

Council of Trustees

Shippensburg University
1871 Old Main Drive
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Council of Trustees

Friday, November 15, 2024

Public Meeting Minutes

The Council of Trustees of Shippensburg University met on Friday, November 15, 2024 at 2:00 PM at Shippensburg University in the Ceddia Union Building MPR in Shippensburg, PA as well as visible through a live stream.

Attendance: Trustees Doug Harbach, George McElwee (Zoom), Ashley Loper, Moriah Hathaway, Glen Grell, Colin Arnold and Bryan Lowe were in attendance.

Absent: Trustee Matthew Steck

Call to Order

Chairperson Doug Harbach called the meeting to order at 2:00 PM. He then led the council in the Pledge of Allegiance.

Public Comments – No public comment.

Board Action Items

ACTION: The Published Agenda was motioned for approval by Trustee Grell and seconded by Trustee Lowe. Motion passed unanimously.

ACTION: Meeting minutes from September 20, 2024, was motioned for approval by Trustee Arnold and seconded by Trustee Loper. Motion passed unanimously.

President's Report

President Patterson updated the trustees on the following topics:

Accreditation: An update on Middle States Planning was given along with a timeline outlining we are currently collecting evidence that will lead to writing the self-study in Fall of 2025. The last visit was the 2018-2019 Academic year. We were asked to submit a Supplemental Information Report to provide further evidence of planned activities. This year, the Middle States Self-Study process has begun with broad representation from across the university. The MSCHE Self-Study Institute has

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begun and will continue with the Fall term and Shippensburg's MSCHE Executive Committee and the Working Groups will start meeting later this Fall.

Milton & Doreen Morgan School of Engineering: An overview was completed outlining a continued growth of engineering students from Fall of 2023 to Fall of 2024. Also, the ABET Accredited programs include Computer Science, Mechanical Engineering (which saw the Largest Increase), Civil Engineering, Computer Engineering, Software Engineering and Electrical Engineering.

State System and Commonwealth updates: Information was shared on the PASSHE Chancellor search and the Interim Chancellor being Chris Fiorentino, recently retired President from West Chester University. AGB Search has been selected as search consultants to help with the selection of the next chancellor for the state system including the sear4ch committee and the timeline for the chancellor search. Currently, the process involved engaging stakeholders for feedback leading to a leadership profile being used to recruit candidates.

Information also was shared regarding PASSHE alignment of priorities, the search for the new DEI officer following Dr. Denise Pierson's appointment as provost at Cheyney University. Krista Cobb has been appointed as the interim Chief DEI Officer for the State System. across the system seeking an increase of 6.5% (\$40.3 million) for the 2025-26 academic year to keep tuition frozen for an eight year. Two pieces of legislation were reviewed including Act 89 called Grow PA and Act 69 signed by the governor under House Bill 897.

The change of administration at the federal level and impacts on higher education including title nine regulations that were passed under the Biden Administration and how those could or could not change under the incoming administration.

The census report for Fall 2024, admissions and enrollment management initiatives including direct admissions, sustainability plans and marketing assets that we are using for recruitment.

Lastly, the Kriner Hall renovations are soon to be under way as well as renovations to Franklin Science Center.

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From the Division of Academic Affairs

Provost, Darrell Newton, presented the following Action Item for Trustee consideration:

ACTION: Governance restructuring of Head Start oversight was motioned for approval by Trustee Arnold and seconded by Trustee Hathaway. Motion passed unanimously.

Presentation: Chincoteague Bay Field Station; Professor Sean Cornell provided an update and review of the Chincoteague Bay Field Station. Student Paige McGovern led a presentation and gave perspective from a participant in the program.

Provost, Darrell Newton, submitted the following to add to the public record as a report for Academic Affairs:

- College of Education and Human Services is hosting an 150th Anniversary Celebration during Alumni Days on May 31, 2025
- The 150th Anniversary Celebration will kick-off with Giving Tuesday on December 3, 2024 with some targeted giving challenges for alumni, advisory board members, and friends of the college.
- Provided an update on the PA Student Teacher Support Fund
 - \$10,000 Stipend for Student Teachers who were selected after application and commitment to teach in PA for 3 years post-graduation.
 - PHEAA is delivering the PA Student Teacher Support Fund and has been actively determining logistics across the semester. No student teachers have yet to receive their funding.
 - 51% of our fall student teachers (n = 19)
 - Four Secondary Education Students (2 Art, 1 Biology, 1 History)
 - Four PreK-4 Students
 - One of these students, Naimah Pollard, is completing their Student Teaching at GBLUES which means Mr. Wes Welty (second grade GBLUES teacher, Assistant Professor in Teacher Education) will be one of the recognized cooperating teachers for the PA Student Teacher Support Program.
 - Eleven Dual Students (PreK-4 and Special Education)
 - Twenty-two Ship student teachers for the upcoming spring semester were provisionally selected as we still need them to progress through the fall semester and meet all the placement requirements as spring semester approaches.
- Update on Impact of PASSHE PDO Grant
 - Grant from PA Office of Child Development and Early Learning (OCDEL); led by

