

**MINUTES**  
**Edinboro University of Pennsylvania Council of Trustees**  
**Edinboro University Quarterly Business Meeting**  
**Tuesday, February 13, 2018 –DRAFT FOR REVIEW AND VOTE**

The Quarterly Business Meeting of the Council of Trustees of Edinboro University was held on Tuesday, February 13, 2018 at Edinboro University in Crawford Conference Center. This meeting was called to order at 1:00 p.m. by Trustee Barbara Chaffee- Vice-Chair of the Edinboro University Council of Trustees.

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

**Recording of Attendance for the Business Meeting**

Trustees present: Trustee Anderton, Trustee Chaffee, Trustee Higham, Trustee Kennedy, Trustee Pape, Trustee Pirrello (by phone) Trustee Shields, and Chair Frampton (by phone). Trustee Wachter had to depart the meetings at 12:45pm and Trustee Lowther was unable to attend today's sessions.

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

Dr. Michael Hannan (Mike), Provost and Vice President for Academic and Student Affairs  
Mr. Allan Golden, Interim Vice President for Finance and Administration  
Dr. William (Bill) Edmonds, Vice President for Enrollment Management  
Ms. Marilyn Goellner, Assistant Vice President for Advancement  
Ms. Angela Burrows, Assistant Vice President for Marketing and Communications

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

Mr. Wayne Patterson, Director of Human Resources & Faculty Relations  
Ms. Sherri Galvin, Executive Assistant to the Vice President for Finance and Administration,  
Dr. Denise Ohler, Interim Dean, College of Science and Health Professions  
Dr. Erinn Lake, Interim Dean, School of Education and Executive Director, Graduate Studies  
Mr. Matt Cettin, Director, Institutional Research  
Ms. Shari Gould, Bursar  
Mr. Scott Miller, Dean, School of Business; Dean, College of Arts, Humanities and Social Sciences  
Ms. Carol Webster, Executive Assistant to President Walker

At the start of quarterly business meeting, Trustee Chaffee 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.

Trustee Chaffee moved to the first order of business – Public Comment. Trustee Chaffee invited comments from the public in attendance. Hearing no request from members of the public, Trustee Chaffee moved to the next item of business – approval of Minutes from the Quarterly Business Meeting held on

October 12, 2017 (Attachment #1) . There were no questions and/or corrections to the minutes as presented, therefore, it was voted on to approve the minutes as presented.

**Roll Call-Minutes of Quarterly Business Meeting held on October 12, 2017**

**It was voted,** on motion of Trustee Higham, seconded by Trustee Shields to accept the Edinboro University Council of Trustees Minutes as presented from the Quarterly Business held on October 12, 2017.

<b>Trustee</b>	<b>Aye</b>	<b>No</b>	<b>Absent</b>	<b>Abstain</b>
Trustee Chaffee	X			
Chair Frampton (via phone)	X			
Trustee Higham	X			
Trustee Kennedy	X			
Trustee Lowther			X	
Trustee Pape	X			
Trustee Pirrello (via phone)	X			
Trustee Shields	X			
Trustee Wachter			X	
Trustee Anderton	X			

**The motion was carried with unanimous approval.**

The next item of business was the review of the Proposed Council Meeting Dates (Attachment #2) as presented for the second-half of the 2018 calendar year. Trustee Chaffee reviewed all of the dates and Trustee Pirrello mentioned that it is easier for him if the meetings were held on a Monday or Friday, but that it was fine.

**Roll Call vote-Proposed Council Meeting Dates for the second-half of the 2018 Calendar Year**

<b>Trustee</b>	<b>Aye</b>	<b>No</b>	<b>Absent</b>	<b>Abstain</b>
Trustee Chaffee	X			
Chair Frampton (via phone)	X			
Trustee Higham	X			
Trustee Kennedy	X			
Trustee Lowther			X	
Trustee Pape	X			
Trustee Pirrello (via phone)	X			
Trustee Shields	X			
Trustee Wachter			X	
Trustee Anderton	X			

**The motion was carried with unanimous approval.**

The next order of business was the revision of the current COT EU ByLaws (Attachment #3) and a motion to approve the changes in reference to roll call votes.

Trustee Chaffee brought to Council’s attention page five Article IV (Meetings) Section 7 of the current EU COT ByLaws which reads:

“Attendance at a meeting by a Trustee may be conducted by telephone or electronic equipment so long as all attendees at said meeting can hear each other simultaneously. Participation by such means shall be equivalent to being present in person at the meeting. Should any Trustee participate via telephone or electronic equipment, all voting will be conducted by roll call vote.”

To be compliant with PASSHE legal and changes in the State System it was approved through PASSHE Chief Legal Counsel that we use the **highlighted verbiage** below in place of the current language (noted above) in our EU COT ByLaws:

“Attendance at a meeting by a Trustee may be conducted by telephone or electronic equipment so long as all attendees at said meeting can hear each other simultaneously. Participation by such means shall be equivalent to being present in person at the meeting. **The use of roll call votes during meetings in which members are attending via phone to provide for more efficient use of meeting time, a roll call vote will be required only if the initial voice vote is not unanimous.**”

Trustee Chaffee asked for a motion to approve these changes to EU’s current ByLaws:

**It was voted,** on motion of Trustee Pirrello, seconded by Trustee Pape to accept the changes to the current COT EU ByLaws.

<b>Trustee</b>	<b>Aye</b>	<b>No</b>	<b>Absent</b>	<b>Abstain</b>
Trustee Chaffee	X			
Chair Frampton (via phone)	X			
Trustee Higham	X			
Trustee Kennedy	X			
Trustee Lowther			X	
Trustee Pape	X			
Trustee Pirrello (via phone)	X			
Trustee Shields	X			
Trustee Wachter			X	
Trustee Anderton	X			

**The motion was carried with unanimous approval.**

**Roll Call Vote - Contracts and Purchases for the periods September, October, November and December 2017 (Attachment #4).**

The next item to vote on pertains to the Contracts and Purchases for September, October, November and December 2017 for which President Walker recommends approval of Contracts and Purchases as reviewed by the Council of Trustees.

**It was voted**, on motion of Trustee Higham seconded by Trustee Anderton to approve the **Contracts and Purchases for the periods** of September, October, November and December 2017 as reviewed by Council of Trustees.

Any additions question for councils do we have a motion to approve

<b>Trustee</b>	<b>Aye</b>	<b>No</b>	<b>Absent</b>	<b>Abstain</b>
Trustee Chaffee	X			
Chair Frampton (via phone)	X			
Trustee Higham	X			
Trustee Kennedy	X			
Trustee Lowther			X	
Trustee Pape	X			
Trustee Pirrello (via phone)	X			
Trustee Shields	X			
Trustee Wachter			X	
Trustee Anderton	X			

**The motion was carried with unanimous approval.**

**New Business:**

Trustee Chaffee then yielded the floor to President Walker for the delivery of the President’s Report to the Council of Trustees.

**President Report:**

President Walker opened by welcoming everyone and provided an update on a number of items the university is doing in support of the State System Redesign and in support of continued growth of Edinboro University (EU) which are outlined below:

- The University Transformation Commission Task Forces are nearing the final stage of their work which was to define each slice/piece of the EU Experience (i.e. Leadership & Life Skills, Experiential Learning, etc.). The TF reports will be shared/vetted with the EU community via our website and also during a Town Hall Meeting on March 8, 2018. Input from the community will then be reviewed and folded into the reports. The next phase of this process will be the implementation phase.
- The university Charter, Mission, Vision and Values have been revised/reaffirmed and have been ratified through the community.
- EU has a new marketing approach Assistant Vice President Burrows will be providing and update on this during this meeting.
- Masters of Business Administration program has been approved and there are approximately eight more programs at PASSHE going through the approval process.

- EU will be a very different place in 2018/2019 - we will have a new educational model, a structure design and approved for a new general education which will follow a year later, a variety of new programs, a vibrant campus life with some new support services brought online for our students.
- Enrollment Management (EM) is currently being restructured significantly. EM under the direction of Vice President Edmonds has been responsible for recruitment and now retention will be added to this division. This recruitment and retention structure is the way higher education in America is structured.
- While we are increasing our admission standards our intent is to raise our persistence and graduation rates. This coming fall we are going to have a dip in enrollment which may be significant - we have been planning for this for two years now and I wanted to share this with you so you are not surprised when you see this in the fall.

In closing, President Walker thanked everyone for all of their continued hard work as we move the university forward. “As we move forward we are now starting to see some of the results of our work and we need to keep in mind with some of our work we may not see immediate results as much as we would like to...But we ARE moving the university forward. Thank you everyone.

President Walker concluded his report and asked if there were any questions. Hearing none Trustee Chaffee welcomed Mr. David Jacobson, CPA, Engagement Principal-in Charge, from CliftonLarsonAllen (CLA) to the meeting via phone for the presentation and discussion of the Audit –Review of June 30, 2017 EU financial statements.

Mr. Jacobson provided a powerpoint presentation (Attachment #5) with an overview of the presentation, an overall view of the audit process with an overarching goal of providing the following to the university:

- An understanding about what CLA has been engaged in for EU.
- What the responsibilities are of the financial statement audit.
- What CLA is responsible for, what managers of EU are responsible for and what COT members are responsible for.
- To share some of the results and highlights of this years audit.
- A review of some of the required communications that are required under CLA auditing standards.
- To share some new accounting standards that are out there that will have an impact on the university in future years.

Mr. Jacobson began his presentation by sharing the Engagement Scope (Slide #3) and below are some highlights:

- The Engagement Scope

The Engagement Scope captures what CLA has been engaged to do for the university which was to perform an audit of the financial statements (covering fiscal year which ended on June 30, 2017) in accordance with generally accepted auditing standards. These standards govern what CLA does as auditors.

The university financial statements additionally include four component units whose financial statements get included in the university's overall financial statements and those components are the Foundation, the Student Government Association, University Services Corporation, and the Alumni Association. Each of these component units were audited by other auditors and CLA relied on the work they performed.

CLA did not find any issues with the work that the other auditors did. CLA issued instructions to them at the onset of the audit to make sure they performed certain procedures that CLA needed them to perform and then they report out to CLA.

The CLA audit was completed and a report was issued on October 31, 2017. In addition to that report, CLA issued a required communication letter which was sent to the Council of Trustees.

Mr. Jacobson then provided an overview on the responsibilities in a financial statement audit.

