-Works is an early-alert system that helps us intercede and address students’ academic and personal problems or concerns as they arise. The goal is to coordinate efforts across campus to promote student success and persistence.

MAP-Works was piloted during fall 2011 with 512 incoming freshmen. The program was highly successful in identifying students likely to struggle academically. This fall, all undeclared students were enrolled in MAP-Works. In addition, BU now measures second-, third- and fourth-year persistence rates to better understand the factors that impact student retention and provide additional student support services.

Planning and Assessment

Again this year, Bloomsburg will participate in the National Survey of Student Engagement (NSSE). The survey applies to all freshmen and seniors. The goal is to learn more about student success and institutional improvement efforts in many areas, including:

- Collaborative learning
- Quality of interactions
- High-impact practices
- Student-faculty interaction
- Supportive environment

Data from this survey will help the institution improve overall teaching, learning and student support services. Please encourage students to participate and complete the survey.

Winter Session

Despite our best efforts, winter session will not be offered here this January. We recognize that winter session would benefit our students, so we will explore the opportunity to offer classes in January 2014. In the meantime, students are encouraged to take online courses offered by our sister PASSHE universities during winter session 2013. Winter session courses: www.pauniversitiesonline.edu/Pages/online-learning-search.aspx.

Equity Scorecard

Bloomsburg University is participating in the Equity Scorecard as part of a PASSHE initiative to close the access and success gaps for both low income students (PELL recipients) and historically underrepresented minority groups. The scorecard focuses on four areas: admissions, retention, excellence and completion. The co-chairs of the project are Dr. Irvin Wright, associate dean for academic achievement and Dr. Lisa Lister, associate professor of mathematics.
Facilities Master Plan

We are currently going through the master planning process that will help us determine what our university will look like in 10 years. We are interested in hearing your thoughts at the Master Plan Open Forum Friday, Nov. 9, from 3 to 5 p.m. in Hartline Science Center, room 108.

We have partnered with Stantec, a professional consulting firm specializing in planning, engineering architecture and interior design, to learn more about our campus’ physical strengths and areas for improvement. Stantec has already conducted several focus groups and one-on-one interviews with members of the campus community.

Social media is playing a role in this latest master plan. You may join in the conversation on Facebook.com/#!/BloomsburgCampusPlan or follow #BUCampusPlan on Twitter.

Business Services

In support of the paperless travel reimbursement, the accounts payable department is piloting a program (along with Kutztown University) to test automated travel management. Work is being done to allow travel reimbursement to flow through the portal in SAP. We expect to roll out this program to the entire campus in March 2013.

The purchasing office would like to remind everyone to please submit a purchase request in SAP, as well as subsequent purchase orders supplied to vendors before services are rendered. If necessary, the purchasing office is able to provide a rush order number for unplanned emergency services such as repair services and supplies on an emergency basis from a local vendor. Following these procedures protects both the employee and the vendor and ensures compliance with state regulations and auditing standards.

Human Resources

Human Resources and Social Equity are implementing a paperless application process with built-in electronic workflows for reviews and approvals. Training will be provided in the near future as we try to reduce the amount of paper we consume each year.

Printing Services

The purchasing office, in collaboration with information technology, conducted a comprehensive institutional print assessment and developed a list of recommended copy, fax and scan equipment for faculty and staff. We will begin a phased implementation of a new service called Follow-Me Printing for secure printing, upon demand. The College of Business and the English department are piloting the new service.
Elwell Renovation

Our students say it seems there always are construction projects on our campus. I am pleased to inform you that Phases II and III of the Elwell Residence Hall construction project are expected to be completed in early November. This includes the student lobby, main entrance, patio area and the Residence Life Offices.

Scranton Commons Eateries

Construction has begun on a new Starbucks and Subway in the lower level of Scranton Commons. These eateries are expected to open spring semester 2013.

Pedestrian Bridge

We are working on a Lightstreet Safety Corridor project, which includes a new pedestrian bridge from Honeysuckle Apartments to campus and upgrades the intersection of Lightstreet Road and Swisher Circle. The project is funded largely by the Community Government Association (CGA).
**Henry Carver Fund**

The Henry Carver Fund, as Bloomsburg’s annual fund is called, supports students, faculty and staff through scholarships, funding for professional development opportunities and university strategic initiatives. This year’s annual fund goal is $600,000. To date, we have raised $149,369, or 24.9 percent, of our goal. I hope you will help us meet our goal by:

- Volunteering to serve as a department chair or college representative for the 2012-13 Henry Carver Fund faculty/staff campaign.
- Contact Nori Lewis at 389-4405 to share your story if you received a HCF award grant or other funding.

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**Bloomsburg University Foundation**

The Bloomsburg University Foundation has signed an agreement to purchase the Cole’s building in downtown Bloomsburg. The current structure will be demolished and a new three-story building constructed. The Foundation expects to take occupancy of the building in 2014 with space available for lease for local businesses and university affiliated offices. This is the first step in the university’s effort to establish a permanent presence in the downtown.
Branding: BU Mobile App on the Way

The university will launch its first mobile app on Nov. 16. Available for download on iTunes and Google Play for Android phones, the app allows students to access library lab status and availability, library catalog, BOLT, sports news and updates, and current newsfeeds.

Contest: Unleash Your Inner Husky

The Office of Marketing and Communications is asking current students to submit a short video or essay on how BU has made a difference in their lives. Up to six finalists will be selected and will be posted online in January 2013. Members of the campus community may vote electronically for their favorite story. The first-place prize is a $2,500 scholarship. Learn more at www.bloomu.edu/yourstory.

We’d also like to hear from our faculty, staff students and alumni. Please share “What You Love About Bloomsburg” at www.bloomu.edu/storyteller.
A great place to be you.