COUNCIL OF TRUSTEES QUARTERLY MEETING MINUTES
March 4, 2015

The Bloomsburg University Council of Trustees met in the Assembly Room of Montys at 10:45 a.m. Those in attendance:

Present:
Mr. Patrick Wilson, Chair
Judge Mary Jane Bowes, Vice Chair
Ms. Nancy Vasta, Secretary
Mrs. Ramona Alley
Dr. Robert Dampman
Mr. LaRoy Davis
Dr. Joseph Mowad
Ms. Shannon Phillips
Mr. Ken Stolarick
Secretary John Wetzel

Absent:
Mr. Charles Schlegel

University Personnel
Dr. David Soltz, President
Dr. Ira Blake, Provost and Senior Vice President for Academic Affairs
Dr. Dione Somerville, Vice President for Student Affairs
Mr. John Loonan, Vice President for Administration and Finance
Mr. Erik Evans, Vice President for University Advancement
Mr. Tom Fletcher, Vice President for Strategic Enrollment
Ms. Brenda Cromley, Executive Assistant to the President
Ms. Jennifer Williams, Administrative Assistant, President’s Office

Council of Trustees Advisors
Dr. Winona Cochran, Interim President, APSCUF
Mr. Shawn Makar, President, AFSCME
Ms. Gretchen Osterman, Bloomsburg Chapter of SCUPA
Ms. Justine Albright, President, CGA
Ms. Jill Fluck, Legal Counsel
Pledge of Allegiance
In accord with House Resolution Number 32, Trustee Wilson requested everyone stand for the Pledge of Allegiance to the American Flag.

Call to Order
Trustee Wilson, Chair of the Council of Trustees, called the meeting to order and welcomed all those in attendance.

Minutes of the Council of Trustees
A motion was made by Trustee Alley, seconded by Trustee Wetzel, and unanimously carried that the December 3, 2014 minutes be approved.

NEW BUSINESS

Introductions
Trustee Wilson recognized those individuals serving on the Advisory panel: Mr. Shawn Makar (not present), Ms. Gretchen Osterman (not present), Dr. Winona Cochran (not present), Ms. Justine Albright (not present), and Ms. Jill Fluck (not present).

President’s Report
President Soltz reviewed his President’s Report with the Trustees. A copy of the report will be appended to the minutes.

STUDENT AFFAIRS
Trustee Wilson called on Dr. Dione Somerville, Vice President of Student Affairs, to lead discussion on the Student Affairs section of the agenda.

Room and Board Fees
Trustee Dampman made a motion to approve a room fee increase of $103/semester; $162 for apartments and board fee increase of $104/semester for the 2015-2016 academic year. Seconded by Trustee Davis. Unanimous approval.

Health Services/Wellness Fee
Trustee Dampman made a motion to approve a Health Services/Wellness fee of $58/semester. Seconded by Trustee Davis.

GENERAL ADMINISTRATION
Trustee Wilson recognized Mr. John Loonan, Vice President of Administration and Finance, to lead discussion of the General Administration section of the agenda.

Approval of Purchasing Activity
Trustee Davis made a motion, seconded by Trustee Wetzel and unanimously
carried, to approve purchasing activity under Act 188 in excess of $10,000 for November 1, 2014 to January 31, 2015.

**Delinquent Student Accounts**
Trustee Mowad made a motion to write-off delinquent student accounts, seconded by Trustee Wetzel. Unanimous approval.

**Proposed Fee Schedule 2015-2016**
Trustee Davis made a motion to accept the fee schedule for 2015-2016. Seconded by Trustee Bowes. Unanimous approval.

**Capital Project Request**
Trustee Davis made a motion to accept the Capital Project request:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Project Title</th>
<th>Anticipated Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>McCormick Renovation</td>
<td>FY 2018-2019</td>
</tr>
<tr>
<td>2</td>
<td>Facilities Maintenance Building Relocation</td>
<td>not in 5 yr. program</td>
</tr>
</tbody>
</table>

Seconded by Trustee Dampman. Unanimous approval.

