Bloomsburg University of Pennsylvania

Communication Review Quarterly

September 2015
Welcome Back

Welcome to the fall 2015 semester and what promises to be a banner year in Bloomsburg University’s history.

New and returning students have filled the residence halls and apartments in the surrounding community. We’ve welcomed, oriented and helped them settle in and get ready for the semester.

Consistent with our forecast, overall headcount enrollment is 9,777, down by 221 from 2014 as of September 14.

As we begin a new academic year together, I thank you for your contributions to our safe and welcoming campus, your dedication to educational excellence, your continued support of student success and your ongoing commitment to an atmosphere where diverse ideas are exchanged, valued and respected.

I look forward to the year ahead, brought to life through the collaboration and teamwork which characterize Bloomsburg University.

David L. Soltz, Ph.D.
President
**Supply Chain Management Comes to BU**

The College of Business introduced a new major this fall, **Supply Chain Management**. The major, focusing on the management process from the creation of a product through its consumption, is being offered under the direction of John Grandzol, professor of management.

From this new major comes the possibility of a future specialization, European Union Commerce, and a new minor, International Supply Chain.

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**BU Launches Institute for Concussion Research and Service**

This summer BU launched the Institute for Concussion Research and Service, a collaboration between interdisciplinary faculty and students under the direction of Joseph Hazzard, assistant professor of exercise science. The institute has two main goals: to give medical professionals a better understanding of concussions, symptoms and their outcomes; and to provide a service to medical professionals that will assist them in making better “return-to-play” decisions.

The institute is the only one within the Pennsylvania State System of Higher Education. [More information.](#)

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**New Deans for Business, Science and Technology**

**New deans assumed leadership of two colleges** at Bloomsburg University this summer. Jeffrey Krug became dean of the College of Business on June 1, and Robert Aronstam came to campus on July 1 as dean of the College of Science and Technology.

A native of State College, Krug came to BU from Loyola University New Orleans, where he held the Jack and Vada Reynolds Chair in International Business and served as associate dean of graduate programs. Earlier in his career, he worked in banking in Germany and Austria, held executive positions with Texas Instruments and PepsiCo and taught at the University of Illinois at Urbana-Champaign, University of Münster in Germany, William & Mary, Virginia Tech and Virginia Commonwealth University.

Aronstam previously was professor and chair of the department of biological sciences at Missouri University of Science and Technology and director of Missouri S&T cDNA Resource Center, a non-profit service that provides clones of human proteins. His varied experience includes research director and senior scientist with Guthrie Research Institute, Sayre, and faculty member at the Medical College of Georgia.

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**Beyer to Lead Academic Achievement**

With the June 2015 retirement of Irvin Wright, associate dean of academic achievement, Patricia Beyer will serve as special assistant to the provost for academic achievement. This is a one-year non-instructional assignment. To learn more about Wright and his career, see the fall 2015 issue of Bloomsburg: The University Magazine.
New Dining Options

BU’s culinary marketplace was upgraded for fall 2015, including the addition of new stations, food cart and menu items. New this fall are:

- Steak ‘n Shake on the Scranton Commons ground floor
- Lunch Box parked outside of Centennial Hall weekdays from 7:30 a.m. to 3:30 p.m. offering breakfast and lunch
- Renovated Roongo’s in Warren Student Services Center
- International foods station at Monty’s called Global Fusion
- Redesigned Husky Lounge in the Kehr Union featuring new stations and upgraded seating, including BU Bagels & Wraps, Greens to Go and the Italian Kitchen

Synchronized Thinking

**BU has launched HuskySync** to help students find information about groups on campus, join an organization, keep a calendar to manage time and membership activities and more. HuskySync, powered by the student organization management software, OrgSync, enables students to connect to the campus and community through more than 300 university clubs and organizations.

Football Game Day Parking

The following parking adjustments were made as part of an all-inclusive Americans with Disabilities Act (ADA) facility audit on upper campus. On football game days:

- Handicapped parking will be relocated from the grassy area north of Steph Pettit Stadium to the parking lot just outside the gates of Redman Stadium.
- Donor parking will be relocated to the softball parking area.
- Media parking will be located in the grassy area north of Steph Pettit Stadium.

