Dear Campus Community,

Extending teaching and learning beyond the classroom; developing programs that focus on student access, success and innovation; designing programs and services to meet the needs of our region and the Commonwealth; helping students discover their purpose — this is our mission and vision. It has been the heartbeat of Bloomsburg University for 175 years.

We express this mission in many ways and measure our success accordingly. This year we gained PASSHE approval of a new Doctor of Nursing Practice program to begin in summer 2015, extended our Bachelor of Applied Science in Technical Leadership to a second institution, Reading Area Community College, and expanded our STEM Magnet program to provide opportunities to more area high school students, to name just a few.

One of the best ways to measure our success is through the success of our campus community — students, faculty and staff. When I hear success stories such as senior Stephanie Amengual’s new job at aerospace leader Lockheed Martin, junior Jocelyn Legere’s upcoming chemistry research at Yale and the overseas research to be conducted by our Fulbright Scholars, Professors Medhi Razzaghi and Michael Hickey, I see our vision becoming reality.

Through this quarterly communication, we share information on university programs, news, initiatives and strategic priorities. Please take a moment to let us know how we are doing by taking this short survey.

David L. Soltz  
President, Bloomsburg University
Changes in 2014 Spring Commencements

Three undergraduate commencement ceremonies will be held for the first time this spring. The ceremonies on Saturday, May 10, on the Academic Quad are planned for the College of Business and the College of Education at 9 a.m., the College of Science and Technology at noon and the College of Liberal Arts at 3 p.m.

In case of rain, commencement will be held in Nelson Field House with admission by ticket only and seating on a first-come, first served basis. If the rain plan is utilized, the location change will be posted on the Today Page no later than 5:30 a.m. Saturday, May 10. Check the Today Page for updated information.

Graduate commencement will be held on Friday, May 9, at 7 p.m., rather than 6 p.m. as in previous years. No tickets are required for the ceremony in Haas Center for the Arts, Mitrani Hall, and seating is general admission. The ceremony is open to the public.

Middle State's Periodic Review Report

The Middle States Commission on Higher Education Periodic Review Report has been drafted, illustrating the university’s response to the commission’s recommendations when Bloomsburg was reaccredited in 2009. It includes information on the university’s continuous efforts to meet the commission’s standards, assessment initiatives and data on enrollment and finances, based on input from the campus community. Middle States requires this report for BU to maintain accreditation; the report is due to the commission on June 1. The final report will be shared with the campus community.
Academic Affairs

BU Partners with RACC

Bloomsburg University entered an agreement with Reading Area Community College (RACC) to bring BU’s Bachelor of Applied Science in Technical Leadership to RACC students. Much like the agreement signed two years ago with Lehigh Carbon Community College, the program will enable students earning an associate’s degree in applied science to complete courses for the bachelor’s degree at the community college, beginning in fall 2015.

The agreement extends to students of Berks Career and Technology Center and Reading Muhlenburg Career and Technology Center (CTC) and students enrolled in the RACC-CTC Technical Academy Partnership.

New Mass Communications Minor in Emergent Media

A new mass communications minor in emergent media will be offered starting this fall. This is the program’s first minor and students can complete the program completely online.

The 18-credit minor in emergent media will provide students with a broad background in new communication technologies, web development and design and visual communications.
Fulbright Scholars Announced

Professors Mehdi Razzaghi and Michael Hickey were granted Fulbright Senior Specialist Fellowships to conduct research oversees. Razzaghi’s sabbatical will take place during the 2014-2015 academic year at the University of Warsaw in Poland; Hickey will spend several weeks in Smolensk, Russia, where he will continue research on local Jewish history, lecture at Smolensk State University and work with the history faculty.

The Fulbright Specialist Program promotes connections between U.S. faculty and professionals and their counterparts at host institutions oversees.

CELEBRATING STUDENT SCHOLARSHIP —James Brown, dean of the College of Liberal Arts, second from right, talks with students about their research projects at the College’s Celebration of Scholarship held in April.

BUILDING A RELATIONSHIP IN CAMEROON

Vice Chancellor Nalova Lyonga of the University of Buea in Cameroon visited Bloomsburg to meet with administrators, deans and faculty to learn about BU programs. Lyonga (right) is shown getting a tour of campus from Dione Somerville, vice president for student affairs.

A study abroad program for BU students through the University of Buea will be held from May 11 to June 8 in Cameroon and Ethiopia.
Enrollment Management

Bloomsburg’s enrollment management plan for 2013-14 focused on scheduling classes to meet students’ needs while meeting enrollment targets. Early retention initiatives helped Bloomsburg meet enrollment goals for spring 2014 with 8,652 undergraduate students and 651 graduate students.

