Dear Campus Community,

At this time of the year when upcoming holidays are so much on our minds, we pause with friends and family to express gratitude. It is no secret that the past year has been difficult within PASSHE, but I am grateful that we at Bloomsburg are facing fiscal challenges together from a strong position and with a singular focus: to continue providing outstanding educational experiences to our students.

I am proud of the many accomplishments by students, faculty and staff, including those mentioned here. I am optimistic about Bloomsburg’s future as we adopt the new facilities master plan and reaffirm our contribution to the region through an economic impact study.

Robbie and I wish you and yours a joyous holiday season and look forward to seeing you throughout 2014 as we celebrate Bloomsburg University’s 175th anniversary.

As always, I welcome your suggestions and feedback for future communications.

Sincerely,

David L. Soltz
President, Bloomsburg University
Economic Impact Study Commissioned

Bloomsburg University selected Economic Modeling Specialists International (EMSI), Moscow, Idaho, to conduct an economic impact study. The study will analyze Bloomsburg University’s contribution to the regional economy through personal and institutional spending, directly and indirectly.

When BU’s economic impact was last studied in 2006 as part of a PASSHE-wide project, it showed the institution annually contributed more than $121 million to the local economy and $357 million statewide. Spending by the university and its students, visitors, faculty and staff generated more than $148 million and indirect revenues for local individuals and businesses totaled nearly $209 million.

EMSI has conducted more than 1,300 comprehensive socioeconomic impact studies for two- and four-year colleges and universities since its founding in 2000, including a 2010 survey for Slippery Rock University.

Campus Climate Study Finalized

The Campus Climate at Bloomsburg University: A Snapshot from 2012 is the result of an online survey and detailed analysis by the Diversity and Inclusion Survey Leadership Team and the Office of Planning and Assessment. A core group formed at the invitation of BU President David Soltz is now focusing on the survey’s recommendations. The group includes members from academic, student affairs, social equity, assessment and planning and representation from the Diversity and Inclusion Task Force. They will gather additional input from the campus community as they develop and recommend action plans with the goal of making every member of the Bloomsburg University family feel valued.

Elwell Renovations Completed

Renovations to Elwell Residence Hall were completed in August, on time for student move-in. This two-year, $18,000,000 project included updates from air conditioning in student rooms to enlarging and reconfiguring student lounges to a new entrance expansion. The renovation project, begun in May 2011, was completed in four phases, with renovations to both wings addressed separately to accommodate student housing needs during the academic year. Elwell Hall, originally built in 1968, houses close to 700 students.
Clean Energy Grant to Extend Biomass Use at Bloomsburg

The Commonwealth Financing Authority approved a $2 million grant under the Alternative and Clean Energy program for Bloomsburg University to convert the existing plant to a biomass combined heat and power plant. More than 80 percent of the steam will be produced through biomass boilers and the remainder by natural gas. This work will eliminate all coal use on campus and the steam generator will produce approximately 607,706 kilowatt-hours (kwh) per year, about 2.5 percent of campus annual use. Electrical consumption for fiscal year 2012 was 25,034,182 kwh.

The university will provide the remainder of the funding for the $10 million project. The Alternative and Clean Energy Program provides financial assistance in the form of grant and loan funds to be used for the utilization, development and construction of alternative and clean energy projects in the state.

PLCB Awards BU Nearly $40,000

Bloomsburg University was one of 20 colleges and universities that received a grant from the Pennsylvania Liquor Control Board. The grant of $39,953 will be used to develop strategies to reduce underage and dangerous alcohol use. PLCB awarded a total of $2.14 million to 61 municipalities, community groups, schools, universities and law enforcement agencies through the Alcohol Education Grant Program. Since 1999, the agency has awarded more than $10 million in grants to hundreds of colleges, municipalities and community groups.

Intersection Improvements

A heavily used intersection at the entrance to Bloomsburg University will receive an upgrade to improve safety, financed in part by a grant from the Appalachian Regional Commission (ARC). The $350,000 grant, administered by the SEDA-Council of Governments (SEDA-COG), supports a cooperative effort among the Town of Bloomsburg, BU and BU’s Community Government Association. The PennDOT project will upgrade Route 487, known locally as Lightstreet Road, widening it to create turning lanes at the intersection of Country Club Road, Swisher Drive and Route 487 in Bloomsburg. The project is designed to improve overall traffic and pedestrian flow through the intersection.

At the intersection, Route 487 southbound from I-80 will gain a left-turn lane into BU’s campus, a right lane turn-off to Country Club Road, and a pass-through lane. Route 487 northbound from the Town of Bloomsburg will gain a dedicated right lane onto campus, a left-turn lane onto Country Club Road and a pass-through lane. Traffic from the university’s upper campus on Country Club Road will gain a dedicated right-turn lane toward the Town of Bloomsburg. The expected completion date is fall 2014.
New Leadership Center

BU’s new Center for Leadership and Engagement (CLE) focuses on leadership development, community engagement and student organizational support.

