SHIPPENSBURG UNIVERSITY

PRESIDENT’S CABINET
Monday, September 11, 2017
8:00 a.m., Century Café

Presiding: President Carter

Members Present: Mr. Bodenhorn, Mr. Bryson, Dr. Callaghan, Dr. Diehl, Ms. Fawks, Dr. Garris, Dr. Hale, Ms. Halkias, Dr. Haughie, Dr. Kooti, Dr. Laskowski, Dr. Lovett, Dr. Lyman, Dr. Mathes, Dr. Mayer, Ms. Maun, Dr. Mike, Dr. Ruth, Ms. Scarr, Dr. Schoolcraft, Dr. Serr, Dr. Stokely, Dr. Topper, and Mr. Tritt

Others Present: Mr. Barry McClanahan

APPROVAL OF MINUTES:

Upon a motion of Dr. Ruth, seconded by Dr. Lyman, the minutes of May 15, 2017 were approved as shown in MINUTES ATTACHMENT 1.

INFORMATION & ACTION ITEMS

Strategic Planning Data: Dr. Lyman indicated that a presentation of TracDat would be given at the next Cabinet meeting. TracDat will collect strategic planning data.

Middle States: Dr. Schoolcraft reviewed the Work Groups that will undertake the full study of campus. A rubric has been developed to assist in determining if we are meeting a Standard. The Work Groups will get familiar with the Standards and rubric. The Middle States liaison, Dr. Kushnoon Haq, will be on campus October 13 conducting various meetings. A Self-Study draft will be prepared by next fall.

President Carter stated that the strategic planning data tracking is very important for our Middle States data. The accreditation process is critical, especially at this sensitive time for us and the fewer recommendations we get the better of the University will be as a whole. She thanked everyone and expressed her appreciation for all that everyone is doing in this process.

Smoking & Vaping Policy: Dr. Topper addressed the addition of Vaping to the current Smoking Policy. Vaping in the residence halls is causing the smoke detectors to go off and resulting in a high number of evacuations. Upon a motion of Dr. Ruth, seconded by Dr. Serr, the Policy was approved as shown in MINUTES ATTACHMENT 2.

2017-2018 Fee & Refund Schedule: Ms. Fawks reviewed the Fee & Refund Schedule for 2017-2018. Upon a motion of Dr. Ruth, seconded by Dr. Topper, the Schedule was approved as shown in MINUTES ATTACHMENT 3.

Budget: Ms. Fawks reviewed the budget actuals for FY 2016-2017 and the projections for FY’s 2017-2018 and 2018-2019, as shown in MINUTES ATTACHMENT 4. Projections show significant decrease in enrollment, which also creates a deficit in the residence halls.
**Drone Policy:** Dr. Ruth reviewed the Policy and addressed FAA requirements and a few wording changes per legal counsel. Upon a motion of Dr. Lyman, seconded by Dr. Topper, as shown in MINUTES ATTACHMENT 5. Dr. Garris asked if the policy conflicts with licensed individuals who perform drone work on campus for marketing purposes. It was stated that the policy was more for third policy users. Dr. Ruth also reported that the System Office is working on a similar policy and ours will be updated accordingly if necessitated.

**Information Security Plan changes:** Dr. Ruth reviewed the changes to the Plan after a review of our campus procedures. Upon a motion of Dr. Topper, seconded by Dr. Lyman, the Plan was approved as shown in MINUTES ATTACHMENT 6.

**Enrollment Management:** Dr. Haughie provided a handout of enrollment numbers as shown in MINUTES ATTACHMENT 7. Our acceptance rate has come down; transfers are a little behind our goal; and Graduate numbers are behind as well, but likely to catch up. We have identified some processes, which needed to be addressed. Working with PCDE on our reporting. We are seeing an increase in the average SAT and decrease in centile, which is good news we continue to monitor the quality of our students. Our visitation numbers are up as well as open house numbers. Efforts to redefine process and publications is helping. ShipStart has 80 high school students enrolled. Dr. Haughie is getting many positive comments from the parents of these students who are very pleased. New publications have been developed and ready for review. Over the past few years, we’ve bought 35,000 names from College Board; this year we bought 95,000. We will purchase names at varying times of the year to invite them to events.

**Orientation:** Dr. Lovett reported that Orientation and Fall Welcome Week went very well and thanked those who participated.

**Student Senate:** Freshman elections are kicking off and some officer positions are being replaced.

**Day of Service:** Dr. Serr reported on the event that was held this past Saturday in the community. It was a huge success with a large number of students participating.

**Preferred Name Policy:** Dr. Serr reviewed the Policy. Upon a motion of Dr. Halkias, seconded by Dr. Lovett, the Policy was approved as shown in MINUTES ATTACHMENT 8.

