

MINUTES
Edinboro University of Pennsylvania Council of Trustees
Edinboro University Quarterly Business Meeting
Wednesday, March 22, 2017

The Quarterly Business meeting of the Council of Trustees of Edinboro University was held on March 22, 2017 at Edinboro University in the Pogue Seminar Room. The meeting was called to order at 1:00 p.m. by Dennis Frampton, Chair of the Council of Trustees.

Recording of Attendance

Trustees present: Trustee Anderton, Trustee Chaffee, Trustee Higham, Trustee Kennedy, Trustee Lowther, Trustee Pape, Trustee Pirrello (via-telephone), Trustee Shields, and Trustee Wachter.

The following members of the **EU Administration** were in attendance:

Dr. Michael Hannan, Provost and Vice President for Academic Affairs
Mr. Eric Sheppard, Associate Vice President of Financial Operations
Ms. Marilyn Goellner, Assistant Vice President for Advancement
Dr. William (Bill) Edmonds, Vice President for Enrollment Management
Dr. Mary Beth Mercatoris, Interim Dean of Students and Campus Life

In addition to President Walker, the following individuals attended the public meeting of the EU Council of Trustees:

Jeffrey Hileman, Director for University Communications
Scott Miller, Dean of School of Business
Erinn Lake, Executive Director of Graduate Studies and Interim Dean of School of Education
Denise Ohler, Interim Dean College of Science and Health Professionals
Ronald Wilson, Director of Social Equity & Title IX Coordinator/Executive Director of Porreco
Don Dilmore, Associate Vice President of University Libraries
Sherri Galvin, Executive Assistant to the Vice President of Finance & Administration
Aaron Foster-Williams, Student of Edinboro University
Carol Webster, Executive Assistant to the President

Chair Frampton moved to the first order of business – Public Comment. The chair invited comment from the public in attendance. Hearing no request from members of the public, the Chair moved to the next item of business – approval of Minutes from the Quarterly Business Meeting held on December 16, 2016. There were no questions and or corrections to the minutes as presented, therefore, it was voted to approve the minutes as presented. The motion was carried as unanimous approval.

Chair Frampton then asked for the approval of the proposed dates for the Council of Trustee meetings for November 2017-November 2018. There were no questions and or corrections to the proposed meeting dates as presented, therefore, it was voted to approve the proposed dates as presented. The motion was carried as unanimous approval.**Since this meeting it has been determined the proposed dates should be revisited at the May 12 business meeting.

New Business:

Chair Frampton then yielded the floor to President Walker for the delivery of the President's Report to the Council of Trustees.

President Report:

President Walker reported on the status of Edinboro University:

- We are nearing graduation, which is an important time for seniors who are looking to their future.
- We are engaged in the budget process and are required to submit a balanced budget soon.
- Working Groups/SCOT Analysis update:
 - We held our first town hall meeting (in presentation format) to share the Working Groups Discovery and Analysis results-the meeting went very well.
 - The second town hall meeting is in presentation format and we will provide results of the data validation and the SCOT analysis.
- We are in the process of scheduling open dialogue meetings with constituent groups. These meetings will be internal to the campus and will allow us to look at the health and sustainability of the university.
- A series of additional work on the academic program review is going on most notably in the office of academic affairs, which I will save further details for the Provost.

The floor was opened for any questions for President Walker, no questions were asked.

Chair Frampton and President Walker opened the floor up to members of the Executive Leadership Team whereas, the following was reviewed, presented and discussed as noted below:

Academic Affairs: - Provost and Vice President of Academic Affairs, Dr. Michael (Mike) Hannan

- We have made a number of program revisions. Some minor modifications and improvements have been made to our:
 - Bachelor of Science in Medical Technology-Nanotechnology and Nuclear Medicine Technology.
 - Bachelor of Science in Business Administration-Personal Financial Planning Concentration. This program is one of less than ten in the Commonwealth that is registered with the Certified Financial Planners Board Standards.
 - Bachelor of Science in Education - Secondary Education. We are combining these programs into a single degree concentration with specific disciplinary areas. Additionally, we are combining Secondary Education and the joint Secondary Education and Special Education programs so that students can receive duo certification.
- Edinboro University's Masters in Social Work (MSW) is one of the largest graduate programs we have in the university and it has grown significantly in the last few years. MSW has a top-10 national ranking in the 2017 Top Online MSW Programs list. This national ranking, by SR Education Group is based on positive feedback from current students and graduates.
- The Commission on Collegiate Nursing Education (CCNE) Accreditation visit on February 22-24 provided positive feedback on the Edinboro/Clarion University's Doctor of Nursing Practice (DNP) program.
- In early February, we held a Ribbon Cutting Ceremony for the University's Learning Commons. This was an incredible transformation of space, which transformed into a new interactive space for our Academic Success Coordinators Career Development Office, our Adult Transfer Student Center and our Global Education Center.
- Edinboro University's Academic Festival will take place this week. The festival will feature presentations, demonstrations and exhibits of faculty, staff and student work.
- Edinboro University's Celebration of Scholarship is on Wednesday, March 29, 2017. This celebration will showcase multiple students who have completed both individual and joint research

