

Shippensburg University of Pennsylvania -- Accountability Summary 2007-2009

Shippensburg University continually looks for ways to measure itself and to ensure it is accountable for its performance to its internal and external constituencies. Internal accountability has been measured most recently in a self-study completed for the successful Middle States re-accreditation process. The University is also part of the accountability process conducted by the Chancellor's Office of the Pennsylvania State System of Higher Education. In that most recent review, the University met or exceeded 94 percent of its target goals, its highest to date in that process.

Other recent University accountability successes include:

- A record enrollment of 8,253 students (6,942 undergraduates and 1,311 graduate students). This is a four percent overall increase, with a three percent increase for undergraduates and four percent for graduates.
- Notification that the University again earned a 10-year re-accreditation from the Middle States Commission on Higher Education. The report letter said that "Overall, Shippensburg knows its mission and is performing in an exemplary manner. It is an institution of integrity, and a place of significant student learning."
- SAT scores of the first-year students also increased for the third consecutive year from 1016 in 2007 to 1020 in 2008 to 1030 in 2009.
- A four-year graduation rate of 43.13 percent, highest in the Pennsylvania State System of Higher Education. That rate exceeded both the benchmarked peer's target and the system performance target. Also, the University exceeded the overall six-year graduation rates and for Hispanic minorities in the four-year graduation rate category.
- The second year persistence rate for Black minority students has continued to increase with the University exceeding its own targets in both the number and percentage rate of Black student retention.
- Among executive employees, the University results produced three exceeds against its local targets in the areas of employee diversity.
- Endowment market values continue to exceed the local University targets.
- Measures of faculty quality continue to remain strong with Shippensburg exceeding our local target on the number of faculty with terminal degrees. The University also exceeded the percentage of such faculty against both system level targets and benchmarked peer group populations.
- The Shippensburg University Foundation received gifts totaling \$4,684,000 from July 1, 2008 to June 30, 2009. Direct support to the University totaled \$3.5 million, a 16.7% increase over the previous year, and, for the first time, scholarship support eclipsed \$1 million.

In its approach to accountability and assessment, the University looks at various areas, including programming, personal/fiscal responsibility, facilities and outreach. Among the highlights are:

Programming:

- Graduate programs offered off-campus included expanding the MBA program into the Hanover area as well as a business graduate certificate program. Shippensburg exceeded both its institutional targets and the system performance targets in the masters cost per FTE student performance measure.
- Opened the Small Business Development Center and received a PASSHE grant to fund an Entrepreneurial Leadership Center. This will allow our students to learn the fundamentals of entrepreneurship and also support regional economic development.
- Established the Division of External Affairs and University Relations in Spring 2008, enhancing the University's ability to better promote its strategic agenda and to stimulate greater understanding and support with both internal and external constituencies.

- Implemented a broad based marketing/branding campaign in Spring 2008 and continued that campaign. Results to date demonstrate significant success and gains, and the campaign has won national awards.
- Continued to deliver a model drug and alcohol education program and offer alternative programs to reduce underage drinking
- Completed professional accreditation of the Counseling Center
- Entered into an agreement with Harrisburg Area Community College student taking honors level courses to allow them to seamlessly transfer into Shippensburg's Honors Program.

Personnel:

- More than 90 percent of our faculty have a terminal degree and many are involved in joint student-faculty research projects.
- Supported PASSHE Strategic Sourcing Initiatives by having University personnel serve on committees for the Student Information System and Construction Commissioning collaborative contracts; and by using PASSHE collaborative contracts such as those for computers, office supplies, car rentals, and prescriptions.
- Balanced the University's budget in 2007-2008 by cutting costs/increasing revenue by \$1.9 million. In 2008-2009, the University balanced its budget by cutting costs/increasing revenue by \$2.7 million.
- Implemented a system that allows students to make payments on-line that will save the University more than \$300,000 per year.