**Housing Policy:** Dr. Serr reviewed a new housing policy, shown in MINUTES ATTACHMENT 9, and addressed the reasons why we need to implement a 2-year resident requirement. Studies show that students who live on campus at least their first 2 years helps with retention. It provides structure and when students live off campus, they are less engaged. There are also financial reasons for implementation. Eight of our sister institutions have a 2-year requirement and one more is preparing for the change. Mr. McClanahan shared additional information on data regarding GPA’s, retention, and graduation rates are typically always higher. Support mechanisms are in place on campus to assist these students. Two RD positions have been added and are specifically working on academic support programming which include faculty. Class attendance is being taken for first year students to help get them into class and/or identify other issues they may be having. ShipCares has also been revised to better identify students who need assistance. We have 13 Living Learning Communities and data is showing students have a higher GPA and retention rates. Dr. Stokely added that the LLC and Emerging Scholars program provide structure and provide a sense of community. Looking to start cohorts for all first year students in 2018. Dr. Kooti asked about possible impact on recruitment for implementing such
a policy. Dr. Haughie does not believe it will be detrimental. Dr. Laskowski shared concerns about students being required to live on campus AND pay per-credit tuition. Cost is a concern and we continue to provide grant money to assist students who have need. Questions regarding the policy should be addressed to Dr. Serr or Mr. McClanahan. President Carter stated that this is so important for the success of our students and the residence hall staff play a vital role as well.

**PRESIDENTS REPORT:**

President Carter congratulated the entire community, specifically Student Affairs and Residence Life, on welcoming our students and their families to campus. She also addressed the enrollment issue. Regular meetings with Drs. Ruth and Haughie to discuss strategies continue. The 5% budget cut is not just to fill the hole but also to allow us to invest in marketing and recruitment.

President Carter introduced the new AVP for External Relations, Dr. Kim Garris. Dr. Garris announced that Marina Barnett ’16 received a collegiate Emmy from the Mid-Atlantic Chapter of the National Academy of Television Arts and Sciences on Saturday night for her public affairs/community service piece produced for SUTV. In addition, two SU alumni working in Harrisburg also received Emmys.

NCHEMS report did not address some issues at the System Office though some were compelling and the Presidents are working with the System on those items. A legislative review is being done and will come out in December. Hopefully these two pieces will come together to benefit the entire system.

Dr. Karen Whitney will become Interim Chancellor tomorrow with no end date at this time. We are looking forward to working with her.

A Sense of Urgency is something that President Carter has discussed with the Executive Management Team. All are encouraged to read John Kotter’s “A Sense of Urgency.” It talks about complacency and false urgency. They have also watched the Simon Sinek “Why.” This is something else she encouraged everyone to watch. We must be nimble in some aspects of the work, but yet ahead in many other aspects. We must figure out how to scale up some programs and apply to other areas of campus as appropriate to make them more meaningful. A retreat to talk about student success issues will be held in the near future. We need to have these dialogues quickly as our retention is unstable and enrollment needs to be addressed.

**FOR THE GOOD OF THE ORDER:**

- Parents & Family Day is September 23 and Homecoming is October 21
- Update on construction projects next meeting
- Bids for telecommunications job will be opened today and the job will begin December 1
- Grove College of Business has selected JLG as the industry of the year 2017-2019 with a sponsorship of $5000 per year
- PCDE nominated a student for outstanding continuing education – Michelle Smith – for the New Jersey Mid-Atlantic Region
- ABC27 ran a piece on Dr. Alison Feeney on brewing science
- It’s On Us conference last week
- CBS21 on campus today using the drone to feature our 9/11 flags in the quad
- LPAC will kick off the season with Little River Band this Saturday
Gish Jen will be the guest speaker for the Day of Human Understanding on October 4
PASSHE Diversity Conference on Intersexuality will be held November 16 & 17 and on November 17 & 18, we will partner with the Dixon Center on a symposium on the first amendment
Thanks to all who attended the faculty/staff soccer game
Forum will meet on September 19
APSCURF welcomes President Carter and looks forward to working with her
Thanks to the faculty who worked and planned projects on Saturday for the Day of Service
Reminder that the EMMYs are no accident and that the Communication/Journalism is accredited and the only in PASSHE and one of 3 in PA
Arts & Science is gearing up for ABET visit
Meeting to discuss articulated HACC students into our engineering programs
With the approval of Preferred Name policy, implementation will begin through Banner and manually edit/update displayed names during the Fall and Spring. It is a priority but takes time for updates
Working with Enrollment Management and PCDE on the implementation of the Slate Customer Relationship Management System (CRM)
SIMS project has gone live and we are sending our data to IUP – student enrollment module was first and the second is overall enhancements to the system and student courses
The increased cost of the SIMS project has been discussed by the Presidents and a review of the project scope and cost was called for: Dr. Ruth will sit on this group
Open House this Saturday
D2L2 (Zoom) has been under contract and will be implemented in July 2018
Wrap up meeting for the collaborative programs focus group will be September 20
Dr. Mathes will end his 3 year loaned executive position with the System Office by September 29

President Carter thanked everyone who helped with her transition, especially Barbara, who stepped up during the interim. She will regularly talk about how the students and their success must come first. Decisions we make will be in the best interest on the students, so let us roll up our sleeves and continue to work on their behalf.

MEETING ADJOURNED AT 9:25 am

MINUTES prepared by Robin Maun