**OTHER BUSINESS**

**Presidential Evaluation**
Trustee Dampman read the following resolution:

WHEREAS, the Council of Trustees have conducted an annual review of President David L. Soltz; and

WHEREAS, the Council of Trustees have examined numerous key indicators of the health of the University including System Accountability Plan and the University Strategic Plan and discussed Bloomsburg University's performance in detail with President Soltz, and

WHEREAS, President Soltz has continued to advance the mission of the university and position Bloomsburg University to be a premier university within the Pennsylvania State System of Higher Education and beyond; and

WHEREAS, President Soltz is recognized as being a strong ambassador for Bloomsburg University, locally, regionally and nationally; and
WHEREAS, the internal and external constituencies interviewed stated that President Soltz is doing an excellent job managing the many components of the university; and

THEREFORE, it is resolved that the Council of Trustees of Bloomsburg University of Pennsylvania (a) highly commends and endorses the performance of the President, and (b) expresses their support and appreciation of the President and the staff of the Office of the President, and c) enthusiastically recommends the extension of President David L. Soltz’s contract with Pennsylvania State System of Higher Education.

Seconded by Trustee Bowes. Unanimous approval.

University Advancement
Facilities and Programs Naming Policy
On a motion by Trustee Davis, seconded by Trustee Dampman, the proposed changes to the existing Naming Policy were unanimously approved. The revised naming policy will be updated and posted on the Council of Trustees web page.

Strategic Enrollment
Winter Session update
Trustee Wilson introduced Mr. Tom Fletcher, Vice President of Strategic Enrollment. Mr. Fletcher gave a background on Bloomsburg University’s first winter session. Courses offered included both online as well as face to face courses. Credits were limited up to seven (7) for the session. Courses were identified based on student needs, bottleneck courses during the academic year, courses with a high withdrawal rate, and programmatic need and college/institutional strategic goals.

There were 857 students enrolled, 2,994 student credit hours generated, 201 F.T.E. enrollment, and 531 course enrollments. Students enrolled were mostly undergraduate (93%), with the following breakdown:

- Senior – 46%
- Junior – 26%
- Sophomore – 19%
- Freshman – 9%

Net revenue for winter session was $741,848. Overall, students had a very positive experience to help them graduate earlier or on time, needed classes for general education requirements, or enrolling in a required class for their major. Students liked the convenience of the online courses and length of the winter session.
A copy of Mr. Fletcher's presentation can be requested by contacting Jennifer Williams in the President's office.

ACADEMIC AFFAIRS

"Liberal Arts from the Classroom to the Community" – presentation

Trustee Wilson introduced Dr. Ira Blake, Provost and Senior Vice President of Academic Affairs to present the information item.

Dr. Blake introduced Dr. James Brown, Dean of the College of Liberal Arts. Dr. Brown introduced Dr. Heather Feldhaus, Assistant Dean of the College of Liberal Arts.

Dr. Feldhaus led discussion regarding the Center for Community Research and Consulting. The group was formed in 2011 to create and support opportunities for student, faculty, and community collaboration on mutually beneficial research and consulting projects.

To date, they have participated in 32 projects, have 18 paid student researchers, over 250 student volunteer researchers, and 12 faculty mentors. Some of their projects include: Economic Impact Studies, Downtown Bloomsburg parking study, and Drug and DUI Court Studies.

The Center for Community Research and Consulting gives students a chance to enhance skills they have learned in class, to learn things they don't teach in class, to experience different types of data connection, enhances communication skills and provides an opportunity for networking.

Dr. Stephen Clickard, Chair of the Department of Music, led discussion on the Center for Visual and Performing Arts.

This center was created through a Presidential Strategic Planning grant to:

- Enable students studying the visual and performing arts to showcase their work in public.
- Establish Bloomsburg University and the surrounding community as the artistic center of the region by showcasing the artistic work of BU students.
- Connect students with alumni and others who have established successful careers in the arts.
- Strengthen university/community relationships by bringing the artistic activities of the campus into the surrounding community.

Some of the initiatives to bring the arts to the community include:

- Arts in Autumn
- Big Band Dance
- Poetry/Creative Writing Events
• Theatre Events
• Personal Adornment Day
• Gallery Exhibits
• Taste of the Arts – this is an annual event including art exhibits, demonstrations, dance and music, and poetry and theatre

Bloomsburg University provides a Center for Visual and Performing Arts Living and Learning Community for students with a majority achieving a 3.0 or above. Students are involved in campus life as well as providing community service. Some new initiatives include: Greenly Center Art Gallery and the “Applied” Visual and Performing Arts Conference.

