

**SHIPPENSBURG UNIVERSITY**  
**EXECUTIVE SUMMARY OF THE ADMINISTRATIVE RETREAT**  
May 4 and 5, 2009

**PARTICIPANTS of CABINET:**

Dr. Bill Ruud, President  
Mr. Lance Bryson, Executive Director, Facilities Planning and Management  
Mr. John Clinton, President & CEO, Shippensburg University Foundation  
Mr. Timothy Ebersole, Executive Director, University Relations  
Ms. Mindy Fawks, Associate Vice President for Administration & Finance  
Dr. Brendan Finucane, President, APSCUF  
Dr. Leslie Folmer Clinton, Associate Vice President for Student Affairs for Campus Programs and Director, Performing Arts Center  
Dr. Peter Gigliotti, Executive Director, Communications & Marketing  
Mr. Chris Gray, President, Student Association  
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, AFSCME  
Dr. Steve Holoviak, Dean, College of Business  
Dr. James Johnson, Dean, College of Education & Human Services  
Dr. David Lovett, Associate Vice President for Student Affairs and Acting Dean of Students  
Dr. Barbara Lyman, Provost and Sr. Vice President of Academic Affairs  
Ms. Robin Maun, Executive Assistant to the President  
Dr. Jim Mike, Dean, College of Arts & Sciences  
Dr. Roberta Page, Director of Athletics  
Mr. Mark Pilgrim, Director, Institutional Research  
Dr. Rick Ruth, Vice President, Information Technologies & Services  
Dr. Chris Sax, Dean, Extended Studies  
Dr. Tracey 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 for Student Affairs  
Dr. Thomas Speakman, Dean, Enrollment Services  
Dr. David Topper, Associate Vice President for Administration & Finance  
Dr. Melody Wehrung, Executive Director, Social Equity

**OTHER PARTICIPANTS:** (Monday morning session only)

Dr. Allen Armstrong, Chair, Physics  
Dr. Angela Bartoli, Academic Master Plan Team  
Dr. Joe Borrell, Chair, Communication/Journalism  
Ms. Kristin Bowman, Student Association  
Ms. Katie Brown, Student Association  
Ms. Laura Burkett, Director, Publications & Advertising

Ms. Carolyn Callaghan, Coordinator, Extended Studies  
Mr. Darrell Claiborne, Director, University Union & Student Activities  
Mr. John Cookus, Director, Criminal Justice Juvenile Training & Research  
Dr. Mike Coolsen, Chair, Management/Marketing  
Dr. John Coyle, Physician, Etter Health Center  
Ms. Dawn Cutshall, Bursar  
Mr. Peter D'Annibale, Director, Financial Aid  
Ms. Anne Detter, SU Foundation  
Ms. Amy Diehl, Director of Systems & Applications  
Dr. Phil Diller, Director, Luhrs Elementary School  
Dr. Steve Dolbin, Chair, Art  
Ms. Stephanie Eagle, Assistant Director, Institutional Research  
Ms. Stephanie Erdice, Interim Director, Women's Center  
Dr. Jerry Fowler, Chair Educational Leadership & Special Education  
Ms. Cinda Gibbon, Associate Dean, Library Services  
Mr. Tom Gibbon, Chair, Academic Services  
Dr. Steve Haase, APSCUF  
Dr. Nanette Hatzes, Director, Learning Center  
Mr. David Henriques, Assistant Dean, Academic Programs & Services  
Dr. Phil Henry, Director, Counseling Center  
Ms. Deb Hess, SU Foundation  
Dr. Peggy Hockersmith, Associate Dean, College of Education & Human Services  
Dr. Linda Hoover, Academic Master Plan Team  
Mr. Dan Hylton, Director, Career Development Center  
Mr. Nick Iula, Director, Chartwells  
Dr. Deb Jacobs, Chair, Social Work/Gerontology  
Dr. Stephanie Jirard, Chair, Criminal Justice  
Dr. Berkley Laite, Chair, Library & Media Services  
Mr. Steve Latanishen, Student Association  
Mr. Bill Lensie, Associate Director, Physical Plant  
Ms. Christy Lentz, Institute for Public Service & Sponsored Programs  
Dr. Kim Long, Associate Dean, College of Arts & Sciences  
Mr. Bob Lutz, Physical Plant  
Ms. Paula Madey, Director, Disability Services  
Dr. Tim Maret, Chair, Biology  
Ms. Debbie Martin, Director, Purchasing & Contracting  
Ms. Linda Miller, SU Foundation  
Ms. Chrystal Miracle, SU Foundation  
Dr. Sue Morin, Chair, Psychology  
Mr. Doug Nichols, Chair, Administration  
Dr. Greg Ochoa, Director, Academic Success Program  
Mr. Galen Piper, Director, Intramurals-Recreation  
Dr. George Pomeroy, Director, Center for Land Use & Planning  
Dr. Agnes Ragone, Chair, Modern Languages  
Dr. Susan Rimby, Chair, History/Philosophy  
Dr. Russell Robinson, Chair, Exercise Science  
Ms. Lisa Ronan, Assistant Director, Human Resources  
Mr. Justin Sentz, Director, Web Technical Services

Dr. Joe Shane, Planning & Budget Council  
Ms. Jeff Sommer, Director, Luhrs Performing Arts Center  
Ms. Cathy Sprenger, Registrar  
Mr. Terry Starr, Associate Director, Physical Plant  
Ms. Cindy Stitt, Vice President, AFSCME  
Ms. Jane Thompson, Director, Accounting  
Dr. Tom Verney, Interim Associate Dean, College of Business  
Dr. Steve Wallace, Academic Programs & Services  
Dr. Patti Wolf, Assistant Dean, College of Business  
Mr. Dave Wozniak, Safety Coordinator, Public Safety  
Ms. Judy Yetter, Director, Frehn Center  
Ms. Deb Yohe, Executive Assistant to the Provost

### Monday, May 4 - Session 1: Overview

The topic of the retreat was Strategic Visioning 2009-2014: Environmental Scanning. Retreat participants were divided into "teams" with five teams in three categories. Categories were:

External Scanning: (assess outside forces, opportunities & threats)....and constraints. Types of external forces are economic; technological; political/legal; demographic; competitive; educational

Internal Scanning: (strengths and weaknesses) i.e., personnel; financial resources; facilities; programs; image; climate/culture

Values Scanning: (identify basic philosophy) i.e., origin of values; culturally derived; discipline based; and role based. Effects of values – what does each level value?

Each team was asked to identify five elements in their assigned scan. In addition, teams were to identify five of our most important initiatives in the next two years and up and up to five things we could do without or should stop doing.

Teams were provided ample time for this exercise which was followed by detailed reports from each team.

### Session 2:

Information from the morning session was compiled and presented to Cabinet. Cabinet members were asked to prioritize each category.

### Tuesday, May 5

Ms. Fawks reviewed the budget for FY 08-09 and projections for FY 09-10, as shown in MINUTES ATTACHMENT 1.

President's Closing Remarks:

Dr. Ruud shared the final lists as shown in MINUTES ATTACHMENT 2. As we put together a new vision, mission & values statement, we will combine or eliminate from these lists. Our budget also plays a major role, as it is tied to our vision and direction. EMT will discuss key elements of strategic vision at its retreat next month.

MINUTES PREPARED BY Robin Maun