Key highlights for the Strategic Enrollment Management (SEM) committee over the past year include:

- Enhancing retention efforts through a program to call continuing students who were not scheduled for classes.
- Reinforcing retention efforts through a program to call continuing students who had fewer than eight credits scheduled.
- Scheduling transfer students as they were identified through outreach programs.
- Developing a new tracking report to guide future enrollment management initiatives and provide a historic perspective for future recruiting periods.
- Launching BU’s first winter session, resulting in the enrollment of 517 students.

Bloomsburg’s overall enrollment goal for fall of 2014 is 10,176 total students — 9,465 undergraduate and 711 graduate students.

Over the next year, SEM will work toward continued improvement by:

- Calling transfer students during the summer months to strengthen retention efforts.
- Fully implementing a customer relations management (CRM) system to communicate on-campus events, news and program information with prospective and admitted students.

Learn more about BU’s enrollment management goals and reports here.

PROFILE: Senior lands job with Lockheed Martin

A senior graduating this May with a degree in digital forensics and a minor in computer science, Stephanie Amengual found her skills in demand in the job market. Amengual had already earned a position at aerospace giant Lockheed Martin’s King of Prussia facility last fall.

A native of Gilbertsville, Amengual studied how to unlock secrets from hard drives, cell phones and GPS units. But at Lockheed Martin, she’ll find herself applying her knowledge to keeping the tech giant’s computer systems safe and secure.

Amengual chose Bloomsburg for its size and the distance from home. She recalls that she wanted to study computer science and noticed that Bloomsburg had a digital forensics program that no other school had.

JOCELYN LEGERE, a junior chemistry major concentrating on nanotechnology, will conduct group research on catalysts and their effectiveness in converting carbon dioxide into useful materials as part of the Summer Undergraduate Research Fellowship (SURF) Program at Yale Graduate School of Arts and Sciences from June 2 to July 28. See a video interview.
Budget Update

The campus community was updated on the E&G budget for fiscal year 2013-14 (current year) and fiscal year 2014-15 (request year) at a series of meetings during April, including the Budget Subcommittee, Planning and Budget, and University Forum.

The good news is that Bloomsburg was able to avoid using $2.4 million of institutional reserve, known as “carry forward,” to balance the budget as was expected at the beginning of the fiscal year, thanks to a series of sustainable and one-time budget improvement initiatives including:

- 15 percent overall reduction to E&G General Fund base budget allocations.
- One-time reallocation of E&G General Fund residual budget carry forward to institutional reserves.
- Net revenue generated by the first Bloomsburg University winter session.

Current projections for fiscal year 2014-15 point toward a $7.8 million funding gap if there is no increase in tuition or state appropriation. While an appropriation increase is unlikely, a tuition increase of 3 percent, consistent with the PASSHE-approved increase over the past few years, would reduce the projected funding gap to $5.4 million. A mix of sustainable and one-time initiatives, coupled with necessary structural adjustments, will be put in place to balance the budget. It is estimated, based on current projections, that the opening 2014-15 balance in the institutional reserve account will be approximately $11.8 million. This balance, built up over a number of years, will be available to provide one-time funding as longer-term budget improvement initiatives are analyzed and explored.

Longer-term budget improvement initiatives include, but are not limited to, academic workforce planning and program cost review, support programs review, targeted enrollment increases, potential fee increases and/or additions, and labor cost improvement initiatives. Thoughtful implementation of the appropriate initiatives will ensure that the university meets its mission; accomplishes its strategic goals, including balanced budgets that align with institutional priorities; continues its commitment to quality education; and effectively maintains the physical plant.

Master Facilities Plan Complete

Projects in the completed Facilities Master Plan address the university’s existing and future space needs for the next 15 to 20 years, including academic and non-academic areas. The plan is based on anticipated enrollment growth and the objectives of Bloomsburg’s strategic plan.

The plan features two clusters of residential villages (one on lower and one on upper campus) to accommodate the growing need for student housing, a new campus gateway, dining facilities, additional parking, faculty offices and study space.

LEARN MORE:
www.bloomu.edu/documents/publications/BU_CMP.pdf (62MB)
The Biggest Big Event

The fifth annual Big Event had a record turnout. More than 2,000 BU students arrived early Saturday, March 29, for the community cleanup at more than 160 job sites. The Big Event, sponsored by the Community Government Association, is a one-day community service event designed to give back and say “thank you” to Bloomsburg area residents.

Summer Activities

Two movie nights will be scheduled on the Academic Quad this summer as part of BU’s 175th anniversary celebration. Check the Today Page for updates on movie selection and more information.
Students Take a Week to Thank Donors

Bloomsburg University hosted its first Thank a Donor Week from March 24 to 28 to recognize donors for their generosity. Approximately 1,200 students signed a thank-you banner, took photos and recorded video messages to share through BU social media at locations including Nelson Field House and Warren Student Services Center. The event was sponsored by the Bloomsburg University Foundation with food provided by Dining Services (Aramark).