Facilities:

- Completed the Campus Facilities Master Plan, which included a student housing master plan, a utilities master plan, classroom and laboratory utilization analyses, a Crime Prevention through Environmental Design (CPTED) analysis, and a classroom and laboratory condition survey. This lays the groundwork for significant University facilities investments and land use while providing a facilities and infrastructure plan for FTES growth scenarios.
- Completed a new student recreation facility providing a state-of-the-art spa/gym facility featuring exercise equipment and classes, locker rooms, and sports space for students and faculty/staff.
- Completed the \$9.1 million Dauphin Hall renovation and addition project.
- Completed construction on the \$650,000 Burd Run Bridge project as part of FHWA grant-funded project in partnership with PennDOT and the Center for Land Use.
- Completed the Reisner Dining Hall design, awarded construction contracts, and completed a \$14.4 million multi-phased construction project.
- Completed the CUB addition/renovation feasibility study and received BOG approval to proceed with design for this \$28 million project. Construction is expected to start in March 2010.
- Started the construction phase for the \$7.5 million Huber Arts Center renovation and addition with a projected completion date of December 2010.
- Completed renovation of the first floor of the Lehman Library.
- Initiated several pre-design studies in support of the plans to reconstruct our on-campus student housing.

Outreach:

- The Luhrs Performing Arts Center (LPAC), which opened in January 2006, continues to exceed all projections for attendance, revenue, customer satisfaction, and consequently, regional economic development. More than 160,000 visitors to the LPAC have attended performances.
- The University is an active member and directly engaged in most local Chambers of Commerce along the I-81 corridor from Hagerstown, Md. to Harrisburg, Pa. The University has developed and implemented new, as well as enhanced existing, regional alumni chapters along the I-81 and I-83 corridors from Hagerstown to Harrisburg to York, PA.

- Students completed more than 10,000 hours of community service
- Planned and hosted the annual Community Children's Fair
- Hosted the Special Olympics Fun Meet
- Hosted a Breast Cancer Awareness event during an intercollegiate basketball game
- Hosted special events during football games that recognized the military, police, fire and emergency personnel

Effective Use of Technology and Electronic Resources:

- The library implemented the Ares Electronic Reserve System. This software is designed to automate library reserve systems, allowing students to access readings, syllabi and other course-related materials through the BlackBoard Course Management System. Ares also assists the Access Services Department in managing copyright compliance issues as they relate to reserve materials.
- Having approved a new acquisitions policy for journals that prioritizes electronic format, the library transitioned all titles that were available online with our 2009 renewals through EBSCO. This change allows faculty and students to access approximately 60% of our subscribed journals via the worldwide web.
- Beginning in the summer of 2007 and extending through the 2008-09 academic year, the library performed an extensive evaluation of the collection, withdrawing journal content that was duplicated in online archival collections such as JStor and weeding multiple copies, damaged volumes, outdated editions, and books that no longer supported the curricular needs of the university. Approximately 70,000 volumes were de-acquisitioned from the collection.
- In the summer of 2008, the library's entrance was improved and the Lobby, and Circulation desk were renovated. Data shows that library attendance has nearly tripled since 2006. Collection Management, Reference, and Government Documents evaluated their collections and added electronic products. The Serials Committee changed vendors, converting more than 400 (61%) of our journals formerly available only in print to electronic access, providing 24/7 access for all. Reference and Instruction Committees assessed student learning at the Reference Desk via feedback forms. Access Services shifted the physical collection of half a million items now housing all general collection books on the one level. The Library's A-Z collection is now housed on one level. The renovation of the library's first floor will provide modern spaces for collaborative learning for our students, enhanced reference and instruction areas and improved facilities for the Learning Center.
- New support areas, such as Student Helpdesk, have been developed and added to the Virtual Student Center, now titled Current Student, webpage. The Current Student site provides students with a single URL to access much of information they need. These support areas include the Learning Center, Library, Career Services, Honors, Internships, Housing, etc. Online billing was implemented to allow students to pay bills online with credit card or eCheck. As other academic, administrative and support areas move into the system, redundancy of information will decrease and cross linking will improve. The Current Student page continues to be viewed more than any ship.edu page other than the homepage.
- Implemented Email Archiving to allow expansion of email storage capacity for students, faculty and staff. This project was accomplished using Virtual Machine (VM) Technology. The use of VM promotes reduction in server hardware, power, and a/c requirements to run applications. This technology will also be used in Ship's implementation of SunGard's Banner Student Information System.
- Received the award for and implemented the Congressionally Directed Technology Grant for the Enhancement of Campus Wireless Connectivity (and developed an application for the Broadband Grant Public Computer Center category). By using a gap-analysis, we evaluated, expanded and enhanced wireless coverage in several academic, administrative and outdoor locations on campus. Funding for this expansion was acquired through this Federal grant.
- Technical support is now provided to students on how to make their personal computers "greener" through our Emerald Green Program and a university-wide toner recycling program has been established.