- Responsibilities in a Financial Statement Audit (Slide #4)
  - COT provides the oversight and sets any policies related to external audits.
  - Management has the overall responsibility for the preparation of financial statements.
  - Management selects the accounting policies that are used by the university and those policies are described in note #1 in the financial statements. CLA makes sure those policies were consistently applied year after year and looks to see if there were any new policies that were adopted. No new policies were adopted in fiscal 2017.
  - Management is also responsible for the design and implementation of internal controls over financial reporting. CLA performs certain tests of internal controls in order to gain an understanding of those internal controls.
  - In the audit report the only pages that belong to CLA are the opinion pages. The rest of the report are management documents as management prepares the information and it is CLA's job to audit that information.
  - Our opinion on financial statements does not cover internal controls but we are required to gain an understanding of those internal controls.
  - CLA responsibility as auditors is to perform our audit in accordance with the standard and then issue our audit opinion.
  
- Audit Opinion

CLA's audit opinion is an unmodified opinion which is another way of saying it is a clean opinion. It is the highest level of assurance CLA can provide the university and it is the opinion you want. CLA opinion also references "other matters" which is supplementary information that is included in the university's financial statement.

- Financial Statement Highlights (slide 6&7)

- A summary of the financial statement highlights at a summary level can be found on pages #6 & #7 of the presentation.
- The university's balance sheet on page #6 is a summary of assets and liabilities and net position of the university. This document shows a comparison year after year, looking at June 30, 2017 balances vs. June 30 2016 and provides a flavor of where the fluctuations are year after year.
- The total assets line and total liabilities line show some significant increases in 2017. That was a result of the highlands purchased by the university which was a significant transaction during fiscal 2017. A lot of time was spent from managements side making sure the purchase was recorded appropriately. CLA spent a lot of time making sure that transaction was recorded appropriately and had the proper documentation.
- Some of the significant fluctuations are non-term asset bringing the property (buildings) assets on the books and also the corresponding debt the bonds payable increased as well is where you really see some significant fluctuations on the balance sheet side.

Additional note, in the university audited financial statements there is a section that is called management discussion and analysis, and that is an unaudited section whereas management is allowed to provide their perspective on the current fiscal year and what occurred during that year. CLA encourages COT to read those pages on management discussion and analysis this will provide you with a better flavor for what has happened during the year.

- Statement of revenues and expenses (P&L) as shown on slide #7 is comparing 2017 to 2016. These balances are not as a point in time like they are in the balance sheet they are covering the full twelve months of the fiscal year. The revenues are broken out between tuition and fees, auxiliary enterprise (another operating revenue) and you have your expenses which get you down to an overall result from the university's operations which is an operating loss and that loss is supplemented by a number of non-operating revenue sources.

A couple of highlights from Slide #7:

- Tuition and fees there was a 2.5% increase in the tuition rate which was offset by a decrease in enrollment that slightly reflected over a million dollars decrease in the top line.
- Auxiliary enterprise revenue you see a significant increase there \$15.2M in 2016 to close to \$24.5M in 2017 largely related to the Highlands purchase.
- State appropriations and some other non-operating revenue sources \$35M loss on acquisition related to the highlands transaction this was a one-time event there. This did have a significance impact on the statement of revenue and expenses for the year.

Mr. Jacobson then proceeded to explain Slide #8 as outlined below:

- Required Communications as part of CLA audit.
  - CLA has a responsibility under their auditing standards to communicate to you (those charged with governance) any misstatements or audit adjustments that they had during this audit process.

A corrected misstatements is a misstatement which management made the adjustment whereas they are corrected in the financial statements. If there is an uncorrected misstatement this meant CLA brought the misstatement to management's attention. This uncorrected misstatement may be considered material and management may choose to not make that adjustment, CLA still has an obligation to report that to you.

- There was one corrected misstatement which relates to capital appropriation.

During the course of the year a capital appropriation amount was recorded by the accounting department and then at the end of this fiscal year, prior to the start of the audit the university received a final adjustment/reconciling adjustment to that initial amount.

In this case it was due to human (manual) error, whereas, the full amount of that adjustment was recorded twice-in other words the amount of \$996,000 was the full amount for the year so instead of just recording the adjustment amount which was approximately less than \$10,000 so it was doubly recorded in the financials and we found that in the audit process and an adjustment was made which was noted in an internal control communication letter provided to the university. This was categorized as a significant deficiency because it was an error caught by the auditors and not caught by the university's internal controls.

This was a result of the timing it was an adjustment which was received just prior to the start of the audit. A human error recording the full amount and it did not get reviewed in time and CLA caught it as part of our audit process. Required of us to report it this way to say it was a corrected misstatement and a significant deficiency in internal controls. That is the background.

Mr. Jacobson stated there were no disagreement with management on any accounting or auditing matters we are not aware that management had any consultations with other auditors.

Mr. Jacobson then proceeded to explain Slide #9 as outlined below:

- Qualitative Aspect of the University's Accounting Practices  
In addition to looking into the consistency of accounting policies, CLA also looks at any significant estimates that are made by management and reflected in the financial statements.

Some of the more significant estimates:



Allowance for uncollectable receivables  
Useful life of capital assets (depreciation expense)  
Compensated absences liability  
Postretirement benefits liability, pension liability  
Consistency of the accounting policy

CLA performs a significant amount of work in these areas making sure that they understand the key factors and assumptions that go into developing those estimates, in addition to making sure those estimates are reasonable in relation to the financial statement as a whole; CLA believes that they are.

- No new accounting standards were implemented in fiscal 2017 that effected the university financials a new one that will have an impact in fiscal 2017.

We received full cooperation from university management during the audit and the accounting and finance department in fulfilling our requests in a timely manner.

Mr. Jacobson then proceeded to explain Slide #10 –as outlined below:

- Internal Controls
  - Inquires with management and other university personnel to ensure they know the significant processes at the university.
  - Internal controls are solely related to financial reporting looking at various types of cash disbursement, various types of cash receipts, payroll, controls around the IT environment, gaining an understanding and performing walk-throughs so CLA can see those key controls in those various cycles are functioning in the way they were designed.
  - CLA is not engaged to express an opinion on the effectiveness of the university's internal controls but when we become aware of any significant matters we are required to bring those to your attention. Those are defined in the auditing literature and are recognized as material weaknesses or significant deficiencies. CLA did not find any material weaknesses as part of the audit however CLA did find one significant deficiency as noted with the capital appropriation that was recorded twice.

Mr. Jacobson asked at this time if anyone had any questions on any of the information and during that time President Walker had the following question:

*President Walker: how would we go about getting an opinion on the effectiveness of our internal controls from an external perspective?*

Mr. Jacobson responded: Many places have incorporated internal audit techniques where they have a department within their university or an outside firm come in and perform internal audit work. This would/could include rotating certain internal control testing procedures over the course of the year. CLA does this for a number of universities. That is a path EU could go down it is just a question of what assurance would look like if that was the path you wanted to go down. Dr. Jacobson stated that he can provide EU with more information on that.

*President Walker: how would we know as an administration and as a COT that we don't have some blind spots in our audit program?*

Mr. Jacobson responded: You can take comfort that the procedures CLA performs as part of the financial statement audit did not indicate there were any outside this one item which was recorded twice. Nothing more came up during the audit/testing that would indicate there was an issue with internal controls.

*President Walker: I am not asserting that we have issues. I am just saying what may we be doing as a best practice to make sure the internal controls we have are adequate and that we don't have any gap in the controls.*

Mr. Jacobson responded: You can design some procedures that individuals within the business office or others in the university perform on a periodic basis (i.e. quarterly) that would almost function like an internal audit type procedure.

Another way would be if you have a concern in some particular area getting some forensic type audits done that really drill down on certain transactions to make sure everything was done proper and that controls were not circumvented. A couple of thoughts off the top of my head.

Mr. Jacobson then proceeded to explain Governmental Accounting Standards Board (Slide #11) as outlined below:

- There has been a couple of new GASB standards for 2018 and 2019 and only one that will have a significant impact. The OPEB Employers- which has a new accounting standard that the university will have to implement this fiscal year much like the standard on net pension liability that the university adopted a few years ago.

The government accounting standards board is putting the same standard out there that relates to other post-employment benefits so this will involve actuarial determination and ultimately the university will have to record an amount on the balance sheet a liability for the unfunded amount of the post-retirement benefits. We do not know what the magnitude of this adjustment will need to be I am sure the university will get additional information from the state system on this. This will impact all entities that follow government accounting standards. Will have more to update you with on how this will impact the university's financials.

Mr. Jacobson concluded his presentation and asked if there were any other questions. Hearing none, Mr. Jacobson stated his contact information is on the last page of the presentation and feel free to contact him.

Trustee Chaffee thanked Mr. Jacobson for his time and presentation and continued on with the next order of business which was the report outs of each of the members of the President's Executive Leadership Team.

Prior to the beginning of the reports, Trustee Chaffee stated that the report-outs have been shortened and the Council will return to the executive session after the completion of the business meeting.

Trustee Chaffee asked Provost Hannan to come forward and share his brief update from AA and SA

Provost Hannan briefly highlighted informational items from both the Academic Affairs and Student Affairs report (Attachment #6 and #7) starting with Program Recognitions.

### **Program Recognitions**

- Edinboro University's Doctor of Nursing Program received full 5-year accreditation from the Commission on Collegiate Nursing Education effective February 22, 2017.
- Edinboro University's Master of Education in Educational Psychology program was ranked among the Top 25 online programs for 2018 by TheBestColleges.org.
- Top Education Degrees named Edinboro University's master's degree program in Early Childhood Education No. 1 in the nation.
- *U.S. News & World Report* ranked Edinboro University's online graduate nursing program 45 among 159 programs. Edinboro's graduate education program ranked 70 among 309 national institutions. This is the third year that the University has been named to the top 100 programs ranking by *U.S. News & World Report*.

Provost Hannan added we are pleased/proud of these recognitions and then proceeded to provide a brief report on two panel discussions which took place at EU which drew significant attendance.

### **Panel Discussions**

- "Free Speech – Taking a Knee" was held on November 1, 2017. Faculty led conversations about professional athletes, the National Anthem, free speech and the intersection of political protest, sports and race.
- "#Me Too: a Moment or a Movement" was held on December 5, 2017, the focus was on the campaign for social change, which has invited thousands of people around the world to tell their stories of sexual abuse and harassment.

In continuation of his report, Provost Hannan noted that his report showcased multiple student and faculty accolades for additional reading. Below are just a couple of highlights of those accolades in the Student Affairs area.

