

MINUTES
Edinboro University of Pennsylvania Council of Trustees
Quarterly Business Meeting
Tuesday, July 24, 2018 - Approved September 27, 2018

The Quarterly Business Meeting of the Council of Trustees of Edinboro University (COT) was held on Tuesday, July 24, 2018 at Edinboro University. This meeting was called to order at 2:00 p.m. by Dennis Frampton - Chair of the Edinboro University Council of Trustees.

This meeting followed a Study Session which was open to the public and an Executive Session during which personnel items were discussed.

Recording of Attendance for the Business Meeting

Trustees present: Trustee Chaffee, Trustee Higham, Trustee Kennedy, Trustee Pape, Trustee Pirrello, Trustee Shields, Trustee Wachter, and Chair Frampton.

The following members of the Edinboro University (EU) Administration were in attendance:

Dr. Michael Hannan, Interim President
Dr. James Fisher, Interim Provost and Vice President for Academic Affairs
Mr. James Sheehan, Interim Vice President for Finance and Administration
Ms. Marilyn Goellner, Vice President for Advancement
Ms. Angela Burrows, Assistant Vice President for Marketing and Communications
Dr. Philomena Gill, Senior Executive Director, Academic Success

At the start of the Quarterly Business Meeting, Chair Frampton announced that the proceedings of the Edinboro University Council of Trustees are recorded, therefore, public disclosure to those in attendance via verbal announcement and written public notice avoids any violation of the Pennsylvania Wire Tapping Act.

Chair Frampton moved to the first order of business – Public Comment and invited comments from the public in attendance. Hearing no request from members of the public, Chair Frampton moved to the next item of business.

Chair Frampton requested discussion or approval of the minutes from the Quarterly Business Meeting held on May 11, 2018. There were no questions and/or corrections to the minutes as presented and a motion was made from Trustee Pape, seconded by Trustee Shields to accept the minutes as presented from the Quarterly Business Meeting held on May 11, 2018. **The motion carried with unanimous approval.**

Chair Frampton then moved to New Business and read the Order of Succession Plan presented by Dr. Hannan. He then asked for a motion to approve which was provided by Trustee Higham and seconded by Trustee Kennedy. **The motion carried with unanimous approval.**

President Report:

- Interim President Hannan discussed the plan to improve the academic profile and reputation of the University. This fall is the second year of raised admission standards. We are cognizant of the need to provide access and our admissions standards are at an attainable level for students, but also provide some assurance that the student can be successful in college.
- We are seeing some progress from the fall 2017 increase in admission standards as our percentage of students with a 3.0 or higher high school GPA was the highest among all PASSHE schools. Our admission rate fell from almost 99% a few years ago to 92% last year, and is currently in the low 80% range, which is more consistent with some of the more successful schools in the state system.
- We expect to see a rise in our second year retention rate by several percentage points. We are working to make sure that all students have the academic and student support needed to be successful.
- Our focus this year is on recruitment and retention and, after this year, expect enrollment to grow. We have invested in targeted recruitment efforts for traditional, transfer and adult students.
- We have new marketing materials ready to launch for this fall to better tell the Edinboro story and represent our identity.
- We are working to involve all constituents in recruitment and retention efforts. Current and retired faculty and staff, alumni, students and other friends of the University will be used to tell our story and welcome and retain our students.

Academic and Student Affairs Report:

- Provost Fisher presented four new programs for COT approval:
 - BS in Accounting
 - BS in Data Analytics
 - BS in Fermentation Science
 - BS in Geographic Information ScienceChair Frampton called for a vote regarding these four new programs. Trustee Chaffee moved to approve and Trustee Wachter seconded. **All were in favor and the motion carried unanimously.**
- Provost Fisher presented the following program reorganizations:
 - BA in Biology to BS in Health Sciences with concentrations in:
 - Pre-Chiropractic
 - Pre-Physical Therapy
 - Pre-Physician Assistant
 - Pre-Dental
 - Pre-Medical
 - Pre-Chiropractic – Logan/NYCC 3+3 (New)
 - Pre-Medical – LECOM 3+4
 - Pre-Medical – LECOM 4+4 (New)

Pre-Optometry (New)
Pre-Occupational Therapy (New)

- BS in Industrial and Engineering Administration to BS in Applied Technical Leadership
- Master of Education in Teacher Leadership – New Concentrations:
 - ESL Specialist
 - Online Instruction
 - Social Studies
 - English
 - Teacher Certification

- BA in Geography to BA in Environmental Studies

Chair Frampton requested a motion regarding the reorganized programs. Trustee Wachter motioned for approval and Trustee Higham seconded. **Motion carried unanimously.**

Chair Frampton also asked that the record show that there was an executive session prior to the business meeting.