For more information on these changes, contact Ethan Walgran, assistant to the athletic director, at ewalgran@bloomu.edu or 570-389-3907.
**Construction Updates**

**ANDRUSS LIBRARY**

Construction to the Andruss Library is scheduled for completion in January 2016. The addition will house the university police, relocated from the University Store building, and BU’s telephone center, relocated from Waller Administration Building.

As the project continues during the fall semester, faculty, staff and students are reminded to follow the pedestrian traffic patterns as directed on signs near the construction site. To ensure safety, university police will monitor and enforce the pedestrian traffic in this area. Access to the entrance of Andruss Library will not be affected.

**UNIVERSITY STORE**

The University Store will be temporarily relocated to the former location of the Games Room in Kehr Union. The relocation will take place over winter break. The existing bookstore building will be demolished in preparation for the construction of a new multi-story residence hall.

Demolition is scheduled to take place from January 1 to March 31, 2016. Construction will begin on April 1, 2016, with completion expected by August 15, 2017. The new building will provide facilities for student housing, bookstore, dining facilities and mailroom.

More construction information bloomu.edu/planning-construction-plans.

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**Enrollment Management**

**Partnership Provides Path to College**

The third Allentown School District Educational Pathway program was held in June. A total of 18 rising seniors got a sneak peek at college life and participated in workshops and hands-on learning activities while living in the residence halls. Their campus experience was made possible by the Bloomsburg-Allentown Partnership, an annual two-week residential program designed to excite and prepare high school students for college. The program, designed to recruit high-achieving students to BU, is coordinated by Wayne Whitaker Sr., assistant director of diversity and retention, and Madelyn Rodriguez, director of multicultural affairs. **Meet the students who have enrolled at BU this fall.**

**Focus on Student Success**

Bloomsburg University has invested in the Student Success Collaborative (SSC) to improve student experiences through early engagement and intervention strategies. The Student Success Collaborative is an advising platform designed to help the university be more proactive in advising students on majors and opportunities that may be a good fit for them. The tool will help identify roadblocks to scheduling and patterns that slow students on their way to graduation. It will help identify the pathways and support services that most effectively enable student success.

Academic advisers will start using the SSC tool this fall. BU’s ability to improve student retention and success rates depends upon academic advisers’ willingness and commitment to utilizing SSC.

**BAS-TL Brings BU to Community Colleges**

Bloomsburg University has entered into agreements with Harrisburg Area Community College (HACC) and Northampton Community College (NCC) to provide a seamless pathway to a bachelor’s degree for graduates of associate degree technical programs. The Bachelor of Applied Science in Technical Leadership (BAS-TL) program provides the knowledge and skills necessary to assume leadership roles in workgroups and project teams — skills necessary for career advancement in a rapidly changing, globalized workplace.

The BAS-TL program, a blend of online and on-site courses, also is offered at Lehigh Carbon and Reading Area community colleges. Additional sites, including PASSHE Center City in Philadelphia, for the BAS-TL are expected in 2016.
Greenly Center gives BU Downtown Presence

Strengthening BU’s partnership with the Bloomsburg downtown community, the **Greenly Center is now open for business**. Located at 50 E. Main St., the 44,700-square-foot center is the home of the Bloomsburg University Foundation, with space for staff offices, the student call center and meeting rooms. It also houses a first-floor art gallery, space for the Office of Corporate and Continuing Education staff, classrooms for BU’s academic courses and programs, non-credit mini-courses, a 40-seat computer lab, a videoconferencing lab, and a demonstration kitchen. In the future, the third floor will provide space for local businesses or organizations.

Construction on the $8.25 million building, officially dedicated in June, was made possible thanks to a generous $1 million gift from alumni Duane and Sue Greenly.

Foundation Provides $1.3 Million in Scholarships

The number of Bloomsburg University donors helping students fund their educational goals continues to grow. During the 2014-15 academic year, the Bloomsburg University Foundation (BUF) offered more than 300 scholarships to BU students. During that time, BU students received more than $1.3 million in funding from the BUF to support their education. In total, nearly 700 students received scholarship assistance last year.