- Ryan Stratton, former ROTC Cadet and EU football player was selected as one of 22 honorees to the 2017 Allstate AFCA Good Works Team. Stratton was featured at halftime of the Sugar Bowl, as the 22-man team was honored on the field. Great tribute to Mr. Stratton and all he has done here at Edinboro and for EU as a whole.
- For the fifth year in a row Edinboro has earned the right to grant a wish as part of the NCAA Make-A-Wish program. Edinboro once again among the top institutions in the country in donations to the Make-A-Wish Foundation. The Pennsylvania State Athletic Conference led all Division II conferences with a record total of \$70,210.53 raised by all 18 institutions. Edinboro raised the fourth-most money in all of Division II, as the Fighting Scots brought in close to \$14,000 in donations.

This concluded Provost Hannan's report.

Trustee Chaffee thanked Provost Hannan for the report and inquired of Council members if they had any questions. Hearing none, the Trustee Chaffee then asked Interim Vice President for Finance & Administration, Dr. Golden to provide a brief report on his division (Attachment #8).

- Completed the renovation of Van Houten, a facility we can all be proud of.
- Lastly, we removed tons of tons of snow the past few months, on behalf of our grounds crew we do an excellent job and Dr. Golden wanted to make note of all of their hard work.

Trustee Chaffee thanked Dr. Golden for the report and inquired of anyone if they had any questions. Hearing none, Trustee Chaffee then asked Vice President William (Bill) Edmonds to provide a brief report on his division (Attachment #9).

Dr. Edmonds thanked Trustee Chaffee and stated that he would like to present a brief overview of the Enrollment Management division as noted below:

A couple of items that are making an impact in the Enrollment Management division:

- Auto Decision - Auto decisions is live in Banner Production after successful testing in DEVL. This means when an application comes into Recruit every morning it switches over to banner so that any student who has a HS GPA of 3.1 and a minimum Combined Composite SAT score of 1040 or minimum Combined Composite ACT score of 21 they will automatically be accepted and be reflected in the admissions matrix.
- Diane Raybuck, our new Assistant Director of Admissions has been assigned as a department liaison to increase recruitment and enrollment of new students.
- Financial Aid Award letters for 2018/2019 are now providing more information to students and parents so they have a better understanding of the process and terminology related to financial aid.

Trustee Chaffee thanked Vice President Edmonds for the report and inquired if anyone had any questions. Hearing none, the Chair requested Assistant Vice President for Advancement, Ms. Marilyn Goellner come forward for the delivery of the Office of Advancement report.

### **University Office of Advancement**

Assistant Vice President Goellner provided informational updates from the University Office of Advancement report (Attachment #10) as outlined below.

- Advancement remains focused on three major areas:
  - Fundraising
  - Alumni engagement
  - Planning and preparing for the comprehensive campaign
- Advancement Dashboard provided a snapshot of where we are as of as of January 19, 2018.

- Gift officers have been traveling both locally and out-of-state, as we continue to build relationships with our alumni and donors, and prospective donors. Prospective donors can take anywhere from 18 months to three years before you close a gift.
- Annual faculty and staff campaign is currently underway. This is always the opportunity for us to educate our employees on the importance giving back... how it looks to the community, how it looks to grant funders, and how easy it is to sign up for payroll deductions.
- Phonathan is underway (fall and spring), our alumni enjoy hearing from our students.
- We will be testing a Crowdfunding campaign later in the spring with our young alumni.
- Dr. Keim, a benefactor from Florida, who supports Students with Disabilities has provided the University with over \$800,000. Dr. Keim has recently dissolved his foundation and will now be providing the university with over \$500,000 for scholarships for students with disabilities.

### **Alumni Engagement**

- The Director of Alumni Engagement search is underway - on campus interviews will be held in March.
- April 7, 2018 Kelly and Dean Diamond (both EU alumns) are hosting a BBQ at their home, in Charlotte, NC.
- The Office of Advancement is holding several alumni meetings and events in Pittsburgh.
- The Comprehensive Campaign is always a work in progress. A part of this includes our office keeping our data clean and up-to-date on social media, telephone numbers, emails, LinkedIn etc. for over 60,000 alumni.
- Advancement Staff is attending training and webinars for both professional growth and in preparation of the Comprehensive Campaign.

*Trustee Shields asked a question in reference to the Advancement dashboard: I recall that we use to have the dashboard refer to the school year and not the calendar year?*

Ms. Marilyn Goellner responded: The dashboard reflects the fiscal year July 1-June 30 not the calendar year. The date on this dashboard is as of January 2018. The academic years are reflected by the June 30 ending date, i.e. 2018. For the future, we will indicate the academic years, i.e. 2017/2018.

*Trustee Pape asked the question-Do you anticipate we will meet our goal in 17/18?*

Marilyn Goellner responded: I am not going to say no as I always want us to succeed. If you look on the dashboard at open proposals (right bottom of the dashboard) there are proposals/asks that

are open in addition to gifts we don't know are out there yet. Yes, I anticipate we will make our goal (or it will be close).

*At this time President Walker provided the following comments:*

This advancement dashboard (attachment #) really reflects a maturation and professionalism of the advancement division that was not here years ago, this is also mirrored through each of our Vice Presidents and deans and their respected divisions.

We are expecting the university to do business the way mainstream university's do throughout the United States, which means with data, with metrics, and holding people accountable.

Academic Affairs and the deans are mapping the same structure, there is a lot of work here and I'd like to say thank you to everyone who has been participating in this, as I know it isn't easy and I know it is challenging.

Trustee Chaffee thanked Assistant Vice President Goellner for the report and inquired if anyone had any questions. Hearing none, the Chair requested Assistant Vice President for Marketing and Communication, Ms. Angela Burrows to come forward for the delivery of the Marketing and Communications report.

### **Marketing and Communications**

Assistant Vice President Burrows, presented an update on Marketing and Communications with a presentation (Attachment #11) and as outlined below.

### **Short-term and Longer-term Marketing Campaigns**

- We have a fully executed agreement with Pittsburgh-based BD&E, our marketing agency of record. In the near term, BD&E will be laying the foundation for new messaging and a new marketing campaign. Later this month, they will be on campus to meet with a number of faculty, staff and students to get their perspectives on EU. Information gleaned from those conversations will inform their marketing strategy.
- Our plan is to launch a new, longer-term marketing campaign in Fall of 2018. It will be revealed first to the campus community in late August during our opening meeting and will be rolled out publicly shortly afterwards.
- In the short term – between now and mid-summer – we will maintain a media presence with an interim campaign that touts EU's proud past and promising future. We want people to know that we are around, that we are proud of where we have been, and we are optimistic about where we are going. This campaign will involve a combination of digital and traditional ads. Digital advertising is much more targeted than traditional ads and therefore not as visible, but its potential for payoff is greater.
- Also in the short-term, BD&E will be working with Enrollment Management and the Marketing and Communications team to drive yield and prevent melt. In other words, our goals are to drive admitted students to enroll at EU and to ensure that we do not lose admitted students who have already made deposits.

## Website

- We know that our website is the most important marketing communications tool for prospective students and their families. Ruffalo Noel Levitz (RNL), a leading provider of technology-enabled solutions and services for enrollment, student success, and fundraising in the higher education and nonprofit communities, produces the E-Expectations Trend Report annually. The E-Expectations series studies the expectations and behaviors of college-bound high school students and their parents. Once again this year, RNL found that websites are critical sources of information for high school students and their families. Students go to the website to get a sense of the place. They are looking to see if a schools will be a good fit for them. Their parents are interested in delving deeper into the details presented on websites. So we need to ensure we have a website that meets the needs of both students and their parents.
- We will continue to make short-term refinements to the website while we plan for a website overhaul.
- Currently we have been focusing a lot of time on our academic landing pages and Ms. Burrows proceeded to share one of the landing pages via her presentation (attachment #).  
These landing page redo involves a redesign, as well as a different approach to content. The new approach highlights EU's:

Differentiators

Expert faculty

Job prospects

Global connections (alumni working in a variety of industry around the world). This includes a representative sampling of the types of positions held by alumni.

We currently have about 100 of these pages under development. They are due to launch later this spring. Ms. Burrows thanked the deans and academic department chairs for their assistance in this project.

Trustee Chaffee mentioned to Ms. Burrows that when the website has been completed we will set 15-20 minutes aside during another Trustee meeting to review more of the website changes.

President Walker provided additional comments at this time as outlined below.

What you are seeing represents a profound change and in order to get the whole academic inventory in this format with this individualization for pictures with consistency of information is a significant deal. The most intense of our growing pains, everything we have done has been anecdotal now we are trying to professionalize it and make structure to it all at the same time takes a lot of work and a lot of resources.

Ms. Burrows continued with her report.

## Alumni Communications



- The Boro Magazine has a new look as and a new approach to content. Ms. Burrows presented a picture of the cover of the magazine. The design of the magazine has an increased emphasis on current student and faculty stories. The magazine speaks to alumni about what is currently going on here at EU, this enables them to learn more about us as we continue our Path Forward. The objective is to instill a sense of pride among alumni and to equip them so that they are better able to serve as ambassadors for the University.

*Trustee Chaffee recommended that more (flags) markers on the map should be in place on the cover which would show where our alumni are currently at.*

*Trustee Shields asked the question: Will anything be in there about alumni activities?*

Ms. Burrows responded: Yes there are multiple areas in the magazine which highlight alumni activities in addition to an area of alumni notes (where they are now).

*Trustee Shields asked the question: Do we have a feature on alumni?*

Ms. Burrows responded: Yes we are featuring an alumni who is the voice of the Cleveland Cavaliers.

*Trustee Shields stated we should be talking with alumni to get a feel for what they are interested in before we tell them what we are interested in. Trustee Shields recommended we do this prior to publication of the magazine.*

Ms. Burrows responded:-the plan is to do a leadership survey, in other words show them and let them react to it and we will be responsive to feedback.

*Trustee Shields stated we should do this before the magazine is completed.*

President Walker responded stating unfortunately the magazine is at the printer now. The design and look for this magazine will allow us for feedback and further discussion about the magazine and its contents.

### **Internal Communications**

Ms. Burrows continued with her report with a brief presentation of the new internal communication plan whereas, she shared the flow of the communication plan which is a key component of the internal communication plan. Lastly, Ms. Burrows stated we are strengthening my Edinboro so it becomes a hub for internal communications.

*Trustee Chaffee asked a question: on the melt prevention you stated you are going to be providing messaging and outreach. Will this messaging and outreach be just to the students or students and parents?*

Ms. Burrows responded: The messaging will be aimed at both students and parents, with a primary focus on the students.

*Trustee Chaffee stated some emphasis has to be on parents and caregiver as well.*

Trustee Chaffee thanked AVP Burrows for the report and inquired of Council members if they had any questions. Hearing none, the Chair requested Trustee Harold Shields come forward for the delivery of the PACT Executive Committee report.