- Implemented the new “event planning” section of the web site that automates the paper-based event processes.

Service to the Community, Region, and Commonwealth:

- Community patrons of the University Library can now obtain guest logins, which allow access to all public PCs, online databases, and printers.
- The Library Archives created a web exhibit for the Shippensburg Historical Society’s Museum Extension Project models. Four of its models were contributed to the State Museum’s exhibit commemorating the 75th anniversary of the New Deal.
- SU TV expanded Its global reach to the university community, alumni and general population by broadcasting football and basketball games as well as special events through the use of broadband video streaming,
- The Campus Radio Station has expanded the ability for listeners in the community to receive programming. The antenna is now temperature controlled for the winter months to diminish signal degradation. Signal strength (WSYC reception) now penetrates better into downtown Shippensburg and surrounding communities. Sound clarity has been enhanced. Daily transmitter readings are captured and logged.
- The 5-week online training for new online faculty was revised and taught in collaboration with Clarion University. The summer/winter online faculty orientation was converted from the face-to-face to online format, to provide flexibility and for faculty and a robust set of resources. Institutional membership in Quality Matters continued. The Office of Extended Studies sponsored three QM trainings for IDDS staff, conducted two QM trainings for faculty, and sponsored three webinars for faculty focused on online course pedagogy and assessment. Shippensburg assisted PaSSHE Chancellor’s office in promoting Quality Matters by providing two general overview sessions and individual sessions at Mansfield, Bloomsburg, Clarion, and Millersville. Efforts resulted in ten new QM institutional memberships in the PaSSHE system. Shippensburg facilitated nine online QM trainings for PaSSHE, with a total of 154 participants. A training arrangement was negotiated with QM, resulting in a total \$3125 savings to PaSSHE universities.
- Adding to data center services already provided by Shippensburg University for PaSSSHE universities, Ship now hosts a shared Media Site server in a pilot program. (Shippensburg hosts the KLN Hub site for all PaSSHE universities, implementing upgrades to Remote Authentication software, Voyager Library Database software, and these Media Site services for PASSHE schools.)
- Maintain and implement the Shared Administrative System by providing a loaned executive to the project, by continuing to participate in the Active Directory Initiative, and by continuing preparation to become the second data center of this system-wide project. Upgrade data center with additional electrical and air conditioning capacity which includes redundancy. Install generator to keep data center running in the event of sustained power outages. Upgrade will allow for the expansion of services offered to PASSHE by our data center.

Campus Safety and Emergency Response

- Equipment upgrades have centralized video (graphics) and audio notification of an emergency on campus including all Campus Cable Channels and simultaneously on WSYC via telephone. Graphics can be updated remotely using web interface software. In an emergency, the Campus Police or designated personnel can disseminate graphic and / or audio emergency information to listeners and viewers on campus utilizing one system. The Director of Broadcasting and Chief Engineer trained the Chief of Police, Director of Public Safety and Vice President of Communications on operations. Monthly tests are performed by these designated personnel to monitor functionality. Select and install an outdoor mass notification system which permits ease of access by authorized administrative offices with near 100% campus coverage.