At CLE, students gain knowledge of core leadership skill sets and enhance their co-curricular experiences through a three-level Leadership Certification Program, in which nearly 300 students are currently enrolled.

Level one includes educational workshops that focus on self-awareness, learning about others and leadership development and gets students involved in student clubs, organizations, leadership roles, athletics, arts, committees and service experiences. In level two, students work on professional presentation and portfolio development, step up to get involved in additional student organizational events and service projects and choose to explore one of four specific leadership areas: organizational leadership, community engagement leadership, group leadership or social justice leadership.

Levels one and two can be completed sequentially or concurrently. Level three affords students the opportunity to apply what they’ve learned in levels one and two through practical out-of-classroom initiatives.

Workshop topics for both level one and two will be incorporated at the Husky Student Leadership Conference on Saturday, March 8, 2014.

Career Connections Expo 2013

Students networked with professionals representing more than 50 organizations, including Geisinger Health System, PepsiCo, Comcast and Genesis Systems, during this fall’s Career Connections Expo.

Students majoring in allied health, business, liberal arts, and science and technology fields learned about internships, recruitment and job shadowing opportunities. Pre-expo workshops focused on résumé preparation skills, tips for interviews and building a professional Linked-In profile. These soft skills, the attributes that enable someone to interact effectively with other people in a professional setting, are crucial for graduates looking to land a career.

The 2013 Career Connections Expo was sponsored by the Bloomsburg University Career Development Center, College of Business and the Office of Alumni and Professional Engagement.
Academic Affairs

IOM: One of a Kind

The audiology department’s Intraoperative Neurophysiological Monitoring (IOM) path, a graduate training program in clinical neurophysiology led by Qing Yue, associate professor of audiology and speech pathology, is the only program of its kind offered in the nation.

IOM involves the identification and monitoring of neurological structures during surgery to prevent injury/complications to the nervous system and provide surgical guidance. Students obtaining a doctorate in audiology specializing in IOM graduate with not only an academic understanding of IOM practices and technology but clinical application as well.

In medical centers across the country, IOM training is mostly done on the job. However, with a doctorate from BU, graduates enter the workforce fully prepared. As its own area of specialty within audiology, the IOM path has more than 10 graduate courses tailored to academic and clinical application of all IOM equipment used today. Students with backgrounds in biology, engineering or premed are encouraged to apply for the IOM program.

Fair Research

Bloomsburg University’s Center for Community Research and Consulting conducted an economic impact assessment during four days of this year’s 158th Bloomsburg Fair. The center, comprising university faculty and students, works to improve surrounding areas and organizations through data collection and analysis. The economic impact assessment looked at spending trends and overall enjoyment of the Bloomsburg Fair, sampling more than 1,000 participants.

BU seniors Mike Otto and Brandon Harmon worked on developing a regional economic impact plan with the center’s faculty, supported by BU’s Undergraduate Research, Scholarship and Creative Activity (URSCA) grants. The award provides stipend support to students participating in summer research, scholarship or creative activities.
As Seen on TV

Jeanette Keith, BU professor of history, appeared on the Sept. 10 episode of TLC’s *Who Do You Think You Are* featuring Emmy-winning actor Jim Parsons of TV’s *The Big Bang Theory*. The documentary-style series pairs celebrities with history experts to discover their ancestral roots.

Keith is the author of several books and an expert in Southern history; Parsons grew up in Texas, but his family has roots in Louisiana. Keith researched Parson’s family background and found his paternal great-great-great grandfather, Dr. J.B. Hacker, was a trained physician in New Orleans who responded to a Yellow Fever epidemic in 1853 that killed about 8,000 people. Hacker published an article about the disease and its symptoms in the New Orleans Medical and Surgical Journal in 1854 and was killed in a steamboat fire later that year.


Academic Coaching

*Academic coaches* are available to assist all students, in collaboration with tutorial services and academic advising. Launched in fall 2012 as an element of the MAP-Works program in BU’s Academic Achievement Division, the program is led by Irvin Wright, associate dean for academic advising. The MAP-Works program is an “early alert” system designed to identify and help students at risk of dropping out and helps maintain first- and second-year retention rates.

Coaches work primarily with undeclared freshmen, mainly those students MAP-Works identifies as high risk. The coaches focus on understanding students’ learning styles to help improve their studying skills and are alerted of students with mid-term grades below a “D.” Students may make appointments through University Tutorial Services in the lower level of Simon Hall.
Energy Tracker

A new kiosk (shown at left) has been constructed on campus as part of an energy project coordinated by faculty members Nathaniel Greene and Jeff Brunskill and assistant director of facilities management John Holtzman. It was designed to educate the BU community about solar energy and the university’s energy consumption using Lucid Design Group’s Building Dashboard software. The project aims to develop energy-saving strategies for the university.