## **PACT Executive Committee Report**

The PACT Conference will be held on Thursday, April 12, and Friday, April 13 in the Hilton Harrisburg Hotel.

This conference once again proves to have an interesting agenda, with panel discussions and updates. Some of the agenda/workshops and focus includes:

- Keynote speaker, Dr. Merryl Tisch, Governor Emeritus of the New York Board of Regents, an outstanding change agent.
- A focus on university trustees, presidents, and students including facilitated workshop sessions on:
  - 21<sup>st</sup> Century University Leadership
  - 21<sup>st</sup> Century Trustee Role
  - 21<sup>st</sup> Century Student Success
  - 21<sup>st</sup> Century State System Update
- The System's key strategic initiatives:
  - Ensuring student success
  - Leveraging university strengths
  - Transforming governance and leadership structure
- A Student Leadership Workshop. This panel consists of Student Trustees, Student Government Presidents, and Student Board of Governor Presidents.

Trustee Shields shared additional information on academic programs and a new process being implemented in the state system. Board of Governors are no longer in the process of approving programs, the interim chancellor will be approving these.

Additional facts on academic programs are - any changes which are made in the system have to be made at the university level as well and program changes are not a linear process. These programs will not sit there forever and be kept active.

I hope to see many of Edinboro University's Trustees there.

Trustee Shields asked if there are any questions, hearing none, he completed his report.

Trustee Chaffee closed the Business Meeting with a couple of notes:

- The Council sends Pat Kennedy deepest sympathy for the loss of her father. Trustee Kennedy thanked everyone for the floral arrangement.
- May 2018 COT meeting will be Trustee Anderton's last meeting. Trustee Anderton has been the most valuable Student Trustee we have had, and it has been an honor and a privilege to mentor her. Trustee Anderton always asked questions and there was never a question on her integrity and honor. It has been our pleasure to work with her and serve on this Council with her.

With no further business or any questions, Trustee Chaffee thanked everyone and then moved to close the February 13, 2018 Business Meeting at 2:12pm and asked Council Members to go back into Executive Session.

**Informational Items:**

Upcoming COT Scheduled Meetings:

- May 11, 2018
- July 24, 2018
- September 27, 2018
- December 14, 2018

These meetings have been respectfully submitted by Ms. Carol Webster, Executive Assistant to President Walker

## **Academic Affairs Report for Edinboro University Council of Trustees May 11, 2018**

### **Accreditations and Recognitions**

- Edinboro University's Master of Social Work (MSW) program was ranked 21<sup>st</sup> in the 2018 Best Online Colleges for Master's Degrees in MSW by SR Education Group, an education research publisher. The MSW program was also ranked 18<sup>th</sup> in the 2018 Most Affordable Online Colleges for Master's Degrees in MSW.

### **University Outreach and Campus Programs**

- The Global Education Office will host a Trivia Night on October 18, 2018 as a fundraiser event for Study Abroad scholarships for students.
- Edinboro University Center for Career Development & Experiential Learning hosted a Career Fair on April 26 to aid students with career searches, summer jobs and graduate school. Students were able to attend career workshops leading up to the event, which provided information on preparing for the career fair, job hunting and resume writing. The Center for Career Development and Experiential Learning also launched a HirEU app this past spring. The app is available on the App Store and Google Play.
- Edinboro University honored 263 of its highest-achieving students on April 20 during the University's annual Academic Honors Convocation ceremony at Louis C. Cole Auditorium – Memorial Hall. Graduating seniors who earned *Summa Cum Laude*, *Magna Cum Laude* and *Cum Laude* honors were announced and received their stoles, and Outstanding Departmental Seniors were recognized and received red cords to wear at Spring Commencement; Honors Diploma Candidates received gold honors cords; students who earned the Associate Degree with Distinction honors were awarded with a pin; Eve Bruce and Joel Lohr received the Scholar-Athlete of the Year Awards; Candidates for Commissioning were recognized as well as the University's Student Representative to the Council of Trustees, Savannah Anderton. Dr. Paul Rovang, who was Scholar of the Year in 2017, served as the faculty speaker during the ceremony. Three extraordinary employees were also recognized at the event: Dr. Timothy Thompson (Communication, Journalism, and Media) was named 2018 Faculty Member of the Year; Dr. Robert Hass (English and Philosophy) was named 2018 Scholar of the Year; and Dr. Lenore Barbian (Criminal Justice, Anthropology, and Forensic Studies) was named 2018 Advisor of the Year.
- The Academic Success Center hosted a Majors Fair in Van Houten South Dining Hall on March 29. The event focused on assisting students interested in dual majors, adding a minor to their degree and those who have not yet declared a major. Representatives from academic departments also attended to speak with students.
- The Department of Mathematics and Computer Science celebrated Pi Day on March 26, with activities in Ross Hall including a contest about Pi trivia knowledge and digits of Pi as well as talks on careers in Mathematics and Computer Science. The keynote speaker that evening was Dr. Sarah Greenwald, co-

creator of SimpsonMath.com who presented “Pi day with the Simpsons and Futurama” in the multipurpose room of the Frank G. Pogue Student Center.

- Edinboro University celebrated Women’s History Month during the month of March with events and presentations that included:
  - Children’s Books Showcase. Dr. Mary Jo Melvin, chairperson of the Department of Early childhood and Reading, and EU students Peyton Hanlon and Kelsey Leasure showcased children’s books featuring brilliant and inspirational women.
  - “Successful Women in Physics and the Experiences that Inspired Them.” Dr. Corinne Schaeffer of the Department of Mathematics and Computer Science, and students Halie Lewis and Jordan Gregor presented their research on successful women in Physics.
  - “Planned Parenthood of Pennsylvania.” EU graduate student Devin McLaughlin, a previous intern at Planned Parenthood of Pennsylvania, shared the history of the organization, current battles and the progress of reproductive rights.
  - “Julia Robinson and Hilbert’s Tenth Problem.” Dr. John Hoggard from the Mathematics and Computer Science Department examined the life of Julia Robinson, a top mathematician who contributed significantly to the solution of a major problem in 20th century mathematics.
  - “The Pirate Queen: Grace O’Malley.” Dr. Jerra Jenrette of History, Politics, Languages and Cultures Department examined the life of Grace O’Malley, Ireland’s most famous 16<sup>th</sup> century pirate.
  - “The Law and Politics of Abortion in the Trump Era.” Dr. James Fisher, a professor of politics and legal studies at Edinboro University, focused on how the presidency of Donald Trump has affected, and could affect, the law and politics of abortion.
  - “Cardi B, Taylor Swift and the Politics of *New New Feminism*.” Dr. Rhonda Matthews, from EU’s History, Politics, Languages and Cultures Department, discussed new women artists and the shifting cultural messaging of their music about gender, equality, politics and feminism.
  - “Sally Ride: Out of this World.” Dr. Irene Fiala of the Sociology Department discussed the life of Sally Ride, America’s first woman in space and the first acknowledged gay astronaut.
  - “The Women of Star Trek: From Sex Object to Starship Captains.” Dr. Dale Hunter, of Biology and Health Sciences Department, explored varied roles that women have played in the Star Trek franchise over the last 52 years.
  - “The Women of India: A 20-Year Journey.” Dr. Kiran Misra, of Biology and Health Sciences Department, discussed women’s rights in India and the issues facing Indian women.
  - “Women in the Cold War.” A panel discussion featuring EU alumna Karrie Bowen, lecturer in Social Media and Public Relations at Penn State Behrend, and EU graduate students Ariel Phillips and Robert Kerlin.
  - “The Strong Females of Harry Potter.” Dr. Corbin Fowler, of the English and Philosophy Department, analyzed the female characters in J.K. Rowling’s Harry Potter saga.
  - “Performances of Women’s Poetry, Prose and Drama.” Dr. Kathleen M. Golden, of Communication, Journalism and Media Department, and EU students made this presentation.
  - “Miss Representation,” a powerful documentary explored the marginalization of women in today’s world, followed by a panel discussion. Panelists include Dr. Golden; Rosmari Graham, director of Grants and Sponsored Programs; and graduate students Tara Heubel and Rachael Elliott.

- “Women’s Empowerment Panel,” featured Drs. Shuang Feng and Jingze Jiang of the Business and Economics Department.
- Tyler Titus, a Licensed Professional Counselor and City of Erie School Board Director, was a guest speaker at Edinboro University on March 20 where he discussed gun violence in schools. The presentation entitled “Addressing Violence in Our Schools from a Trauma-Informed Perspective” was held in the Frank G. Pogue Student Center and sponsored by the President’s Commission on the Status of LGBTQIA+ People.
- On March 3, the Edinboro University Psychology Club and the Psychology Department hosted “Brain Awareness Day” at the Millcreek Mall. The goal of this event “is to increase understanding of the brain with relation to behavior, inspire careers in neuroscience, improve awareness of mental health and promote healthy lifestyles.”
- During the month of February, the Performing Arts Series celebrated Black History Month by transforming the Frank G. Pogue Student Center into a living museum featuring some of history’s most influential men and women.
- Beth Zewe, Director of Continuing Education, received notification from the Pennsylvania Department of Environmental Protection that Edinboro University was approved to offer a Wastewater Treatment Plant Operator Certificate Program.
- The Center for Faculty Excellence will launch the Little Free Library during the month of May as part of an initiative to promote literacy and community relationships. Over 2,000 books were donated to the project and the books are free to anyone in the community with no obligation to return. See below for launch dates and locations scheduled in the surrounding community.

DATE DUE	Launch Events
Mon. 5-7-18	Early Learning University   Edinboro   3 PM
Tues. 5-8-18	Sara's Ice Cream Pub   Erie   3 PM
Wed. 5-9-18	Bethany Outreach Center   Erie   3:30 PM
Thurs. 5-10-18	Edinboro Market   Edinboro   3 PM
Fri. 5-11-18	Goode11 Gardens & Homestead   Edinboro   10 AM
Fri. 5-11-18	McKinley Elementary School   Erie   3 PM

**Faculty Recognition**

- A panel discussion entitled “Opioids: A Public Health Crisis Out of Control?” was held in Compton Hall on April 24. Dr. Wayne Hawley (Psychology), Dr. Elaine Rinfrette (Social Work) and Dr. Thomas

White (Nursing) were panelists, each offering their professional perspective on the widespread health crisis. Dr. White also served as moderator.

