SHIPPENSBURG UNIVERSITY

PRESIDENT’S CABINET
Monday, November 16, 2015
9:30 a.m., Century Cafe

Presiding: Dr. Harpster

Members Present: Mr. Clinton, Dr. Ebersole, Ms. Fawks, Dr. Finucane, Dr. Folmer Clinton, Ms. Grissom, Mr. Howard, Dr. Johnson, Dr. Lyman, Dr. Mathes, Ms. Maun, Dr. Mayer, Mr. Michaels, Dr. Mike, Mr. Ossont, Mr. Pilgrim, Dr. Ruth, Dr. Sax, Dr. Schoolcraft, Dr. Serr, Mr. Sommers, Dr. Stokely, Dr. Topper, Mr. Tritt, and Mr. Wonders

Others Present: Ms. Cindy Koller for Dr. Fisher, Ms. Ludlam for Dr. Gigliotti, and Brian Johnson

APPROVAL OF MINUTES:

Upon a motion of Dr. Folmer Clinton, seconded by Ms. Grissom, the minutes of October 19, 2015 were approved as shown in MINUTES ATTACHMENT 1.

PRESENTATION:

Dr. Denise Yarwood and Mr. Jason Barauskas gave a presentation on High Impact Practice: Living Learning Communities. Provided an overview of the Academic and Interest Communities which currently has 180 students participating. Two new communities will be added next year, bringing the total LLCs to eleven. Dr. Sherri Bergsten provided information on grade distribution for LLC vs non-LLC students enrolled in BIO 161. Discussion followed about the advantages of the LLCs.

A group of students addressed Cabinet asking for help to get their PHEAA grants. How can they get to Harrisburg to share their concern with regard to the budget? They want buses and as much assistance to get to Harrisburg as possible. The group will meet with Dr. Serr and Dr. Finucane to discuss further.

INFORMATION & ACTION ITEMS

University Strategic Planning: Dr. Lyman announced that the committee will meet November 23 to discuss the standards for Middle States and draft of strategic plan.

Web Privacy Statement: As a result of remarketing with our new website, Mr. Sentz discussed our current privacy statement and the need to update our analytics and wording for a new privacy statement.

Enrollment Management: Mr. Sommers reviewed the admission numbers to date. Spring numbers for Grad are up, but lagging a bit for UG. There are only 3-4 weeks left in the Fall visitation schedule and the counselors are working very hard to make these weeks effective. Various optional programs are being conducted for recruitment. Alumni engagement has been outstanding; utilizing various types of campaigns. 160 prospective, under-represented students attending last Friday’s A Place for You. The
Scholarship Committee met last week and the final Fall Open House will be this Saturday. Financial Aid is creating packages for Spring and Fall 2016.

How are we assisting students who have not received their PHEAA grants? At the beginning of the semester, we applied the PHEAA grants to the bills and provided advances: $1200 on campus and $600 off campus.

**Data Privacy:** Dr. Mathes discussed a framework for dealing with security and privacy concerns to be used when contracting for IT services in the “cloud.” This framework has been reviewed and approved by System legal and CITO. Specific services, such as Office 365, were discussed.

**Paris:** With regard to the tragedy in Paris, France, we have a few students there and all are accounted for.

**Marketing Update:** As of today, expanded media placements are being implemented, i.e., radio, social media, transits and billboards. Real Life. Real Learning. It Happens Here., is the new tagline which is displayed on the new website. Areas of the website that have been updated with content are those which are likely to be touched by the perspective student. All other pages, over 1000, will be updated moving forward. The virtual tour (aerial view) of campus, has received huge positive feedback on social media. A script will be written to the video to allow it to be used for recruitment.

**Alumni & Friends:** 165 alumni volunteers are assisting with recruiting students.

**Art & Science Group:** Assist in Enrollment Services/Admissions and long term marketing. We have contracted with them and they will be on campus Monday, November 23. Dr. Folmer Clinton will reach out to those who are requested.

**PRESIDENT’S REPORT**

Dr. Harpster reported on the following: still no budget but the rumor is 5%, but still wait and see; Trustees met last Friday in which they approved the BSBA in Entrepreneurship and received the auditing report, which was very positive; the Management Team met with President and others from Hagerstown Community College to enhancement our relationship and what we can do with them in the future – additional meetings will be held.

**GOOD OF THE ORDER**

- External Advisory Board for the Library met last week and the Alumni & Friends was discussed
- Dave Wozinak is retiring end of year and was recognized at the football game on Saturday – thanks to Athletics
- Letter of Intent for the doctoral program in Counseling continues to be worked on
- Expanding wireless connectivity to the new residence halls; finishing Seavers over Thanksgiving break with the rest done over the semester break
- Arts & Sciences has a lot going on – ABET visited
- Departments are still feeling the pressure from the budget cuts and remain hopeful that we received budget funding – could have impact on students/retention and hope for additional resources for the academic side
• Campaign total as of today is $66.9M; $22M above original goal – final campaign meeting with week
• $1.4M of the $1.5M goal for Stewart Hall has been raised
• Leadership Benefactor dinner was held on Saturday and presenting students did a phenomenal job
• Dispel myth – the hotel is open for everyone; you do not have to be affiliated with the University
• Undergrad research programs have been awarded; Graduate proposals continue to be funded – this celebration will be in April
• PCDE is providing support to departments
• Winter enrollment strong – 607 registered up 58 from last year, 1010 course enrollments

MEETING ADJOURNED AT 11:20

MINUTES prepared by Robin Maun