SHIPPENSBURG UNIVERSITY
PRESIDENT’S CABINET MINI-RETREAT SUMMARY
Monday, January 27, 2014
8:00 a.m.; Old Main Chapel

Presiding: Dr. Harpster

Members Present: Mr. Bryson, Dr. Diehl, Dr. Ebersole, Ms. Fawks, Dr. Finucane, Dr. Gigliotti, Ms. Grissom, Dr. Grove, Dr. Johnson, Dr. Kooti, Dr. Lovett, Dr. Lyman, Dr. Mathes, Dr. Mayer, Mr. Michaels, Dr. Mike, Dr. Ruth, Dr. Sax, Dr. Schoolcraft, Dr. Serr, Mr. Sommers, Dr. Stokely, Dr. Terrell, Dr. Topper, Mr. Wiser and Mr. Wonders

Others Present: Chrystal Miracle for Mr. Clinton; Randy Hammond for Dr. Folmer Clinton, Trustee Michael Schaul, Trustee Gene Herritt and Brian Johnson

Dr. Harpster offered welcome and gave brief comments.

MIDDLE STATES PRR

Dr. Schoolcraft and Dr. Grove addressed the group regarding the narrative section of the PRR identifying major challenges and/or opportunities (SEE ATTACHED). Discussion followed and the following were cited as challenges or opportunities:

- Way to attract and support international students to deal with enrollment and diversity
- Changing demographics in Pennsylvania
- Competitive environment from private sectors as well as other public institutions
- National move and media that devalues credentials of higher education
- Workforce needs – national mood – we are meeting needs
- Recognize new ideas in higher education – disruptive innovation with competency based education
- More advocacy in Harrisburg with Board of Governors and Legislation
- Increased inquiries into our policies and practices
- Strengthen and preserve our marketplace
- Opportunities in non-traditional markets
- Confusing messages from PASSHE on our flexibility – take advantage of
- Workforce stability within PASSHE due to sister institutions doling lay-offs and retrenchments – this is making it hard to support our employees (& students) and get new ones
- Pursue arrangements with non-PASSHE institutions
- Outcome of our general education curriculum
- Change in leadership of SU within next 5 years (administration AND faculty)
- Downsizing (not refilling) staff positions creates overloads on others – we do less with less
- More needs in student population
- Coordinate efforts of engagement with community
This information will be reviewed and incorporated as appropriate. A draft PRR will be available to campus beginning of April for feedback and then submitted to Middle States middle of May.

STRATEGIC ENROLLMENT MANAGEMENT

Mr. Sommers asked Cabinet members to write down their definition of “strategic enrollment management.” He then gave a presentation (SEE ATTACHED) and explained that Ship is in the strategic enrollment planning phase. Keywords for this segment were concepts, systemic, and transitional.

After Mr. Sommers’ presentation, Dr. Harpster suggested that the presentation be shown to Dean’s Council, Trustees, and staff (top to bottom). Dr. Finucane suggested a “kitchen cabinet” to meet once a week to assist Mr. Sommers: meeting for 1 hour one time a week isn’t enough. Mr. Wiser indicated he would welcome a smaller presentation to the AFSCME membership. Ms. Fawks suggested we need to “refocus” and remind everyone of the need/challenges.

STRATEGIC PLANNING (PROGRESS)

The USPC (University Strategic Planning Council) teams seek input on draft of core values & goals and preview of initial strategies. Ability to provide anonymous feedback on the web will be available after today. Individual teams have been working on specific goals to develop strategies for achieving each goal. Each team presented their specific goal and the strategies thus far (SEE ATTACHED). Additional thoughts on each were requested and stated as follows:

Team 1 – revising Core Values statement by Dr. Joe Shane

THOUGHTS & SUGGESTIONS –

- “Impacting” community?
- Add the word “leadership” somewhere
- Diverse alternatives and problem solving added to access and equity
- Explain that we also serve graduate and non-degree students – under student-centered add parenthesis with u/g, g/ etc.
- State that we value our faculty & staff – add to end of Community paragraph to clarify “our relationships”

Dr. Shane asked how we could make this document different from everyone else’s. Perhaps list accomplishments/achievements at the top of this page? Suggestion to use highlights or achievements from each of these areas.

Team 2 – goal & objectives relating to community – Dr. Liz Fisher

THOUGHTS & SUGGESTIONS –

Add “impact” to last bullet
Civic engagement
Add “with special attention to local and regional governments”
Change last sentence of goal to read “sustain and strengthen” our connections
Team 3 – goals & objectives relating to students – Dr. Serr

THOUGHTS & SUGGESTIONS –

- Make statement about entry year experience clearer – delete “implement” and perhaps use “explore or examine”
- Combine some bullets that are relevant
- Missing something about academic advising and mentorship
- Living learning community is evolving and continues to look for enhancements and improvements
- Curricular/co-curricular should talk about high impact practices
- Recognize our diverse student population

Team 4 – goals & objectives relating to personalized learning environment – Dr. Ruth

THOUGHTS & SUGGESTIONS –

- Is there a lot of overlap on these goals?

Team 5 – goals & objectives relating to recruitment – Dr. Finucane

THOUGHTS & SUGGESTIONS –

- Add graduate research
- Add “engaged faculty & staff” because they are committed – “fully committed faculty & staff” could be the language
- Staff should include managers & administrators
- “in-house” promotions are not necessarily a reality

Team 6 – goals & objectives relating to academic programs – Dr. Sax

THOUGHTS & SUGGESTIONS –

- Make the “remove barriers” statement more positive – actually remove the word “barriers”
- STEM does not include information technology – reword
- We are not all about STEM because it is #1 strategy – we are about more
- We have no way to track what we do (service learning projects)
- What we do is relevant

Notice will be sent to provide additional feedback and there will be additional opportunities as well.

MARKETING PLAN

Dr. Gigliotti gave a synopsis on the preliminary report by Stamats; a full report will be made available at Cabinet on February 24. The plan going forward is to meet with EMT, Cabinet, Enrollment Management and others. A suggestion was made to review these comments with NSSE and use those that are similar as a focus. How about data from the Macguire Study?
CONSTRUCTION & FACILITIES UPDATE:

Mr. Bryson gave an update on the following projects:

- Phase II is of student housing is two weeks ahead of schedule but we will not gain occupancy prior to August 4 for early arrivals
- Demolition of Harley Hall will begin in June
- Digging for the utilities project will impact parking lots, roadways and sidewalks. This should begin in March with a completion date expected around September 30. Mr. Bryson covered the impact on each building

BUDGET UPDATE & OVERVIEW

Ms. Fawks gave a budget update for FY 2013-14 preliminary mid-year and 2014-15 projections (SEE ATTACHED). She specifically discussed the E&G deficit last year of $3M; $49M of unfunded need left on the table for universities to handle; and the decrease of 200 FTES from last year, but we are meeting that deficit for next fall.

Ms. Fawks then discussed the PASSHE Funding Review (SEE ATTACHED).

PRESIDENT’S REPORT

Dr. Harpster gave a recap on the topics of discussion of the most recent Board of Governors meeting: new programs; value of services by Office of Internal Audit & Assessment Incident Reporting; change in communication out of Chancellor’s Office; student fees and 2-yr pilot programs; minors on campuses; potential change in the presidential search process; PASSHE Strategic Plan.

Respectfully submitted,

Robin Maun