- Dr. Jay Hanes co-edited a book entitled The Role of Arts in Learning: Cultivating Landscapes of Learning, scheduled for release this June.
- Dr. Joe Conti (Criminal Justice, Anthropology and Forensic Studies), Dr. Adrienne Dixon-McCullum (Counseling, School Psychology and Special Education), and Dr. James Fisher (History, Politics, Language and Cultures) participated in a panel discussion on March 27<sup>th</sup> titled “The Second Amendment: At a Crossroads?” Dr. Jerra Jenrette (History, Politics, Languages and Cultures) served as moderator for the event.
- Dr. Lisa Unico presented “Hidden Disabilities: Wanting It All and Getting More Than I Bargained For,” as the guest speaker at the Social Equity Distinguished Lecturer Series on March 23. The interactive presentation allowed audience members to try different activities that simulated difficulties individuals with MS experience every day.
- Dr. Michael Engdahl, professor and chair in the Department of Business and Economics, was approved for publication in the PIABA Bar Journal, a peer-reviewed law journal published by the Public Investors Arbitration Bar Association. The article is entitled “Characteristics of a Prudent Investment Portfolio” and is expected in the summer edition of the PIABA Bar Journal.
- Dr. Heather Kenny, professor in the Department of Early Childhood and Reading, was the Social Equity Distinguished Lecturer guest speaker on March 1, where she presented “Demystifying Dyslexia.” The session explored characteristics of dyslexia and debunked common misconceptions. Dr. Kenny also shared examples of how members of the community can support individuals with dyslexia.
- On February 15, Dr. James Fisher (History, Politics, Languages & Cultures) was the guest speaker for the Social Equity Distinguished Lecturer Series. The topic of his lecture was “Abortion Politics in a Polarized America.”
- On February 8, the Social Equity Distinguished Lecturer Series featured presentations by Dr. Will Koehler, Dr. Hilary Copp and Professor Jessica Hippely from the Department of Social Work, entitled “Edinboro Campus Climate for LGBTQ Students: A 5-Year Comparison.” The faculty presented their findings from surveys of students conducted in the fall of 2012 and fall 2017 regarding their attitudes about LGBTQ people, as well as incidents of anti-LGBTQ behavior they observed within the Edinboro campus community. Discussion also focused on how to improve the campus climate.
- Biology professor, Dale Tshudy, had a research paper published in the January edition of *Journal of Paleontology*. The paper was coauthored with colleague European paleontologists. Professor Tshudy will also present at the 9<sup>th</sup> International Crustacean Congress in May. Professor Tshudy is frequently contacted by fellow paleontologists for his expert opinion on research.
- Professor Terry McKelvey’s drawings and paintings were on display at the Thiel College Weyers Sampson Gallery, January 18 - February 16. An opening reception and gallery talk was held on January 18.

## Student Recognition

- The Friends of the Baron-Forness Library awarded research grants to two graduate students and six undergraduate students during the fall semester. A reception was held on May 1 to recognize the students.

Graduate awards were presented to:

- Alyssa Rhone – “Analysis of Parent-Child Interactions & Media Utilizing the LENA” (Project Advisor: Dr. Jane Puhlman, Communication Sciences and Disorders Department)
- Autumn Richards – “Meeting the Needs of Students and Teachers at Erie Children’s Museum” (Project Advisor: Dr. Karen Lindeman, Early Childhood and Reading Department)

Undergraduate awards were presented to:

- Ashley Taylor and Kendra Taylor – “Mock Jurors’ Perceptions of Bias in Forensic Testing” (Project Advisor: Dr. Ronald Craig, Psychology Department)
  - Deandra Mosura – “The Effects of Sexual Conditioning on the Development of Sexual Behaviors in Male Rats” (Project Advisor: Dr. Wayne Hawley, Psychology Department)
  - Emma Morgan – “Extraction and Separation of Active Plant Compounds from the Common Foxglove, *Digitalis purpurea*” (Project Advisor: Dr. Matthew Foradori, Biology and Health Sciences Department)
  - Michael Anthony – “Surveying the Gut Microbiota of *Zootermopsis angusticollis*” (Project Advisor: Dr. Matthew Foradori, Biology and Health Sciences Department)
  - Zachary Drake – “Determination of Heavy Metal Concentrations in Residential Water Supplies and Local Watersheds Using Flame Atomic Absorption Spectroscopy” (Project Advisor: Dr. Qun Gu, Chemistry Department)
- Edinboro University’s annual Celebration of Scholarship was held on April 4, 2018. Students presented and discussed their research, scholarship and works of creativity. Awards were presented to the following students:

### School of Business

- 1<sup>st</sup> Place “Sales Training Programs of Insurance Industry” – Drayke Karges
- 2<sup>nd</sup> Place “How Climate-Change-Related Natural Disasters Affect US Domestic Airfare” - Avryn Jackson-Bonus
- 3<sup>rd</sup> Place “Survival Mode: Financial Obligation” – Juanita Maria Stokes

### School of Graduate Studies and Research

- 1<sup>st</sup> Place “Cover-Copy-Compare for Spelling Intervention” – Jessica Young

### College of Arts, Humanities, and Social Sciences

- 1<sup>st</sup> Place “Edinboro University Climate Survey on Sexual Misconduct, Reporting, and Resources” – Morgan Adams
- 2<sup>nd</sup> Place “Efficacy of a Digital Storytelling Intervention at Reducing Anxiety and Depression in Transgender Individuals” – Milo Orr
- 3<sup>rd</sup> Place “Figures from the Past: Archaeological Analysis of Cuchimilcos from the Central Coast

of Peru” – Abigail Bennett

College of Science and Health Professions

- 1st Place “How to Be a Successful Woman in Physics” – Halie Lewis and Jordan Gregor
- 2<sup>nd</sup> Place “Crosslinking Cellulase to Activated Resins” – Nicole Wagner
- 3<sup>rd</sup> Place (tie) “A Comparison of Language Quality and Quantity Across Two Routines”  
– Sydney Weber, Kelsey Leasure and Julie Rivers
- 3<sup>rd</sup> Place (tie) “Progesterone Modulates Motivational and Consummatory Aspects of Sexual Behavior in Male Rats” – Deandra Mosura

Provost Choice Award

“Potential for Underwater Archaeology on Lake Erie Southern Coastline” - Jennifer Martin

- Brandon Slomski, Jensen Lorea, Mackenzie Link, Juanita Stokes, Patrick Galvin and Adam Duckett, students in the Department of Business and Economics, attended the Financial Planning Association of the National Capital Area’s Annual Career Day in Herndon, VA this spring. The event offers professional development for the students to engage with participants and learn about employment opportunities.
- Edinboro University’s College Bowl All-Stars team Casey Conrad-Medvis, Emily Anderson, Brandon Eschborn and Doug Davison along with Coach Dr. Roger Solberg, attended the National Academic Quiz Tournament Sectionals held at Youngstown State University on February 3, 2018. Edinboro University students have participated in the intercollegiate tournaments since 2008.



Casey Conrad-Medvis, Emily Anderson, Dr. Solberg (coach), Brandon Eschborn and Doug Davison

- Edinboro University’s Mock Trial Team competed at the American Mock Trial Association’s Regional Intercollegiate Mock Trial Tournament on February 11-12 in Columbus, OH. The trials were conducted in actual courtrooms of the Franklin County Court of Common Pleas. Erin O’Brien, Julia Mutranowski and teammate Emily Maziarz were recognized by the scoring judges for their outstanding performances as attorneys. Additionally, Ms. O’Brien, Mary Lindeman, Dewey Hudacky, Jared Wayman, Josh Hudacky and Taylor Szuchon were recognized by the scoring judges for their outstanding performances



as witnesses. Mock Trial teams from across the country participated in the competition. Joe Conti, J.D. and Elvage Murphy, J.D. are advisors for the team.



Emily Maziarz, Julia Mutranowski (vice president), Mary Lindeman, Erin O'Brien (president), Josh Hudacky and Taylor Szuchon, (back row) Kali Learn, Dewey Hudacky and Jared Wayman.

- Current Ceramics students and faculty recently presented their work in the following exhibitions:
  - NCECA Exhibition: 2018 National Student Juried Exhibition at the Pittsburgh Center for the Arts Gallery. Edinboro MFA students were Sara Catapano, Hannah Pierce, Brandon Lipe, and Clarissa Pezone, along with BFA student Bethany Butler. Only 40 pieces by Graduate students and 16 pieces by undergraduate students were chosen from over 500 works entered from 100 schools across the country.
  - Edinboro University MFA Thesis exhibition by Hannah Pierce and Sara Catapano. Ephemeral - BoxHeart Gallery. Abstracted biomorphic sculptures and surreal, architectural configurations converge to narrate the issues and complexities of urbanization.
  - Edinboro University Ceramics. Andrew Carnegie Free Library Gallery. Edinboro's Ceramics program encourages a variety of traditional and innovative approaches to working with clay as an artistic medium. Faculty: Lee Rexrode, Chuck Johnson. Current Students: Sara Catapano, Hannah Pierce, Alana Wilson, Clarissa Pezone, Brandon Lipe, Chanakarn Semachai, Michael Bishop, Mark Tarabula.
  - "Hot Mud" A 3 person exhibition at The Church on Kincaid featuring the work by current MFA Student Chanakarn Semachai, and alumni Ashley Bevington (MFA, 2016) and Matt George

(BFA, 2016)

### **Miscellaneous**

- Ms. Monica Clem, Executive Director of Career Development and Experiential Learning, will serve on the National Association of Colleges and Employers (NACE) “Future of We” Task Force. Ms. Clem will also provide a panel “best practices” session at the national Symplicity Symposium preceding the NACE Conference.
- The Edinboro University Planetarium staff and the Pennsylvania Department of Conservation and Natural Resource collaborated to mark the official start of spring on March 20 with an outdoor viewing of the vernal equinox. Members of the community were invited to join the free stargazing event at Erie Bluffs State Park in Lake City, PA. Telescopes were set up for viewing Orion, the Orion Nebula, and the moon.
- The JET 24 Edinboro University Golden Apple Award weekly report was recognized this past February by the Pennsylvania Association of Broadcasters in the category of *Outstanding TV Feature Story/Report/Series*. Entries of past broadcasts were submitted by JET 24, competing against TV stations across Pennsylvania, outside of Pittsburgh and Philadelphia.
- In March, Edinboro University was selected to take part in Google Expeditions’ pioneer program where students were given the charge to create virtual-reality field trips of local landmarks. They were provided a 360-degree, 12 megapixel Ricoh Theta camera, a Google Nexus phone and instructional materials to begin creating their virtual-reality experience of the Edinboro University campus and surrounding community. The virtual tour project should be complete by the end of the spring semester and could potentially be used as a recruitment tool.