projects with the faculty. The students work which be displayed in poster board format, will be judged during a recognition ceremony that evening.

- Brad Pattullo, Art Professor, directed and animated the episode “G” for Sesame Street.
- Dr. Ronald Raymond, Journalism and Public Relations Professor, moderated a panel to discuss Civil War history and Civil War-era medical practices following a preview screening of the PBS Civil War drama “Mercy Street” which is a very high quality production.
- Dr. William Mackay a professor in the Biology and Health Services Department has been asked to speak at a major Breast Cancer conference this summer and will present his research on the mutagenic and pre-carcinogenic effects of anthracyclines, topoisomerase inhibitors at a meeting in Vancouver.
- Two of our Social Work faculty Dr. David Pugh and Dr. Elaine Rinfrette were accepted to participate in a fellowship at Boston University. The program “Alcohol and Other Drugs Education Program” is designed to educate Social Work faculty and graduate students on alcohol and drug abuse. We are proud of both Drs. Pugh and Rinfrette who have been selected for this fellowship, as they were two of many who applied.

Finance and Administration – Associate Vice President of Financial Operations, Mr. Eric Sheppard

Financial:

- University year-end forecast deficit has gone down in terms of the financial report for the month of February. \$4.5M-\$4.2M.
- We now have access to a PASSHE new reporting tool called the “Instructional Cost Model.” Academic Affairs, the Budget Office and Institutional Research can use this tool to analyze instructional cost and non-instructional cost on an FTE student basis. Additionally, this tool will link our student and financial data, which will allow us to make some good decisions in the path forward for the university.
- The new bursar identified \$2.9M in receivables which had been written off from 2005-2011 that had lain dormant with an outside collection agency. Previously written off, another \$1.4M in receivables were identified in summer 2016. A total of \$4.3 in dormant receivables are now in the collection process.

Facilities:

- University Dining Services and ID office moved from the Van Houten dining facilities to the second floor of the Pogue Center. This will incorporate everything around building access and has been transferred from my office (Mr. Sheppard’s) to Dr. Mary Beth Mercatoris and Residence Life Staff.
- Installed electronic access control to the perimeter of Reeder Hall to allow keyless entry and remote lockdown capabilities. Installation of cameras in exterior buildings.
- Completed Van Houten outdoor overhead door and patio project.
- Moved Marketing and Communications Offices to the third floor in Reeder Hall.

ITS:

- Campus-wide television upgrade. Hung and installed power for 30+TV’s for ITS.

Parking:

- We are forming a New University Parking Committee to address the current parking situation.

Action Item/Vote on Contracts and Purchases for December 16, January 17 and February 17

Mr. Sheppard: You have received and reviewed a listing of all contracts and purchases.

Chair Frampton: President Walker recommends the approval of contracts and purchases for the period of December 2016, January 2017 and February 2017 - do I have a motion to approve those contracts and purchases. **Approved roll call-this has been passed.**

Advancement – Assistant Vice President for Advancement

- Dashboard as the end of February - we are at \$2.7M in dollars raised and we are predicting \$3.2M by the end of year.

- Our endowments through the foundation, university and alumni are over \$2,500.
- Currently our team of seven are maintaining and building relationships, phonation (which is up this year), and direct mail.
- Small gifts are up and major gifts are down.
- Alumni spring newsletter will be out in this spring.
- A major moves management program is in place this organizes our major gifts program.
- We have had 100 face-to face meetings.
- Jon Pulice had an alumni gathering in Florida with several prospects.
- Bruce Baumgartner also went to Florida on visits and Julie Chacona is currently in Portland on visits.
- On Dr. Walker's calendar we have had many alumni visits and gatherings and have taken him all over the community to visit various community members. Future events include a visit to Hilton Head for an alumni gathering, whereas, to date we have 40 alumni attending and an alumni event in Pittsburgh, which includes a Pirates game on Father's Day.
- Data team update – We are tracking 50,000 alumni and are ensuring tools are in place to enrich our data. We are continuously updating and improving our tracking methods.
- Staff Development- we are currently working on staff development so we have important training as we move toward our Capital Campaign.

