SHIPPENSBURG UNIVERSITY

PRESIDENT’S CABINET
Monday, November 6, 2017
9:30 a.m., Century Café

Presiding: President Carter

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

APPROVAL OF MINUTES:

Upon a motion of Dr. Lyman, seconded by Dr. Lovett, the minutes of October 2, 2017 were approved as shown in MINUTES ATTACHMENT 1.

INFORMATION & ACTION ITEMS

Strategic Plan: Dr. Lyman announced that the Middle States Self-Study designed was approved. The workgroups must now align their work to this document. Replacement members for workgroups are needed. Academic Master Plan is at its 5th year of maturity and it is time to look at it and think about the next reiteration, which is also needed for Middle States. Dr. Bartoli and Dr. Delle will again co-chair the AMP committee.

Middle States: Dr. Schoolcraft discussed the institutional priorities based on standards and the guidance they give to assist with the self-study. Workgroups to look at assessing our goals. The Executive Committee met and they are looking at examples of self-studies. Dr. Pierce reached out to some universities that were provided by Dr. Haq for further assistance. We also need to be more clear on the rubric and a communication will be going out this week for workgroup input. Draft report deadlines will be updated and provided. Dr. Schoolcraft attended one of the last Periodic Review Report meetings for evaluators at MSCHE headquarters. Most universities need to do follow-up report on standards 3, 4, & 5. Additionally, we need to pay attention to Standard 6.

President Carter reminded everyone of the criticalness of this process and thanked everyone for their participation.

Welcome Adam Roth, the new Director of Facilities Management & Planning.

Human Resources: Dr. Topper announced that Cheyney University issued a retrenchment notice to every faculty member (64) due to the uncertainty of their Middle States accreditation. If they get their reaccreditation, they will not retrench all, but will 8. Faculty has placement rights for any vacancies at other PaSSHE schools.

Holiday Lunch: January 9 is the annual staff holiday recognition luncheon. Nomination requests for staff awards will be going out today.
Facilities: Mr. Roth discussed the telecommunications and electrical project and its impact on the campus. Bids for Stewart Hall renovations will be opened November 9. The new windows in Horton Hall are in with some minor finishing's to be done. The unfunded projects list will be reviewed by the Executive Management Team. Mr. Roth will continue meeting with campus constituents with regard to the Facilities Strategic Plan.

Athletics: Dr. Serr announced the following: Ship was upset in Field Hockey on Friday; football should finish in top seven to compete in post-season; Wolf Tournament for Basketball on Friday 6:00 & Saturday @ 8:00; Cross Country won conference title.

Future Dates: Homecoming is scheduled for October 20, 2018 and Parents & Family Day is set for September 15, 2018.


Student Government: Ms. Scarr announced the change of name: Student Association is now Student Government Association with sub-committee changing documents. Upcoming events: Make-A-Wish tie dye; and spaghetti dinner on December 5 at 6:30. SGA will be purchasing 3 new bikes for the Share Bike program.

Division Change: As of today, Dr. Lovett will be the interim Vice President for Enrollment Management & Student Success. Dr. Lovett expressed his appreciation to Dr. Serr and the Student Affairs division for his many years of service. He is excited for his new role in the new division.

External Relations: Dr. Garris announced that we have hired a videographer, David Oliver, and he has already begun working. Dr. Garris expressed appreciation for suggestions on how marketing can assist us after a recent recruitment planning action retreat. She is looking for a strategic way to use the suggestions and data to work best for us.

SU Foundation: Ms. Detter announced the launch of Crowdfunding platform: Malmont service learning to Jamaica; Trent Bauer LGBTQ center; Bertie Landes scholarship; and the launch for Stephanie Jirard's Mock Trail. If you want to give, reach out to Ms. Detter or check out their website for additional information.

Upcoming Initiatives: Dr. Lovett discussed some outcomes of the Enrollment Retreat last week. Initiatives to come are: college day for local schools; work with local businesses – make them “Ship Friendly;” work with underrepresented groups; recreate/revive the diversity enrichment team to talk about Ship and the value of the education; centralized transfer credit evaluation process; flexibility in admissions, but this does not mean lower the standards, look at more about the student; look at graduate programs; and transportation for students to get home, north & south.

Enrollment Management: Dr. Haughie shared and discussed enrollment data. Added new information: build report shows current day as well as prior week along with the usual previous years. Challenges with transfer numbers for spring and stepping up efforts to get applications completed and to those who inquired but not yet applied. Fall 2018 – great turnout at October open house which had a large number of applications. Concerns with transfer confirmations. New: percent to goal for spring & fall –
includes Ship Start, which continues to go well. Shared recruitment goals by counselor. Grad build report; working on approvals and getting data to faculty to assist these students.

**PRESIDENTS REPORT:**

President Carter recapped the recent Board of Governors meeting: NCHEMS – the system has developed three strategic priorities: student success; leverage strength of the campuses; and transforming the System’s leadership structure.

We must talk about what makes us distinctive. Everyone should think about what makes his or her area distinctive so we can talk about it. Tell the Communications Office so they can get the message out. Everyone is encouraged to get a Linkedin account because it spreads the word and gets people talking. It helps us establish our brand. We will be doing a better job at telling our stories. Don’t assume the wonderful things being done by faculty, staff, and students is known: help us get it out. We need to think about our retention and what we can do. Where are we going and how are we getting there? What are YOU doing differently today that you weren’t doing 6 months ago? What can you do to help us improve? Make an effort at least once a week to read something from another institution in your area. Let’s use their best practices. Review of the Board’s governance and authority over the institutions: we can’t control that but we can control what we do here.