# EDINBORO UNIVERSITY OF PENNSYLVANIA

## 2018 - 2019 Fee Schedule\*

<b>Mandatory Fees - Fall/Spring (per semester)</b>		<b>Current Rate</b>	<b>Proposed FY2019 Rate</b>	
<b>Program-specific Instructional Fee</b>	BSN in Innovative Nursing	25% of Tuition	25% of Tuition	
	BSN in Nursing	25% of Tuition	25% of Tuition	
<b>Art Fee</b>	Per credit hour, ART courses	5%	5%	
<b>Applied Music Fee</b>	Per course, undergraduate	100.00	100.00	
<b>Clinical Practice Placement Fee</b>	Varied	n/a	0 - 500	
<b>MASLP Program Fee</b>	One-time program fee	n/a	885 - 1,410	
<b>School Psychology Assessment Fee</b>	Per semester, pre-internship	n/a	75.00	
<b>STEM Course Fee</b>	Per credit hour, undergraduate or graduate	30.00	30.00	
<b>University Center</b>	Full-time (undergraduate)	320.00	320.00	
	Per Credit Hour {	Undergraduate	26.75	26.75
		Graduate	36.00	36.00
<b>Health Center</b>	Full-time	150.00	150.00	
	Per Credit Hour {	Undergraduate	12.50	12.50
		Graduate	n/a	n/a
<b>Student Activity Fee</b>	Full-time	225.00	225.00	
	Per Credit Hour {	Undergraduate	18.75	18.75
		Graduate (on-campus only)	n/a	18.75
<b>Student Success Fee</b>	Undergraduate	70.00	70.00	
	Graduate	n/a	n/a	

<b>Mandatory Fees - Summer 2019</b>		<b>Current Rate</b>	<b>Proposed FY2019 Rate</b>	
<b>Program-specific Instructional Fee</b>	BSN in Innovative Nursing	25% of Tuition	25% of Tuition	
	BSN in Nursing	25% of Tuition	25% of Tuition	
<b>Art Fee</b>	Per credit hour, ART courses	5%	5%	
<b>Applied Music Fee</b>	Per course, undergraduate	100.00	100.00	
<b>Clinical Practice Placement Fee</b>	varied	n/a	0 - 500	
<b>STEM Course Fee</b>	Per credit hour, undergraduate or graduate	30.00	30.00	
<b>University Center</b>	Undergraduate	26.75	26.75	
	Per Credit Hour {	Graduate	36.00	36.00
<b>Health Center</b>	Undergraduate	12.50	12.50	
	Per Credit Hour {	Graduate	n/a	n/a
<b>Student Activity Fee</b>	Undergraduate	18.75	18.75	
	Per Credit Hour {	Graduate (on-campus only)	n/a	18.75
<b>Student Success Fee</b>	Undergraduate	35.00	35.00	
	Per Credit Hour {	Graduate	n/a	n/a

\*Proposed rates are highlighted in yellow.

# EDINBORO UNIVERSITY OF PENNSYLVANIA

## 2018 - 2019 Fee Schedule\*

<u>Service Fees</u>		<b>Proposed FY2019</b>	
		<b>Current Rate</b>	<b>Rate</b>
<b>Application</b>		\$ 30	\$ 30
<b>Competency Exam</b>	Per semester hour	50	50
<b>CLEP (College-Level Examination Program) Fee</b>		35	35
<b>Computer Lab Printing</b>		5	5
<b>Duplicating</b>	External/Internal	0.10/.04	0.10/.04
<b>Late Registration</b>	Undergraduate and Graduate registration after established date	25	25
	Internships, practicum or graduation application after published due date	100	100
<b>Late Graduation Teacher Application</b>		100	100
<b>Life Experience Center</b>	Preliminary Application	25	25
	Evaluation	100	100
	Life Experience - Per semester hour	25	25
<b>Orientation Fee, guest meals</b>		\$125 / 20	\$125 / 20
<b>ID Card Charge</b>	First ID/Replacement	\$20 / 20	\$20 / 20
<b>Music Instrument Rental Fees</b>		\$20 - 75/semester	\$20 - 75/semester
<b>Payment Plan</b>	Semester Fee	40	40
	Late Fee	15	15
<b>Late Payment Fee</b>	Student accounts with no payment plan	100	100
<b>Pearson Testing Center Test</b>	Administration Fee	\$5 - 35/exam	\$5 - 35/exam
<b>Transcript Fee</b>	Undergraduate or Graduate	10	10
<b>Vehicle Registration</b>	Per year	75	75
	Replacement	25	25
	Reserved parking	150	150
<b>Withdrawal</b>	After add/drop period (excludes 1st semester freshmen)	25	25

  

<u>Fines &amp; Violations</u>		<b>Proposed FY2019</b>	
		<b>Current Rate</b>	<b>Rate</b>
<b>Library</b>	Per book, per day	\$ 0.25	\$ 0.25
	Per book, per day	1	1
	Lost book (Replacement cost + accumulated fines + \$10 processing fee)	\$10+	\$10+
<b>Lost Key</b>	Single Core	25	25
	Master key, multiple cores	\$75 / 100	\$75 / 100
<b>Moving Violation</b>		75	75
<b>Parking Violation</b>	Blocking Emergency Device	50	50
	Boot Removal	50	50
	Fire Lane Parking	30	30
	Handicap Parking zone	100	100
	Illegal Parking	30	30
	Late Payment - Parking Violation (after 10 days)	10	10
	No Decal/Expired Decal	30	30
<b>Returned Check</b>		30	30

\*Proposed rates are highlighted in yellow.

# EDINBORO UNIVERSITY OF PENNSYLVANIA

## 2018 - 2019 Fee Schedule\*

<u>Campus Life Fees</u>		Current Rate	Proposed FY2019 Rate
Fitness Center	Per semester, faculty/staff	\$ 75	\$ 150
	Per semester, alumni	37.50	150
	Daily, guests	5	5
CORE Equipment Rental	Weekend	2 - 10	2 - 10
	Week	5 - 20	5 - 20
CORE, Climbing Gym, non-student, public passes	Per person per semester	25	25
	Per person per year	45	45
	Per group per time, outside of normal operation hours	50	50
CORE, Ropes Course, non-student	Group 5-10 (each person)	35	35
	Group 11-20 (each person)	30	35
	Group 21-30 (each person)	25	35
	Group minimum 7 (each person)		35
<u>Ghering Health and Wellness Center Fees</u>		Current Rate	Proposed FY2019 Rate
<b>Ghering Health and Wellness Center</b>			
No show fee		\$ 15	\$ 15
Records Fee		State-Fee Rate	State-Fee Rate
<b>Student Health Services</b>			
Physical Exam Fee	Basic	25	25
	Advanced	50	50
Allergy Injection		5	5
Medication/Supplies		3 - 60	3 - 60
Immunizations		15 - 60	15 - 60
Women's Clinic Appt.		10	10
Ghering Lab Tests		5 - 35	5 - 35
Medical Transport		Actual taxi cost	Actual taxi cost
Tuberculosis Testing		10	10
<u>Judicial Affairs Fee</u>		Current Rate	Proposed FY2019 Rate
Drug & Alcohol Awareness Class		\$ 100	\$ 100

\*Proposed rates are highlighted in yellow.

# EDINBORO UNIVERSITY OF PENNSYLVANIA

## 2018 - 2019 Fee Schedule\*

### Auxiliary Fee Structure

#### Room Rates - Traditional Housing

##### Per Semester (Fall/Spring)

		Current Rate	Proposed FY2019 Rate
Double Room	Per person (2 @room)	\$ 2,920	\$ 2,978
	Per night	28	40
Private Room	Per person (1 @room)	4,259	4,429
	Per night	40	50
Guest Room	Per night (1 @room)	28	40
	Per night (2 @room)	40	50

##### Break Housing

Double Room	Per person (2 @room/week)	n/a	\$ 199
Private Room	Per person (1 @room/week)	n/a	295

#### Room Rates - Highlands

##### Per Semester (Fall/Spring)

Suite Single		\$ 4,280	\$ 4,451
Suite Double		4,070	4,151
Studio Single		4,835	5,028
Studio Double		3,740	3,815
Semi-Suite Single		3,960	4,118
Semi-Suite Double		3,165	3,228
Staff - Studio Single		4,835	5,028

##### Single Room Upcharge

Studio Double	Upgrade to private room	n/a	\$ 5,028
Suite Double	Upgrade to private room & bath	n/a	5,188

#### Board Rates - FY 2019

##### Weekly Meal Plans

	Board Rates - FY 2018	Meal Plan % Increase	Proposed Meal Plan Price	Board Rates - FY 2019
	Meal Plan (excludes Flex & Boro)			Meal Plan (includes Flex & Boro)
19 meals, \$300 Flex, \$25 Boro	\$ 1,372	2.1%	\$ 1,401	\$ 1,726
14 meals, \$300 Flex, \$25 Boro	1,193	2.0	1,217	1,542
10 meals, \$300 Flex, \$25 Boro	1,085	2.0	1,107	1,432

##### Block Meal Plans

210 meals, \$300 Flex, \$25 Boro	\$ 1,482	2.2%	\$ 1,514	\$ 1,839
175 meals, \$300 Flex, \$25 Boro	1,255	2.1	1,281	1,606
105 meals, \$300 Flex, \$25 Boro	881	2.2	900	1,225
60 meals, \$300 Flex, \$25 Boro	515	2.1	526	851
30 meals, \$300 Flex, \$25 Boro	258	2.1	263	588

##### Flex meals only

Off-campus & Commuters	100		100	100
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#### Summer Session 2019 (per week)

		Current Rate	Proposed FY2019 Rate
Room	Double	\$ 196	\$ 199
	Private	280	295
Food	14 meals	\$ 80	\$ 81
	10 meals	72	74

\*Proposed rates are highlighted in yellow.