A copy of Drs. Brown and Feldhaus presentation can be requested by contacting Jennifer Williams in the President’s office.

Adjournment
With no other items to be presented to the Council, Trustee Wilson adjourned the meeting at 12:16 p.m. by a motion from Trustee Davis, second by Trustee Vasta. Unanimous approval.

Nancy Vasta
Secretary

Jennifer D. Williams
Administrative Assistant
BLOOMSBURG UNIVERSITY OF PENNSYLVANIA
Bloomsburg, PA 17815

PRESIDENT’S REPORT TO THE
BLOOMSBURG UNIVERSITY COUNCIL OF TRUSTEES

March 4, 2015

Next week is Spring Break and I think most of us are greatly looking forward to the warmth of spring. Like many parts of the United States, Bloomsburg has experienced biting cold and snowy days. I want to thank our hard-working grounds crew for keeping up with snow removal of the many parking lots and sidewalks on campus.

Here are a few University highlights since we met in December.

- Bloomsburg University recently signed program-to-program Guaranteed Admissions Agreements with Harrisburg Area Community College and Northampton Community College. These agreements allow HACC and NCC graduates of technical Associate degree majors to enter BU’s Bachelor of Applied Science Degree program in Technical Leadership (BAS-TL) with at least full junior standing. Chancellor Brogan was able to join Provost Blake and me for the signing at the HACC campus.

The technical Leadership program is based in the Department of Instructional Technology. Similar to the existing programs BU offers in partnership with Lehigh Carbon Community College and Reading Area Community College, our third and fourth BAS-TL program offerings will be delivered at the campuses of the community colleges. Students in the BU/HACC program will be able to complete their BAS degree at the HACC Harrisburg Campus, with some courses offered at nearby Dixon University Center. Students in the BU/NCC program will complete their BAS degree at NCC’s Bethlehem campus. The program is designed to accommodate working professionals with courses offered in the evenings. To best prepare students for the demands of the rapidly evolving workplace, some courses will be delivered in classrooms on-site and other courses offered online.

To date, more than 60 students have enrolled in the BAS-TL program at the Lehigh Carbon and Reading locations, and the program has produced seven graduates. The latest program at HACC will begin in the fall of 2015. We are actively pursuing two additional partnerships which I expect to announce later this year.
• The College of Business was officially reaccredited by the Board of the Association to Advance Collegiate Schools of Business (AACSB) in late December. The report to the Board of the Peer Review Team who visited the campus in October was highly favorable citing the MBA program, the Benner-Hudock Center for Financial Analysis, the new undergraduate core curriculum (ICE), our ZIPD program of student professional development and several community programs as distinctive and illustrative of the impact, innovation and engagement principles of AACSB. The next Continuous Improvement Review will be scheduled in the fall of 2019.

• Our Department of Chemistry and Biochemistry has received a three-year provisional accreditation from the American Society of Biochemistry and Molecular Biology (ASBMB) for our biochemistry program. We are the first university in the State System to be awarded an ASBMB accreditation.

The biochemistry program was rated on factors including research laboratory facilities, faculty scholarship and educational goals. For BU’s biochemistry students, the accreditation demonstrates a curriculum that meets ASBMB’s guidelines and knowledge of fundamental concepts and skills.

• Bloomsburg University offered two unique study-abroad trips during Winter Session 2014-2015: one to Yunnan Province in China, and the second trip to Krakow, Poland.

BU faculty members Drs. Vera Viditz-Ward and Jing Luo led twelve BU students on a trip based at the Yunnan Normal University in Kunming, China. Students experienced breath-taking landscapes and visited fascinating historical locations. BU students earned six credits from the two courses: Dr. Viditz-Ward, Professor of Art, conducted a course Photography in the Field. Dr. Luo, Professor of Chinese and French, offered his popular China Today course.

Dr. Mykola Polyuha, Assistant Professor of Russian and German, led sixteen BU students on a three-week trip based in Krakow, Poland at the famous Jagiellonian University. Faculty members of the Jagiellonian University conducted courses on the History of the Jews of Europe and on East European Culture and Film, for which students earned six credits. Excursions related to Jewish History included trips to UNESCO World Heritage sites such as the Auschwitz Death Camp, one of the famous Schindler’s Factories, and the Old Jewish Quarter in Prague, Czech Republic.
• In collaboration with the College of Education and the Department of Early Childhood and Adolescent Education, a degree completion program has been developed for transfer students from community colleges. The program will be marketed as a “Complete Your Degree Where You Live” opportunity for students with an online component for Bloomsburg courses. The student will work with his or her faculty advisor to complete 15 additional credits of coursework for transfer at their regional community college. The program begins in the fall semester in partnership with Luzerne County Community College, Lehigh Carbon Community College, Harrisburg Area Community College, Bucks County Community College, and Montgomery County Community College.