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Shippensburg University across 67 counties

- 4 PASSHE partners, 26 public and private educational partners
- Fund Pediatric First Aid/CPR for ECE employees
- PreK Counts staff educational opportunities
- \$40 Million Grant AND \$190,000 Teacher Ed Dept Grant for Phil
- Remove cost & barriers to make higher education possible for ECE workforce
- Elevate the ECE profession through increased education/skills
- Provide equitable funding opportunities for workforce
- Increase quality of ECE programs
- Provide pipeline for High School Students into education
- College Engagement in Work-Based Learning PROJECT TIMELINE & UPDATES; AY 2024-25
Overall Project Timeline and Updates:
 - Focus on integration into 6-10 courses while simultaneously building the small business micro-internship and internship program. Fall Semester: 13 Courses/ 21 Sections
 - Work with Provost and Registrar to identify / designate courses with a work-based learning component embedded into the curriculum. Have met to identify courses at the Catalog Level for Spring '25 and will identify course level for Fall 2025
 - Develop a Career Readiness credential for students that highlights their work-based learning experiences. Created Raider Career Ready Badge: career.ship.edu/rcr
- WBL Progress to date AY 2024-25; Fall 2024 Semester: College Engagement in Work-Based Learning PROJECT TIMELINE & UPDATES; AY 2024-25 Overall Project Timeline and Updates:
 - 14 Faculty (Confirmed) for course integration
 - 13 Courses/ 21 sections to implement WBL activities - career panels, guest speakers, job shadow, project implementation, site visits, micro-credentials, OTJ training, networking, mock interviews
 - SOWK 450 Social Work Policies and Services with Dr. Sam Benbow
 - 18 Events – planning in process
 - Department of Athletics – 1st & 2nd Year Student Athletes Internship Panel
 - Student Touchpoints to date:
 1. First year: 325
 2. Sophomore: 62
 3. Junior: 35
 4. Senior: 16
 5. Total 438 with over 85 employers involved.

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From the Division of Administration & Finance

Vice President Wilson updated the Trustees on information related to Administration and Finance:

The new Director of Accounting; Stacy Paulson was introduced. As a CPA Stacy comes with 20 years of experience. Luke Winter from Clifton, Larson & Allen provided a report and presentation on the final audit of 2023-24 fiscal year ending June 30, 2024.

ACTION: The 23-24 Financial Statement and Audit was motioned for approval by Trustee Grell. The motion was seconded by Trustee Loper. Motion approved unanimously.

ACTION: Approval of the affiliation compliance documents for the S.U. Foundation and the S.U. Student Services are in compliance was motioned for approval by Trustee Grell and seconded by Trustee Arnold. The motion was approved unanimously.

From the Division of Enrollment Management & Marketing

Vice President Luft updated the Trustees on information related to Enrollment Management and Marketing:

Thank you, Chairman Harbach. Since our last Council of Trustees meeting, we have finalized the census for fall 2024 and kicked off a very busy travel season as we focus on 2025. I want to highlight some points of pride and ongoing efforts within the enrollment management & marketing division.

Broadcasting—On 11/17/24, the Shippensburg New Chronicle published a story about SUTV, WSYC, and The Slate's election coverage. This election coverage had been ongoing, and the students took the initiative to cover campaign events in Shippensburg. This was a huge undertaking for the students to prepare, especially for SUTV and WXYC, to execute Live coverage in addition to their normal classes.

Sports information: We have 11 athletic home matches in just 2 days, not including the coverage of our traveling teams. We also hosted the PSCA Championship in field hockey on campus, which included commentary, story write-ups, game previews, announcing, and photography. Congratulations, ladies, on winning, and Bill will travel to South Carolina with the FH team.

Marketing & Communication – We will be a case study with PA Media Group, retooling of transfer geo fencing marketing campaign, winter course campaign, new navigation (video on the slider), homepage and ADA cleanup on Ship.ed

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Post Bacc – Teacher certification is in its first phase of recruitment; we will first begin to work with our school district partners to offer this online/hybrid teacher certification program to certify their current teachers in need of emergency cert. Next, hopefully, early 2025, we will begin to advertise and recruit those looking for a career change and do not have a school district.