Question:

- *Are there reasons people are not giving to the annual funds-is it economic?* There are a variety of reasons it depends, we reach out to people we have not spoken with in years- a lot relates to engagement, what their experience was like in their careers, did their diploma help them get a job, financial, etc.

Enrollment Management – Vice President for Enrollment Management, William (Bill) Edmonds

- Pre-summer Melt Project for Fall 2017- we ordered EU lanyards that will be sent by mail, along with a letter.
- Letter to School Counselors-Health of EU – A letter was sent to our database of School Counselors from PA, OH, & NY to inform the high schools of the health of EU.
- Paskill Stapleton & Lord-External Marketing Audit - To perform an audit that will analyze EU's outreach & marketing activities as they relate to our enrollment objectives and to see if we are utilizing Best Practices. They will be returning to campus for another presentation to present their findings and recommendations.
- Working with the honors director to update an Honors brochure and application. This will be sent to students who have been accepted who qualify for the Honors Program.
- Sponsored Journalism Day included a short admissions presentation.
- Admitted Students Day is April 1st, we are engaging students and their guests. We want our new students to walk away with campus ID and housing assignments. This will help our new students feel more connected to the university.
- Alumni and Employee outreach campaign, these campaigns were designed to ask for assistance with new student recruitment.
- Enabling people to complete their FASA earlier now. Award letters are sent out weekly now. This year they were sent out in late January. Next year the award letters will be sent out in late October.
- Updated Spring commercials for our Open House
- We continue to bring our best foot forward through email campaigns, continuous improvement on our website/landing page and more.
- Veterans Success Career Week-Veteran students will have the opportunity to learn about applying for federal jobs, writing resumes using military experience, and developing a network.

Student Affairs - Interim Dean of Students and Campus Life, Mary Beth Mercatoris

Interim Dean, Mercatoris took a moment and thanked the Council for the opportunity to serve them.

- Great things are happening in Student Affairs:
 - Centralized reservation system- a one stop shop, more information at the next COT meeting

- Center for Diversity and Inclusion official opening was February 1. The center is doing a lot of community building and there are multiple opportunities for students to visit this summer.
- Martin Luther King Awards, Reverend Melissa Burnett was awarded this year's Martin Luther King, Jr. Award
- Student Ryan Stratton received the inaugural Dr. Joseph Laythe Award. Ryan is among the best a phenomenal student.
- Make-a-Wish Day - honored a child and sent them to Hawaii, a lot of money was raised during this day.
- Athletic Banquet 250 students attended.
- Student Government Association (SGA) is focusing the long-term vision of SGA by developing three-year strategic goals for the organization as a whole.

PACT Report-Trustee Shields

PACT Conference:

- PACT conference this year (April 19 and 20) is all about the sustainability, a timely issue for the state system.

A brief outline of the program:

- Dr. Cliff Warton will be the keynote speaker, Dr. Warton was a President of Michigan State University, Chancellor SUNY System of NY, and CEO of TIAA- CREF.
- One of the highlights of the conference is the National Center of Higher Education Management System (NCHEMS) which is doing the study on the system. NCHEMS will provide their methodology during the conference. NCHEMS will start this week in Harrisburg to begin the study.
- The Instructional Cost Model will be discussed and we will have the opportunity to see how the model will roll out to the system. The Instructional Cost Model looks at the courses we have and the cost of what it costs to hold the course, the cost to deliver the course and it helps model where you need to be.
- Dr. Walker will be part of the Workforce Development Panel, highlight what EU has done in terms of Workforce Development.
- Trustee-to-Trustee Workshop- A panel of three Trustees will speak primarily on governance and fiduciary responsibilities of the trustees and will provide a better understanding of the works of the university and the system.
- The conference will finish up with Chancellor Frank Brogan with Board of Governors Chair Cynthia D. Shapira who will have a question & answer session.

Chair Frampton asked for a Motion to Adjourn.

The meeting was being recorded and was duly noted.

With no further business, the Wednesday, Council of Trustees Business Meeting at Edinboro University adjourned at 2:00pm.

Informational Items

Upcoming COT Scheduled Meetings:

- Wednesday, March 22, 2017
- Friday, May 12, 2017
- Tuesday, July 25, 2017

Respectfully submitted,
Carol Webster, Executive Assistant to President Walker