• Bloomsburg University has secured the services of the Education Advisory Board to participate in the Student Success Collaborative (SSC), a program designed to assist with the improvement of student persistence and degree completion. The SSC software platform analyzes student performance, and past retention rates and graduation by college. It identifies courses that pose obstacles to students in their majors or slow their progress to graduation in order to find pathways and support services needed to ensure student success. By pinpointing the trends in students' academic performance, we will be equipped to take steps to remove or remediate obstacles and improve student retention rates.

Data from the SSC platform will be used to develop an institution-wide enrollment management plan outlining specific objectives and a summary profile of undeclared students.

• In 2014, the University contracted with an outside firm to conduct an economic impact study. As one of 14 publicly funded universities that make up the State System of Higher Education, we felt it was important to show the return state residents receive for every tax dollar spent. The data used was from the 2012-13 academic year and it clearly demonstrates the positive economic impact Bloomsburg University has on the region.

Some highlights include:

° In the 2012-13 academic year, Bloomsburg University of Pennsylvania added more than $350 million to the economy of Northeastern Pennsylvania.

° Pennsylvania spent $33.5 million of taxpayer dollars through state appropriation to support BU’s operation in 2012-13 — providing only 24 percent of the university’s $135.7 million operating budget. In addition, state grants brought more than $8 million in scholarship, work study, and miscellaneous grant funds into the
community through Bloomsburg University. Overall, commonwealth support was just 12 percent of the $350.3 million the university’s presence added to the local economy over the same time period.

- Much of BU's annual $110.5 million faculty and staff payroll is spent regionally on housing, goods and services.

- Following commencement, 36 percent of graduates remain in the region at least a year, generating $175 million in taxable income. Seventy-four percent of BU's graduates choose to remain in the commonwealth.

The full report is on our website.

- I am delighted to announce some recent gifts in support of the University.

A leadership gift of $1.9 million from alumni Ed '77 and Julie '77 Breiner has been secured to establish the university's first endowed professorship within the Department of Nursing in support of an exceptional teacher, mentor, and leader.

The Bloomsburg University Foundation received a documented estate intention for a gift that will provide in time $1.49 million to the university in support of academic scholarships.

Last week, we announced BU's first Joan and Fred Miller Distinguished Professor of Good Work. The recipient of the Millers' blended gift of $500,000 to the Bloomsburg University Foundation is Mary Katherine Duncan, professor of psychology. Joan Miller, BU professor emerita, has been involved in the Good Work Imitative at BU, a project focused on student excellence, ethics and engagement. The three-year renewable distinguished professorship recognizes a faculty member for achievements. Funding can be used for research, conferences, travel, software, equipment or other professional expenses to advance a project focusing on good work in one's chosen profession.

- Bloomsburg University completed the technical cutover to the Pennsylvania Research and Education Network, or PennREN, at the end of last semester. This 1,800-mile broadband network provides high-speed connectivity to institutions of higher education (both private and public), health care facilities (including Geisinger), K through 12 schools, libraries, economic development groups and public media organizations throughout the commonwealth. The new network provides the entire State System of Higher Education and other institutions with low-cost, high-capacity pathways that will facilitate education and research collaborations that require this type of broadband connectivity.
The network was constructed with funding from a $99.6 million grant by the National Telecommunications and Information Administration to connect community anchor institutions and reach unserved or underserved counties across the commonwealth.

- I mentioned in my December report that the Chancellor’s office is taking a new approach toward publicizing the “good news” of the State System through press releases, social media and videos. Two of our students were selected to be showcased in the System’s first student video and I have recently videotaped the first president’s video discussion with the Chancellor. During the first two or three minutes of the 10-minute video the Chancellor asked me questions related to the University in general and then we moved to specific topics such as our student success initiatives, highlights of the BAS-TL program, the AACSB re-accreditation and the President’s Strategic Planning Grants.