Admissions – Fall travel recruitment: 500+ HS visits so far this semester, 80 instant decision days, 3 very successful open houses, Ways to improve: we will add these instant decision days to our raider day visit starting Dec 2nd. We are also excited to report we are in the final steps to sign an MOU for Ship Start with Commonwealth Charter Academy (CCA).

Luhrs – Continued to expand our offers and is looking to expand our audience demographic with new performers; Luhrs hosting an employer meet & Greet and employee appreciation celebration with a comedy show, integrating ourselves with the community and local commerce. The first complete show takes over the place for a week or; they use our venue to set up and rehearse, and they provide free access to their dress rehearsal; this shows to other companies and performers. We are an option for this and provide our students with free access. KC & Sunshine band in January.

Financial Aid – Continued work on PA state grant; this has been another turbulent piece of financial aid after the FAFSA delays and trials; we are all hands on deck to continue to work with students to help them through the issues with the PHEAA grants portal. We have begun awarding spring aid, and we are looking to inform students for fall 25 that we will begin beta testing at the end of the month for the 25-26 FAFSA. We have also begun to implement financial aid awards and communications into Slate, our CRM, and phase out Campus Logic; this is an operational cost-saving measure.

Events & Orientation—The November open house was our largest of the season. The show rate was 83%, higher than 2023 November OH, which was 76%. That day alone, we also had 17 deposits for freshmen for Fall 2025, and 800 plus visitors to campus, with some very positive impactful feedback. Next up is our Admitted Student Day, which is Friday, November 22nd (next Friday). Then, we will begin gearing up to welcome our Spring 25 new students with orientations and our spring welcome weekend.

In conclusion, I would be remised to not give a quick enrollment update for spring 2025 and fall 2025. Our goals are set for both, and we are on track for our spring goals, including being hopeful transfers will be higher in spring than the goal of 100, aiding the missed goal from fall 2024. Ship start is currently 162% higher than spring 24 in relation to the deposits; this again is new students, not including our continuing students from our record admission year in fall 2024. We are also currently sitting 5% higher year over year in deposits for FTC for fall 2025 showing the admissions

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team efforts continue to be proven in the data.

From the Division of Student Affairs

Vice President Sheetz updated the trustees on the work within the Division of Student Affairs.

1. Earlier today I presented to the trustees the extensive work that the student affairs team provides to students through the on call 24 hours a day, 7 days a week, 365 days a year. We work with students with death a family members, AOD situations, harassment situations, behavioral interventions, and so much more. The work is difficult but we provide this one on one care that certainly contributes to students being able to stay at Ship.
2. I also presented information on Big Red's Cupboard. We have had a significant increase in usage this year, even over our record numbers last year. So far from Aug. 2- through October 2 we have seen 249 unique clients in BRC.
3. Community Engagement through Student Affairs sponsored Treats No Tricks in October with over 400 elementary and middle school students coming to campus. And this is exciting given that we are hearing that this is the age group we need to be marketing Ship to now.
4. We held our 3rd annual Fresh Check Day in late October which is a peer to peer check in day about mental health and wellness. Dr. Amber Norwood classes from the Psychology department are always heavily involved in working with Kurt Dunkel on this.
5. Finally, Housing and Residence Life hosted the SSLI conference having over 200 undergraduate students on our campus who are currently RAs at other universities. This was an excellent recruitment tool in the past for our graduate admissions program and our housing and residence life program and this was the first SSLI conference in person since COVID.

Reports

APSCUF Report

Aaron Dobbs provided the following update from APSCUF:

As Chapter Past President of APSCUF/SU I have a note of appreciation and of congratulation,

- Dr. Patterson, I appreciate your negotiation efforts with APSCU/SU to develop our agreed, and now mutually signed, local agreement on Faculty Winter Compensation.
- Congratulations to our Ship Athletes, Coaches, and Athletics trainers and leadership on their

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Fall seasons.

- Special recognition and congratulations to our PSAC-level competitors and championship teams and the Ship teams going on to NCAA national competitions!

AFSCME Report

I'm Steve Buher and representing our local. Our folks work very hard to make SHIP happen. Nominations for leadership elections are coming up and we really appreciate the support from everyone.

SCUPA Report

Representative Dr. Bridget Allen shared the following:

My name is Dr. Brigitte Allen, and I am the Director of Fraternity & Sorority Life. I am also a member of the campus SCUPA executive board filling in for president Kyle Miller today. I will be continuing his tradition of featuring a SCUPA staff member and their contribution to the Shippensburg University community.

