SHIPPENSBURG UNIVERSITY
EXECUTIVE SUMMARY OF THE ADMINISTRATIVE RETREAT
May 10 and 11, 2010

CABINET PARTICIPANTS:

Dr. Bill Ruud, President
Dr. Jack Benhart, President, APSCURF
Mr. John Clinton, President & CEO, Shippensburg University Foundation
Mr. Timothy Ebersole, Executive Director, University Relations
Ms. Mindy Fawks, Associate Vice President, Administration & Finance
Dr. Brendan Finucane, President, APSCUF
Dr. Leslie Folmer Clinton, Associate Vice President for External Affairs and Director, Luhrs Performing Arts Center
Dr. Peter Gigliotti, Executive Director, Communications & Marketing
Ms. Cytha Grissom, Chief, Department of Public Safety
Dr. Sara Grove, Chair, University Forum
Dr. Jody Harpster, Executive Vice President, External Affairs & University Relations
Mr. Wayne Hershey, President, AFSCME
Dr. James Johnson, Dean, College of Education & Human Services
Mr. Stephen Latanishen, President, Student Association
Dr. David Lovett, Associate Vice President for Student Affairs and Dean of Students
Dr. Barbara Lyman, Provost and Sr. Vice President, Academic Affairs
Dr. Dennis Mathes, Associate Vice President, Information Technologies & Services
Ms. Robin Maun, Executive Assistant to the President
Dr. Jeff Michaels, Interim Director, Athletics
Dr. Jim Mike, Dean, College of Arts & Sciences
Mr. Mark Pilgrim, Director, Institutional Research
Dr. George Pomeroy, Interim Director, Institute for Public Service
Dr. Rick Ruth, Vice President, Information Technologies & Services
Dr. Chris Sax, Dean, Extended Studies
Dr. Tracy Schoolcraft, Associate Provost and Dean of Graduate Studies
Dr. Marian Schultz, Dean, School of Academic Programs & Services and Library and Multi-Media Services
Dr. Roger Serr, Vice President, Student Affairs
Dr. Thomas Speakman, Dean, Enrollment Services
Dr. Denny Terrell, Vice President, Administration & Finance
Dr. David Topper, Associate Vice President, Administration & Finance
Dr. Melodye Wehrung, Executive Director, Social Equity
Dr. Tony Winter, Interim Dean, College of Business

OTHER PARTICIPANTS: (Monday session only)

Dr. Jan Arminio, Chair, Counseling & College Student Personnel
Dr. Joe Borrell, Chair, Communication/Journalism
Ms. Carolyn Callaghan, Coordinator, Extended Studies
Mr. John Cookus, Director, Criminal Justice Juvenile Training & Research
Dr. Mike Coolsen, Chair, Management/Marketing
Ms. Dawn Cutshall, Bursar
Ms. Anne Detter, SU Foundation
Ms. Amy Diehl, Director of Systems & Applications
Dr. Doug Ensley, Co-Chair, Academic Master Plan
Ms. Stephanie Erdice, Interim Director, Women's Center
Dr. Tom Frielle, Academic Master Plan
Mr. Mike Gardner, Director, Broadcasting
Mr. Tony Gardner, Assistant Director, Utilities & Energy Management
Ms. Patty Gochenauer, Career Development Center
Ms. Shelley Gross-Gray, Instructional Technology Specialist
Mr. David Henriques, Assistant Dean, Academic Programs & Services
Dr. Phil Henry, Director, Counseling Center
Dr. Peggy Hockersmith, Associate Dean, College of Education & Human Services
Dr. Deb Jacobs*, Chair, Social Work/Gerontology, President-Elect, APSCUF
Ms. Karen Johnson, Associate Director, Learning Center
Dr. John Kooti, Dean, College of Business
Mr. Bill Lensie, Associate Director, Physical Plant
Dr. Kim Long, Associate Dean, College of Arts & Sciences
Ms. Laura Ludlam, Director, Publications & Advertising
Ms. Paula Madey, Director, Disability Services
Dr. Tim Maret, Chair, Biology
Ms. Debbie Martin, Director, Purchasing & Contracting
Ms. Mira Mattern*, Web Designer
Ms. Linda Miller, SU Foundation
Dr. Sue Morin, Chair, Psychology
Mr. Doug Nichols, Chair, Administration
Dr. Kim Presser, Mathematics/Vice President-Elect, APSCUF
Dr. Agnes Ragone, Chair, Modern Languages
Dr. John Richardson, Chair, Chemistry
Dr. Jose Ricardo, Academic Master Plan
Dr. Susan Rimby, Chair, History/Philosophy
Dr. Russell Robinson, Chair, Exercise Science
Ms. Lisa Ronan, Assistant Director, Human Resources
Ms. Barbara Rotz, Lehman Library
Mr. Michael Schaul, Chair, Council of Trustees
Ms. Trina Snyder, Interim Director, Financial Aid
Ms. Cathy Sprenger, Registrar
Dr. Cheryl Slattery, Teacher Education
Mr. Terry Starr, Associate Director, Physical Plant
Ms. Cindy Stitt, Vice President, AFSCME
Ms. Jane Thompson, Director, Accounting