Energy use in Hartline Science Center, Student Recreation Center, Nelson Field House, Columbia Residence Hall and Elwell Residence Hall are displayed. The kiosk and the data that it tracks and displays will be used by Bloomsburg students in energy- and environment-related courses and research students. The data and trends revealed by the Building Dashboard software also will be used to develop strategies to reduce energy use.

Faculty Visitors from Cameroon

Four professors from the University of Buea in Cameroon presented lectures during their visit this fall. The faculty (shown at right getting a campus tour) were: Samuel Ayonghe, professor of environmental geology and associate dean of faculty of science; Justine Ayuk, gender studies department; Martina Zinkeng, assistant professor of educational psychology; and Ekoka Molindo, assistant professor of educational leadership and vice dean.

Bloomsburg established a relationship with the University of Buea in 2008 and first sent a group of students to study there in 2009. President David Soltz visited Buea with a group of 22 Bloomsburg students in 2011. Last winter, a group of 20 Bloomsburg students studied in Cameroon and Ethiopia through the University of Buea. Another group of Bloomsburg students will study in Cameroon and Ethiopia in May and June 2014. The curriculum for the 2014 program will focus on environmental science, gender studies, multicultural education, Model United Nations and photography.
Bloomsburg in the News

Multiple news outlets, print and electronic, spotlighted the many exciting activities and events in the 2012-2013 academic year. BU received news coverage for community outreach, notable visitors, trips to third-world countries, outstanding alumni and much more. Coverage from Press Enterprise and WNEP are among those featured in the BU YouTube video highlighting newsworthy moments.

Hall of Fame Inductions

Former BU athletes Amy K. Kasenga Linn ’96, women's soccer; Neil Stoddart ’99, men's soccer; Patty Kirn Burns ’95, women's swimming; Mike Ellzy ’00, men's basketball; and Evan Rosen ’97, men's tennis, were inducted into the 32nd class of the Bloomsburg University Athletic Hall of Fame during a ceremony on Nov. 1. The addition of the five alumni to the hall of fame brings the number of members to 152.

Shattering Records

Two Bloomsburg University football players broke all-time Pennsylvania State Athletic Conference (PSAC) records this season. Franklyn Quiteh (above) surpassed former BU All-American Jamar Brittingham’s career record for most rushing yards and placekicker Dan Fisher (below, right) broke two all-time PSAC marks, setting the record for most career kicking points and most career field goals. Fisher raised funds this season to benefit the Angelman Syndrome Foundation through the Kick for a Cure Campaign. Angelman Syndrome is a neurogenetic disorder affecting 1 in 15,000 births.
**The Henry Carver Fund**, Bloomsburg University Foundation's annual giving fund, is an essential source of unrestricted and designated, current-use support that benefits all areas of BU. Through the support of donors, the Henry Carver Fund (HCF) has reached record levels, including more than $834,000 in 2012-2013. The president, provost, deans and directors may designate funds where they see the most urgent needs and the most critical opportunities.

To date, HCF has raised $178,731, or 17.8 percent, of the $1 million goal.

To help:

- Volunteer to serve as a department chair or college representative for the 2013-2014 Henry Carver Fund faculty/staff campaign.

- Contact Nori Lewis at 570-389-4405 to share your story if you received a HCF award grant or other funding.

- Make a contribution to HCF at [bloomufdn.thankyou4caring.org](https://bloomufdn.thankyou4caring.org).

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**More information about the Henry Carver Fund**

**Unrestricted Gifts**

Unrestricted gifts are donor gifts to the HCF that are placed in select Foundation funds with oversight by the executive director. Gifts are allocated to the areas of greatest need, such as financial aid and student programs, after consulting with the president, deans and director of athletics. Unrestricted gift funds include: HCF– General, HCF– Scholarship, HCF-College of Business, HCF-College of Science and Technology, HCF-College of Liberal Arts, HCF-College of Education and HCF-General Athletics.

**Designated Gifts**

Designated gifts are donor gifts to the HCF that are earmarked for exclusive use in a particular institution fund, such as a specific scholarship, academic program or sport, and may be spent immediately. Examples of designated gift funds include: Baseball Program, Nursing Department, Institute for Interactive Technology, Center for Visual and Performing Arts and the Hank and Linda Bailey Mathematics Scholarship.

**What makes gifts to the Henry Carver Fund unique?**

All gifts to BU can be made on a yearly basis; however, different kinds of gifts serve different purposes. For example, gifts to the endowment are invested to benefit BU in perpetuity, but only a portion of endowment earnings can be spent each year. In contrast, gifts to the Henry Carver Fund provide unrestricted and designated support and are fully utilized each year.