Cheyney long term viability has received support from the System but they have others to answer to.

Posted searches for VP of Enrollment Management & Student Success, VP for Administration & Finance, Chief of Staff. Interviews for two of these positions have started. Also posted for AVP/Dean of Students. Given Dr. Lovett’s move, Donna Gross will serve as Interim until end of January.

SU Foundation update. Mr. Clinton retired as of October 27. Ms. Detter will represent the Foundation at Cabinet. Dr. Leslie Clinton has assumed role as President of SU Foundation, but due to transition from SU to SUF, first year of term will be at arm’s length to ensure no ethical issue. Joel Zullinger, Chair of the SUF Board, will take on 1/1 meetings with the President & Trustees.

Leadership Benefactors dinner was held Saturday and President Carter thanked those who attended. It was a compelling event hearing from two of our extraordinary students and the donors. We must be mindful that we are the stewards for many people and let us continue to do good work as it is greatly appreciated by those supporting the University.

The Enrollment Retreat held last Wednesday was a result of concern over enrollment numbers. Thank you to those who attended. We got important feedback on ways to improve the situation. We need to all feel the pressure, not just Admissions. There are things we were doing that we will resume and some of you will be asked to help us so thanks in advance for your willingness to help.

Free speech issue on campus that has created a lot of discussion. A discussion with campus on free speech will be conducted. This is an nationwide issue and we must inform and educate our students on what we can and cannot do and to be respectful of others views. Also looking at more structure about who comes on campus. Received feedback from students about their concerns.

Crowdfunding campaign for Pride Center. The rumor about the University requiring the students to raise money for a center. Trent Bauer appearing on the Ellen show had nothing to do with our
conversations. He was asked to provide a proposal with a budget, like any other group would do. We continue to go through this process and the campaign funds can be used.

Conversations about Chincoteague Field Bay Station. The Presidents/System have decided to sell the field station due to the large expense for schools to maintain (specifically 3). Hoping that a buyer will continue it as it currently is.

President Carter shared several quotes on change. Everyone needs to help with the process of change. Your dialogue and support is appreciated. Things will be harder and challenging. You are encouraged to keep the lines of communication open. We must continue talking about what is good/right and how we can get to where we need to be. Step out of the box, bring your ideas forward, and let’s work together.

FOR THE GOOD OF THE ORDER:

- A lot of IT projects – customer management; scholarship management tool (SUF purchased); supporting data mapping from Finance & HR (Academic Performance Solutions); ending evaluation phase for enrollment manage tool; transfer articulation tool.
- Training for information security continues
- Last open house for fall is November 18 with 571 students registered
- A Place for You program on November 17
- Counselors are heavy in travel – if you need anything, please reach out to Dr. Haughie
- Financial Aid working on getting aid packages ready for January
- Registrar’s Office is busy with scheduling and the new catalog
- COB MBA program ranked one of top 297 in the world by Princeton Review 2018 – currently 796 AACSB accredited schools. Only other PASSHE school has made the last two rankings is IUP
- Successful visit by A&S advisory board last month
- ABET was here to visit with Computer Science for regular accreditation visit; it went very well and no results until July
- Receiving email regarding Library install of one-touch studio and how the room can be used and reserved – opportunity to use thumb drive and create a video of themselves to practice speeches or interview practice
- Winter on-line – 71 courses with more sections likely to be added – enrollment 876 a/o today; total last year 1186
- Likely to see social media this week on Distance Ed and non-traditional student week
- Three new shows at Luhrs – tickets on sale
- End of year – if you haven’t made a gift to the Foundation, please do so. If you have, thank you
- Social Equity/PaSSHE conference two weeks ago. Wants to look at policy on free speech, viewing Kutztown which has already been vetted
- Linkedin – job apps are shared this way. Connect with Carlesha or Brian Johnson to help push the ads out; quite a few faculty positions
- Human Understanding grants – 5 grantees with letters going out no later this week
- First Amendment issue – partnering with Dickinson November 17 & 18
- West Chester is hosting PaSSHE Inclusion conference November 16 & 17
- Revising and revamping policy procedures for disciplinary boards
- Beginning conversations about university wide advising center
- Dr. Laskowski and Mrs. Maun are working together to increase participation by faculty for Commencement
• Voting on one-year contract APSCUF – CASD may strike on November 13
• DACA info is being compiled – we have one student
• Friday afternoon a community wide invitation for photo to be taken for Mr. Zullinger and the turn out was amazing; hoping GBLUES situation will be resolved
• Forum met October 24 with light agenda: BS in Civil Engineering was presented and approved
• EdHS Teach In in Social Work/Gerontology
• Drew Michael Taylor Foundation provides grief and support for families focused on youth. Event over the weekend and this is the only non-profit that is partnered with a university
• Future Educators LLC raised $300 for Downey Elementary –
• Minor gerontology – Dara Bourassa two week medical residence in Hershey focused on hospice and dying

President Carter addressed GBLUES - Future Groups made recommendation for GBLUES to become a charter school. They are very controversial and can be perceived as a detriment to the local school district. There is a new superintendent and soon school board members. Hopeful to begin conversations with new leadership. We are very concerned for its future and sustainability long term. We will meet with the Futures committee. Dr. Hill stated that Dr. Wilson begins in December and school board elections are this month.

Inauguration will be held April 20, 2018 at 11:00 a.m.

MEETING ADJOURNED AT 10:58 am

MINUTES prepared by Robin Maun