Dr. Ronnie Tucker, Academic Master Plan
Dr. Tom Verney, Interim Associate Dean, College of Business
Dr. Steve Wallace, Academic Programs & Services
Mr. Bill Washabaugh, Associate Dean, Admissions
Dr. Carol Wellington, Chair, Computer Science
Dr. Patti Wolf*, Assistant Dean, College of Business
Mr. Dave Wozniak, Safety Coordinator, Public Safety
Ms. Deb Yohe, Executive Assistant to the Provost

(* indicates participation both days)

Monday, May 10

Dr. Ruud introduced Dr. John Kooti, new Dean for the John L. Grove College of Business. Dr. Kooti will begin his new duties this summer.

BUDGET: Dr. Terrell gave an overview of the current budget and a PASSHE budget history showing comparisons from previous years. Ms. Fawks continued the discussion about the budget current situation.

ACADEMIC MASTER PLAN: Drs. Chris Sax and Doug Ensley, co-chairs of the Academic Master Plan, provided an update on the current status. Retreat participants were asked to review the draft Academic Affairs mission, goals & objectives, then discuss and report on ways to achieve.

LUMINUS/SUNGARD: Representatives from Sungard gave a presentation of where we are currently at with implementation of Banner, as well as a visual presentation of the many features that Banner will provide. One such feature will be a degree audit system, which will allow students to see what they've taken and what they need to take.

Dr. Lyman thanked everyone who has been involved in the AMP process and for taking part in the opportunities available for input. Dr. Lyman gave a special thanks to Drs. Sax and Ensley and the members of the AMP steering committee, task force and planning support team. Thus far, the process has been fairly successful. The charge was to engage the campus community in a highly inclusive process and concentrate on the process of academic program development. Dr. Lyman asked the task force to continue to help Academic Affairs to develop processes we can have confidence in as we move forward with academic program development. The AMP will not tell us what new programs we will have, but will lead us to prioritization of new programs, majors, minors, etc., with the resources we have.

Dr. Ruud spoke briefing on the following topics: Entrepreneurship – we need to teach more; everyone should be sharing; thinking about the AMP; priorities – we will need to make some choices; and what can't we do i.e., nursing, etc.

Retreat participants were asked to refer to the Strategic Visioning overview from last year's Administrative Retreat and discuss and identify in groups 8-10 issues. What are our strengths, opportunities, and weaknesses?

Tuesday, May 11

SOCIAL NETWORKING: Patti Wolf gave a presentation on Social Media 101 the most commonly used social networking sites: Facebook; My Space; Linkedin; Twitter; YouTube, and Flickr or Blogs and the features of each.

Dr. Harpster provided an overview of social networking and its pros and cons, as well as the legalities. Our legal counsel advises us that we are agents of the state. If we set up a site and personally sign for it, we are responsible because it is an open forum. If we are directed to open an account, we are still responsible and personally accountable. If we put the logo on Facebook, Facebook will then own the logo. A number of sister institutions have added staff to monitor due to inappropriate comments. This was argued because it is a public site.

Participants were asked to answer 4 questions: How could we as a University best use social networking media; How does the use of social networking media fit into our institutional mission and strategic plan; Should we use a centralized strategy, a decentralized strategy, or both to make use of social networking media on campus; and How are we going to allocate or re-allocate resources to implement and manage social networking media? The results are shown in MINUTES ATTACHMENT 1.

Dr. Harpster indicated that the longer we wait the further behind we get. The students don't care about the legalities. Dr. Ruud asked Dr. Harpster to do the following: 1) conduct an audit; who is doing; 2) recommend development of policy/guidelines if necessary; and 3) research other places and the benchmarks and recommend a model back to EMT and Cabinet.

BUDGET: Ms. Fawks reviewed the fee proposals and discussed the increases for 2010-2011. Several of the fees were discussed and it was noted that some fees were nominal and had validity to be increased. It was decided that each owner of a fee needs to be able to explain exactly what the fee is used for and what, if any, a fee increase should be. Dr. Johnson reviewed the reason/need for a Field Placement Fee. Upon a motion of Dr. Ruth, seconded by Dr. Johnson, the fee proposal for 2010-2011 was approved as shown in MINUTES ATTACHMENT 2, with the understanding that we will look at and revise fees as/where necessary.

ACADEMIC MASTER PLAN: Draft remarks are to be reviewed and asked that clarification be given, if needed, to Dr. Ensley. Overview of this activity is shown in MINUTES ATTACHMENT 3.

Dr. Ruud provided the overview of Issues/Recommendations for 2010-2011, shown as MINUTES ATTACHMENT 4.

MINUTES PREPARED BY Robin Maun