Finance and Administration Report:

- Interim VP Sheehan recognized that the Bursar Office under the leadership of Shari Gould completed a personalized collection effort that resulted in a collection of \$1,069,626 in accounts receivable for the 2017-18 fiscal year.
- A new controller, William Buttz, has been hired to take over when Wayne Ochs retires at the end of August.
- Mr. Sheehan announced that Matt Cettin and IR came within 2.3% of the target for enrollment and budget for FY2018.
- Interim VP Sheehan presented three Action Items: Contracts and Purchases; 2018-2019 Fee Schedule revisions; and the Proposed 2018-2019 Operating Budget.

A motion was made by Trustee Chaffee to approve the **Contracts and Purchases for April, May and June 2018** and seconded by Trustee Shields. **All were in favor and the motion carried unanimously.**

A motion was then made by Trustee Shields to approve the **2018-2019 Fee Schedule revisions.** The motion was seconded by Trustee Higham. **Motion carried.**

A motion was made by Trustee Wachter to **table the Proposed 2018-2019 Operating Budget** and this motion was seconded by Trustee Shields. **All were in favor and the motion to table the Proposed 2018-2019 Operating Budget carried unanimously.**

Enrollment Management Report:

- Senior Executive Director of the Academic Success Center Philomena Gill discussed the revamped New Student Orientation.
- The Financial Aid Office instituted a student concierge service to assist students and make them more comfortable so they are more open and less nervous when interacting with this office. This service will continue into the new academic year.
- The Admissions Office will have the Common Application implemented in August 2018 for the 2019 recruitment cycle.
- The Veterans Success Center collaborated with the U.S. Army Heritage and Education Center to conduct Veterans Ambassador training on campus. Fourteen individuals participated including those from the Edinboro campus, Erie community and individuals from Ohio.

University Advancement Report:

- VP Goellner announced that the Advancement Office reached its \$3 million goal.
- Focus this year is on the Planned Giving Program.
- Planning for the Capital Campaign is continuing.
- VP Goellner introduced Ms. Amanda Sisse, new Director of Alumni Engagement.
- First crowd-funding initiative – Boro Pit is in progress.
- The office is transitioning from a desktop alumni data base to a web based program that can be accessed from anywhere on the road.
- Always looking at giving trends, online giving has increased 56% at Edinboro this year.

Marketing and Communications Report:

- Marketing is working closely with Admissions and two partners, EAB and BD&E to position Edinboro to attract more students.
- A variety of campaigns are currently ongoing aimed at recruitment and retention:
 - Beyond the Boro campaign – touting student outcomes and alumni success stories
 - Shaping the Class campaign – Edinboro Elite, aimed at attracting high achieving high school students
 - Great Outdoor campaign – ongoing push to increase awareness of what’s going on around campus and nearby
 - Looking Good campaign – Branding of campus buildings
 - Campaign to aggressively market ROTC
 - Campaign working with Athletics – to encourage students to attend athletic events

Trustee Shields announced that he completed his three years as PACT President. He encouraged Trustee members to become more involved in PACT as this group has become more active.

Trustee Higham announced that USI reported a negative budget due to declining enrollment and

online book sales. Chair Frampton reported that the Foundation Board President is now Chuck Scalise and that they are recruiting new board members.

The next Council of Trustees meeting will be September 27, 2018. With no further business, Trustee Pirrello moved to adjourn and Trustee Chaffee seconded the motion, which **was approved unanimously**. The Business meeting adjourned at 3:00 p.m.

Respectfully submitted,

Kerri Watson, Interim Executive Assistant to the President