# EDINBORO UNIVERSITY OF PENNSYLVANIA

## 2018 - 2019 Fee Schedule\*

### Office for Students with Disabilities (OSD)

		Proposed FY2019	
		Current Rate	Rate
<b><u>Attendant Care Fees</u></b>			
Unit Fee		\$40/unit	\$40/unit
Storage	Per term	128	128
	Per summer	256	256
Companion Services – Occurrence		138.50	138.50
Travel	Per day	138.50	138.50
Apartment	Per night	60	60
<b><u>General Fees</u></b>			
Attendant Care Services – Urgent/Basic Service (semester)		\$ 1,650	\$ 1,920
Van Transportation (semester)		3,500	3,500
BASIS Program (semester)		2,500	2,500
BASIS Lite Program (semester)		1,250	1,250
Assistive Tech Evaluation (evaluation)		760	760
Assistive Tech Training (hour)		55	55
<b><u>Peer Advising (per semester)</u></b>			
Level 1	8 hours/week with peer advisor; 2 hours/week with writing specialist; and 1 hour/week with OSD staff	\$ 3,675	\$ 3,675
Level 2	5 hours/week with peer advisor; 1 hour/week with writing specialist; and seven 1-hour sessions with OSD staff	1,922	1,922
Level 3	3 hours/week with peer advisor and four 1-hour sessions with OSD staff	600	600
<b><u>Writing Specialist (per semester)</u></b>			
Package 1	1 hour/week (final week not included)	\$ 900	\$ 900
Package 2	1 hour/week for ten weeks (final week not included)	600	600
Package 3	1 hour every 3 weeks (final week not included)	300	300
<b><u>Homework Aides (per semester)</u></b>			
Level 1	5 hours/week	\$ 543.75	\$ 580
Level 2	4 hours/week	435.00	464
Level 3	3 hours/week	326.25	348
Level 4	2 hours/week	217.50	232
Level 5	1 hour/week	108.75	116
<b><u>Meal Aides (per semester)</u></b>			
Level 1 - Full Meal Assistance		\$ 2,440	\$ 2,560
Level 2 - Partial Meal Assistance		1,220	1,280
Level 3 - Meal Prep Assistance		610	640
<b><u>BRIDGE Fees</u></b>			
BRIDGE - Tuition	In/out of state/per credit	\$302 / 452	per credit
BRIDGE - Peer Advisor		n/a	\$ 52.50
BRIDGE - transportation/week		218.75	218.75
BRIDGE - meals/week		120.50	120.50
<b><u>BRIDGE - Meal Aides</u></b>			
Level 1 - Full Meal Assistance		n/a	\$ 160
Level 2 - Partial Meal Assistance		n/a	80
Level 3 - Meal Prep Assistance		n/a	40

\*Proposed rates are highlighted in yellow.



# **Contracts & Purchases**

**January 2018**

**Council of Trustees Meeting  
May 11, 2018**



**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY - REPORT OF CONTRACTS FROM 1/01/18 TO 1/31/18**

<b>Contractor's Name</b>	<b>Cost Center Name</b>	<b>Description</b>	<b>Funding Source</b>	<b>Expense Category</b>	<b>Amount</b>
Erie Restoration Inc	Deferred Maintenance-Cooper Science	Emergency Remediation to Cooper Hall	Other E & G Funds	Contracted Maint - Bldgs & Grounds	\$ 19,000.00
Barton Denmarsh Esteban Inc	University Marketing	Design & Produce Winter/Spring Alumni Magazine Issue	General Funds	Technical Consultants	19,700.00
Espresso Analysts	Food Service-Maintenance & Custodial	Preventative Maintenance for Espresso Machines Various Locations	Dining Hall Funds	Preventative Maintenance	1,800.00
Northwest Restoration Inc	Reeder Deferred Maintenance-Key 93	Masonry Restoration Reeder Hall	Other E & G Funds	Preventative Maintenance	14,500.00
Keystone Fitness Equipment Repair	University Center Operations	Preventative Maintenance to Pogue Fitness Equipment	Student Center Funds	Preventative Maintenance	5,640.00
Ram Industrial Services	Shops/Plant	Annual Inspection for Triplex Pump Station	General Funds	Contracted Maint - Bldgs & Grounds	1,900.00
Condensed Curriculum International	Continuing Education	Allied Health Training & Education Programs	Special Programs	Consulting Services	250,000.00
Ram Industrial Services	Shops/Plant	Provide/Install Valves at Lift Station	General Funds	Contracted Repairs	7,510.00
CE Power	Shops/Plant	Oil Sampling Service on Power Transformers	General Funds	Contracted Repairs	3,220.00
Barton Denmarsh Esteban Inc	University Marketing	Strategic Marketing Services	General Funds	Technical Consultants	2,000,000.00

**COUNCIL OF TRUSTEES  
EDINBORO UNIVERSITY - REPORT OF CONTRACTS FROM 1/01/18 TO 1/31/18**

<b>Contractor's Name</b>	<b>Cost Center Name</b>	<b>Description</b>	<b>Funding Source</b>	<b>Expense Category</b>	<b>Amount</b>
Plyler Overhead Door Co	Grounds Maintenance	Furnish/Install Garage Door at Maintenance Garage	General Funds	Maintenance Supplies	4,080.00
AZZ	Shops/Plant	Inspect/Evaluate Medium Voltage Bus Duct at Substation	General Funds	Contracted Maint - Bldgs & Grounds	7,031.60
Sara Adams	Community Music School-Lesson Fees	Community Music School Suzuki Piano Lessons	Self Supported Funds	Specialized Services	1,306.24
Mary Beth Armes	Community Music School-Lesson Fees	Community Music School Voice Lessons	Self Supported Funds	Specialized Services	6,545.00
Paul Crider	Adaptive Athletic Program	Officiate Intercollegiate Tournament	General Funds	Game Officials	640.00
Daniel Eaton	Continuing Education	Nurse Aide Program Coordinator Services	Special Programs	Speaker Fees	1,000.00
Angela Gast	University Marketing	Freelance Graphic Design	General Funds	Specialized Services	19,000.00
Elizabeth L Henninger	Community Music School-Lesson Fees	Community Music School Piano Lessons	Self Supported Funds	Specialized Services	1,386.00
Kathleen Johnson	Continuing Education	Instruction of Nurse Aide Program	Speaker Fees	Special Programs	2,625.00
Maria Lyon	Community Music School-Lesson Fees	Community Music School Suzuki Violin Lessons	Self Supported Funds	Specialized Services	3,621.00

**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY - REPORT OF CONTRACTS FROM 1/01/18 TO 1/31/18**

<b>Contractor's Name</b>	<b>Cost Center Name</b>	<b>Description</b>	<b>Funding Source</b>	<b>Expense Category</b>	<b>Amount</b>
Anita Szymanski	Community Music School-Lesson Fees	Community Music School Piano Lessons	Self Supported Funds	Specialized Services	595.00
				<b>TOTAL</b>	<b>\$ 2,371,099.84</b>

**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY-REPORT OF PURCHASE ORDERS OVER \$10,000 FROM 1/01/18 TO 1/31/18**

<b>VENDOR-NAME</b>	<b>VENDOR-ADDRESS</b>	<b>DESCRIPTION</b>	<b>PO NUMBER</b>	<b>PO AMOUNT</b>
Foreman Architects Engineers	525 W New Castle St Zelienople PA 16063	Rose Hall Masonry Restoration Investigation	3900009198 \$	11,106.24
Amark Environmental LLC	PO Box 9565 Erie PA 16505	Doucette Hall Ground Floor Asbestos Abatement	3900009225	34,740.30
Heritage Environmental Services LLC	1250 Saint George St East Liverpool OH 43920	Fire and Safety Hazardous Waste Removal	4500550981	19,384.58
Kee Safety Inc	100 Stradtman St Buffalo NY 14206	Cooper Hall Roof Guardrail	4500551017	16,669.49
Wright's Media	2407 Timberloch Pl Ste B The Woodlands TX 77380	Graduate Studies US News & World Report Award Badge Permission Licensing	4500551538	13,800.00
Sciaps Inc	5 Constitution Way Woburn MA 01801	Chemistry Spectrometer	4500552222	13,090.00
National Collegiate Athletic Assoc	PO Box 540014 Atlanta GA 30353-0014	Athletics 2018 NCAA Wrestling Championship Tickets	4500552298	44,650.00
Ricoh USA Inc	70 Valley Stream Pkwy Malvern GA 19355	Art Department 5-Year Copier Lease	4500552454	20,230.20
IBM Corp	PO Box 643600 Pittsburgh PA 15264-3600	Information Technology Systems Annual Software Subscription Renewal	4500552504	13,086.00
EUSGA	Frank G Pogue Student Center Edinboro PA 16444	Athletics Student-Athlete Insurance	4500552549	20,000.00
CDW Government LLC	200 North Milwaukee Ave Vernon Hills IL 60061	Police Station UPS Battery	4500552681	10,226.00

**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY-REPORT OF PURCHASE ORDERS OVER \$10,000 FROM 1/01/18 TO 1/31/18**

<b>VENDOR-NAME</b>	<b>VENDOR-ADDRESS</b>	<b>DESCRIPTION</b>	<b>PO NUMBER</b>	<b>PO AMOUNT</b>
Clifton Larson Allen LLP	610 W Germantown Pike Ste 400 Plymouth Meeting PA 19462	Finance & Administration Forensic Accounting Audit	4500552743	20,000.00
Allied Fire Protection Systems Inc	1885 Lyndon Blvd Falconer NY 14733	Highlands Dry Sprinkler System Upgrades	4500552916	49,148.00
			<b>TOTAL</b>	<b>\$ 286,130.81</b>



# **Contracts & Purchases**

**February 2018**

**Council of Trustees Meeting  
May 11, 2018**



**COUNCIL OF TRUSTEES  
EDINBORO UNIVERSITY - REPORT OF CONTRACTS FROM 2/01/18 TO 2/28/18**

<b>Contractor's Name</b>	<b>Cost Center Name</b>	<b>Description</b>	<b>Funding Source</b>	<b>Expense Category</b>	<b>Amount</b>
Metro Group Inc	Shops/Plant	Water Treatment Program Treating Scale/Corrosion on Heating/Cooling Systems	General Funds	Chemicals	\$ 11,565.00
Waste Management of Erie	Facilities/Maint	Waste Removal/Landfill Services	General Funds	Trash/Sanitation	80,000.00
Browning Dudley Corp	Staff Training & Development	Media Training for President Walker	General Funds	Specialized Services	3,200.00
Rabe Environmental Systems Inc	Deferred Maint/ Doucette	Install Tandem Compressor in Doucette	Other E & G Funds	Contracted Maint Bldgs & Grounds	3,987.00
Conversion Image Technology Inc	Library/ Administration	Service Microfilm Machines	General Funds	Contracted Maint Office Equip	900.00
Devine Insulation Inc	Deferred Maint/ Hendricks	Install Condenser Suction Piping to Trane Units in Hendricks	Other E & G Funds	Contracted Services	2,208.00
Scobell Company Inc	Food Service/ Maint & Custodial	Remove/Install Steam Heat Coil in Van Houten	Dining Hall Funds	Contracted Maint Bldgs & Grounds	16,800.00
Coach USA - Erie	Honors Program	Honors 2018 Spring Trip Bus Transportation to Washington DC	General Funds	Student Travel	5,280.00
Pete Frampton	Men's Wrestling	Officiate 2018 EWL Championship Wrestling Tournament	Self-Supported Funds	Game Officials	930.00