Today I will be featuring LeeAnn Douglas, the Web Content Manager in University Communications and Marketing. In this role, she is responsible for all website content including written copy, photography, graphics, and video, as well as navigation structure, managing ADA compliance, and collaborating with the Office of Information Technology in requesting design and development projects.

LeeAnn has been with Shippensburg University for over a year and has enjoyed the opportunity to get to know other departments. Her role is unique in that the website must represent all pockets of Shippensburg University. She has made a significant effort to learn each department's pain points and strategic goals to inform the revisions to the website.

LeeAnn's role is vital because the website is the first line of communication between prospective students for recruiting purposes. It is the first place a student, parent, prospective faculty or staff member will go to learn about the university. It acts as a portal for existing students, faculty, and staff. The website experience can make the difference between recruiting a student or losing them to another university. On average the current attention span for Gen Z is 8 seconds. Gen Alpha is shorter than that and shrinking. The website needs to be organized, clear, attention-grabbing, and concise.

LeeAnn came to us from Tampa, Florida where she spent 23 years at Straz Center for the Performing Arts. At the time she left, she was the Senior Director of Digital Marketing. In this role she oversaw a team of five staff members, managed a \$1 million dollar website redesign. LeeAnn is excited to bring this wealth of knowledge and experience to her help make Shippensburg's website the best PASSHE website in the Commonwealth.

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Thank you for having me today and allowing me to share some of the ways our SCUPAs are contributing to our Shippensburg community.

Alumni Association Report

Greeting Council members.

I hope everyone had a great summer. Over the summer Alumni Relations held a very successful Alumni Weekend, an alumni social at Big Hill Ciderworks in Adams County, and completed an alumni database conversion moving all alumni data to a new platform.

To recap:

- For Alumni Weekend we hosted 275 alumni at the All-Greek Alumni Reunion, 195 alumni at the SU Marching Band Alumni Reunion, 45 class members from the Class of 1974 for their 50th class reunion, 40 for the Teacher Ed reunion, 62 alumni at the Golden Raider Lunch, 234 for the annual Pub Bus, 6 couples renewed their vows on campus, 300 attended SU Night, and over 170 stayed in on campus lodging in Harley Hall for the weekend. Of the alumni that attended, for 160 (29%) alumni, they were first time attendees.
- Alumni exec. board member Liz Kemmery hosted the alumni afternoon at Big Hill with 38 people, 4 of whom it was their first alumni event.

Our alumni board of directors will meet tomorrow to begin a planning session for the 2024-25 board year. Five alumni are new to the alumni board: Tom Burnheimer '87Masters, retired director of pupil services for West Shore School District, Dr. Emily Goodine 2007, 2013Masters, '21Ed.D, supervisor of special education for Chambersburg School District, Michael Johnston 2011, administrative business partner at Google, Jordan Tegtmeyer 2000, associate dean of finance and administration at Princeton University, and Bailey Welch 2018, assistant director residence life at Penn State Harrisburg.

As part of the board meeting tomorrow, we will also participate in and welcome the alumni legacies families that will be participating in our annual legacy pinning program. Registration numbers show that 53 current students will be pinned a legacy with over 180 in attendance.

If you have not registered for Homecoming Weekend on October 18 and 19 with the Alumni Office, I encourage you to do so. You received an email invite to attend the annual alumni awards of distinction reception and dinner the Friday night of Homecoming when we'll recognize nine alumni in the categories of Distinguished Alumni, Outstanding Young Alumni, Lifetime Achievement, Cultural Impact, and Exceptional Service.

Then on Saturday, attend with your family and watch the homecoming parade outside the CUB, grab

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brunch in the Tuscarora Room, and roam thru the tailgate Fan Zone to say hello to alumni.

Student Government Association Report-

The Following was provided by SGA President Lillian Sellers:

We have no major updates from SGA we are working to approve multiple new student groups, approved our new budget and finance committee standing rules, and next week is our Senator elections, namely we have three Class of 2028 candidates and we are excited to have so much interest from the incoming class. After elections we will have 23 out of 27 positions filled!

Graduate Student Association Board Report- highlighted that they have expanded their reach this past year to all graduate students, not just those that live in Mowery. They had a trivia night, will be hosting a welcome week in August again and will be having a goodbye for graduating seniors this weekend.

New Business

Next meeting: February 21 held at Shippensburg University in CUB MPR.

Adjournment

The meeting adjourned at 12:28 PM.

Submitted by: Drew Alosi

Reviewed:

Doug Harbach, Chair, Council of Trustees

Doug Harbach, Chair, Council of Trustees

Matt Steck, Secretary, Council of Trustees