- Through the campus-wide initiative, Professional U, BU students continue to take advantage of the many career experiences provided. In 2014,
  - The number of students participating in internships increased by 10 percent from 2013.
  - 2,297 students attended 32 professional development activities such as resume and interviewing workshops, Husky Career Road Trips, and alumni career panels.
  - 200 alumni committed 1000 hours of volunteer service this past fall semester, many of these volunteer hours in Professional U.

- The eighth annual Husky Leadership Conference, sponsored by the Alumni and Professional Engagement/Professional U, the Center for Leadership and Engagement and the Community Government Association was held on February 28. The conference featured leadership certification workshops, leadership workshops, professional development workshops, panel discussions and the leadership luncheon. Trustee John Wetzel delivered the keynote speech. A Professional Development Resource Center was available throughout the day which provided opportunities for mock interviews, resume review, branding consultations and professional headshots. More than forty alumni and several faculty and staff participated as presenters, interviewers and consultants.

- The Center for Leadership and Engagement presented its first leadership awards at a banquet following the Husky Leadership Conference. Students and advisors were recognized for outstanding leadership and service to Bloomsburg University and the community. Recipients for 2014-2015 were:
H. Preston Herring Scholarship  Eric Michael Schwartz
Organization Advisor of the Year  Chaza Abdul (Odyssey of the Mind)
Organization of the Year  Pi Lambda Phi Fraternity
Outstanding Student Mentor  Jessa Wood

Additionally, the first Legacy of Leadership alumni awards were awarded to former student leaders who also exhibited leadership and service in their careers. Selected, with input from the Office of Alumni Affairs and Professional Engagement, were:

Legacy of Leadership Class of 2015  Susan Kocher 1987
Paul Kappel 1989
Shawn Rosler 2000/2002 M

- We are increasingly tapping into our alumni network to host events throughout the country. This is an excellent way to connect alumni with each other and provide me with the opportunity to meet them and outline what is happening at Bloomsburg University.

Last month, alumnus Don Phillips '70 hosted an alumni event at the prestigious University Club in Washington D.C. Mr. Phillips retired from Price Waterhouse Cooper as a partner and is the immediate past president of the University Club. More than seventy-three alumni and friends attended the event, many interested in helping BU students. We are also looking forward to a similar alumni event in Pittsburgh next month hosted by the Honorable Mary Jane Bowes, Trustee, and Jerry Morgan '71.

- Vision, the Bloomsburg University annual report, has just been released. This edition looks at the University through the eyes and experiences of our students. The seven young women and men and their inspiring stories featured in this publication personify the values and attributes that set Bloomsburg University apart. The report also features a story on an academic program, Health Physics.

- The national Black in America tour, featuring award-winning journalist, documentarian, news anchor and producer, Soledad O'Brien, stopped at Haas Auditorium in celebration of Black History Month. Ms. O'Brien was joined by Benjamin Jealous, former president and CEO of NAACP and civil and human rights leader, along with Dr. Julianne Malveaux, labor economist and author, in a panel discussion focusing on race, challenges, stereotypes and divisions facing the black community and how to overcome them. The free event was well attended by students, campus and community members.
• The women’s cross country team qualified for the NCAA Championships and finished fourteenth overall in NCAA Division II. The Huskies Hannah Boudreau, Kate Dodds and Lauren Lehman earned All-American honors. Coach Bernie Empie earned PSAC Women’s Cross Country Coach of the Year accolades, while Hannah Boudreau was named PSAC Freshman of the Year.

• National Girls and Women in Sports Day was celebrated for the fourth year on February 14. The event featured educational and athletic programming for girls and women in sport. All female sport teams participated in the event, along with faculty members from the Exercise Science department.

• The winter Trash to Treasure event held on campus in January collected $7,100. These funds benefit the Columbia County United Way.

• I started my report by thanking the grounds crew for their efforts during our cold and snowy winter. I am closing my report by also thanking a large group of faculty, staff and administrators. The end of this month provides me one of my favorite opportunities – to congratulate our employees at the annual faculty-staff service appreciation event. Each year, we recognize those employees who have served at least ten years at Bloomsburg University. Collectively in 2014, 150 employees completed 2,440 years, ranging from ten years up to a faculty member with forty years of service. We certainly could not run the University and serve our mission without those dedicated faculty, staff and administrators.