**COUNCIL OF TRUSTEES  
EDINBORO UNIVERSITY - REPORT OF CONTRACTS FROM 2/01/18 TO 2/28/18**

<b>Contractor's Name</b>	<b>Cost Center Name</b>	<b>Description</b>	<b>Funding Source</b>	<b>Expense Category</b>	<b>Amount</b>
Patrick Frank	Men's Wrestling	Officiate 2018 EWL Championship Wrestling Tournament	Self-Supported Funds	Game Officials	930.00
Brian Green	Men's Wrestling	Officiate 2018 EWL Championship Wrestling Tournament	Self-Supported Funds	Game Officials	930.00
Michael Millward	Men's Wrestling	Officiate 2018 EWL Championship Wrestling Tournament	Self-Supported Funds	Game Officials	930.00
Paula C Myers	University Marketing	Provide Freelance Writing Services	General Funds	Specialized Services	19,700.00
James Reinarz	Community Music School/Lesson Fees	Community Music Lessons/Violin	Self-Supported Funds	Specialized Services	462.00
Clem Wandrisco III	Men's Wrestling	Officiate 2018 EWL Championship Wrestling Tournament	Self-Supported Funds	Game Officials	930.00
				<b>TOTAL</b>	<b>\$ 148,752.00</b>



**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY-REPORT OF PURCHASE ORDERS OVER \$10,000 FROM 2/01/18 TO 2/28/18**

<b>VENDOR-NAME</b>	<b>VENDOR-ADDRESS</b>	<b>DESCRIPTION</b>	<b>PO NUMBER</b>	<b>PO AMOUNT</b>
JSTOR	Portico 2 Rector St 18th Fl New York NY 10006	Library Annual Electronic Journal Subscriptions	4500553588	\$ 26,300.00
Clark Hill PLC	PO Box 3760 Pittsburgh PA 15230	Finance & Administration Title IX Audit Services	4500553712	59,588.62
Study in the USA Inc	100 S King St Ste 425 Seattle WA 98104	Admissions International Recruitment Materials	4500553943	13,995.00
Whitlock Corp	10671 William Penn Hwy Huntingdon PA 16652	Information Technology Services Classroom Technology Replacement Cycle - Projectors	4500553977	21,510.20
Allied Fire Protection Systems Inc	1885 Lyndon Blvd Falconer NY 14733	Highlands Phase 1 & 2 Attic Dry System Repairs	4500554001	45,500.00
Barton Denmarsh Esteban Inc	681 Andersen Dr Pittsburgh PA 15220	Marketing Services	4500554257	350,000.00
Erie Restoration Inc	5323 Woodside Dr Erie PA 16505	Highlands Building 8 Emergency Remediation	4500554326	14,401.67
North Coast Flight School Inc	1605 Asbury Rd Erie PA 16505	Porreco Campus Fall 2017 Aeronautical Program Fees	4500554664	10,342.80
USPS/CMRS-POC	PO Box 7247-0217 Philadelphia PA 19170-0217	Facilities Postage	4500555127	30,000.00
Xerox Corporation	651 East Park Dr Ste 200 Harrisburg PA 17111	Facilities 5-Year Copier Lease	4500555622	12,346.78
Dymun & Company	200 First Ave Pittsburgh PA 15222	Graduate Studies Online Advertising	4500555627	15,023.20

**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY-REPORT OF PURCHASE ORDERS OVER \$10,000 FROM 2/01/18 TO 2/28/18**

<b>VENDOR-NAME</b>	<b>VENDOR-ADDRESS</b>	<b>DESCRIPTION</b>	<b>PO NUMBER</b>	<b>PO AMOUNT</b>
CS Technologies Plus	2803 State Rt 257 Seneca PA 16346	Information Technology Services Classroom Technology Replacement Cycle - Computers	4500555775	20,444.00
Rabe Environmental Systems Inc	2300 West 23rd St Erie PA 16506	Cooper Hall Broken Coil Repairs	RO800192JM	15,215.28
			<b>TOTAL</b>	<b>\$ 634,667.55</b>



# **Contracts & Purchases**

**March 2018**

**Council of Trustees Meeting  
May 11, 2018**

**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY - REPORT OF CONTRACTS FROM 3/01/18 TO 3/31/18**

<b>Contractor's Name</b>	<b>Cost Center Name</b>	<b>Description</b>	<b>Funding Source</b>	<b>Expense Category</b>	<b>Amount</b>
Fastsigns Erie	Athletic Scholarship Administration	Install scoreboard sponsors & update championship signs in McComb	Scholarship Funds	Graphics Services - Contracted	\$878.39
Dahlkemper Landscape Architects	Van Houten Improvements	Landscape design adjacent to Van Houten	Dining Hall Funds	Architect Fees	1,000.00
Johnson Controls Inc	Deferred Maintenance-Hendricks	Install FEC Controllers, program and test Metasys System in Hendricks	Other E & G Funds	Contracted Maint - Bldgs & Grounds	4,181.00
Fastsigns Erie	Residence Life	Installation of window graphics in Living Learning Communities	Housing Funds	Graphics Services - Contracted	975.21
Timber Ridge Child Care Center	PA Pre-K Counts Program	2017-2018 Budget Amendment for Pre-K Counts Grant	Restricted Grant/Contract-State	Subcontract Expense	128,925.00
YMCA of Corry	PA Pre-K Counts Program	2017-2018 Budget Amendment for Pre-K Counts Grant	Restricted Grant/Contract-State	Subcontract Expense	366,525.00
Meadville Children's Center	PA Pre-K Counts Program	2017-2018 Budget Amendment for Pre-K Counts Grant	Restricted Grant/Contract-State	Subcontract Expense	324,000.00
Penn Power Systems	Shops/Plant	Service Cummins 275kW Generator at Ross Hall	General Funds	Contracted Repairs	1,723.68
Abbie Conant	PPA: Chamber Players	Concert performance	Restricted Grant/Contract-State	Specialized Services	1,500.00

**COUNCIL OF TRUSTEES  
EDINBORO UNIVERSITY - REPORT OF CONTRACTS FROM 3/01/18 TO 3/31/18**

<b>Contractor's Name</b>	<b>Cost Center Name</b>	<b>Description</b>	<b>Funding Source</b>	<b>Expense Category</b>	<b>Amount</b>
Sara J Greenwald	EITC: Pi Day	Keynote Speaker to present "Pi day with The Simpsons and Futurama"	Restricted Grant - Contracted Local	Speaker Fees	1,000.00
Heidi Kerner	Continuing Education	Instruction of Continuing Education Customer Service Class	Special Programs	Consulting Services	1,200.00
Brian Murphy	Men's Wrestling	Officiate 2018 EWL Championship Wrestling Tournament	Self-Supported Funds	Game Officials	930.00
Denise Phillips	Continuing Education	Instruction of Nurse Aide Program	Special Programs	Speaker Fees	2,625.00
Steve Snyder	Men's Wrestling	Officiate 2018 EWL Championship Wrestling Tournament	Self-Supported Funds	Game Officials	930.00
				<b>TOTAL</b>	<b>\$ 836,393.28</b>

**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY-REPORT OF PURCHASE ORDERS OVER \$10,000 FROM 3/01/18 TO 3/31/18**

<b>VENDOR-NAME</b>	<b>VENDOR-ADDRESS</b>	<b>DESCRIPTION</b>	<b>PO NUMBER</b>	<b>PO AMOUNT</b>
Samanage USA Inc	117 Edinburgh S Ste 100 Cary NC 27511	Information Technology Services Help Desk Software	4500556383	\$ 19,275.84
Erie Restoration Inc	5323 Woodside Dr Erie PA 16505	Highlands 8 Structural Repairs	4500556397	17,750.00
Dickie McCamey & Chilcote PC	Two PPG PI Ste 400 Pittsburgh PA 15222-5402	Finance & Administration Highlands Project	4500556457	18,042.35
Postmaster of Erie	Bulk Mail Acceptance Unit Erie PA 16515-9996	Facilities Postage	4500556552	60,000.00
CS Technologies Plus	2803 State Rt 257 Seneca PA 16346	Information Technology Services Staff Computer Lifecycle Replacement	4500556862	49,798.00
Storbeck Pimentel & Assoc LP	1400 N Providence Rd Ste 3500 Media PA 19063	Vice President for Finance & Administration Executive Search Services	4500557255	61,667.00
Kollege Town Sports	1763 N Bristol St Sun Prairie WI 53590-1287	Athletics Football Uniforms	4500557415	14,468.00
CDW Government LLC	200 N Milwaukee Ave Vernon Hills IL 60061	Information Technology Services Annual Security Center Subscription License	4500557687	14,012.10
Touchnet Information Systems Inc	15520 College Blvd Lenexa KS 66219	Bursar's Office Annual Hosted Online System Subscription	4500557747	115,843.97
Blackbaud Inc	2000 Daniel Island Dr Charleston SC 29492-7541	Advancement Three Year Raiser's Edge NXT Research Point Upgrade Subscription	4500558034	137,167.61

**COUNCIL OF TRUSTEES**  
**EDINBORO UNIVERSITY-REPORT OF PURCHASE ORDERS OVER \$10,000 FROM 3/01/18 TO 3/31/18**

<b>VENDOR-NAME</b>	<b>VENDOR-ADDRESS</b>	<b>DESCRIPTION</b>	<b>PO NUMBER</b>	<b>PO AMOUNT</b>
Dell Marketing LP	One Dell Way Round Rock TX 78682	Information Technology Services Dell Compellent Storage Warranty Extension	4500558087	11,654.43
College Board	11955 Democracy Dr Reston VA 20190-5662	Admissions Student Search Names	4500558206	20,000.00
			<b>TOTAL</b>	<b>\$ 539,679.30</b>



**EDINBORO UNIVERSITY COUNCIL OF TRUSTEES**  
**Division of Student Affairs Report**  
**May 2018**

**STUDENT DEVELOPMENT/ACCOLADES**

- Residence Life and Housing successfully facilitated over 250+ residential programs & events this year.
- ROTC continues to contract cadets into their program and successfully commissioned four cadets in May (2 EU, 2 Allegheny College). Their contracted MS19 and MS20 and enrolled MS20 and MS21 students have increased in February. Two additional EU cadets should be commissioned by August 2018.
- Hundreds of students took part in a variety of events for Snowfest 2018. One of the best programs was the snowman building competition on campus. UPB was grateful for the snow this year.
- Men's lacrosse will be participating in their 3rd consecutive National College Lacrosse League (NCLL) playoff race. They finished the season 5-2 in division play.
- Spring recruitment of students interested in Greek Life was successful. To date, over 30 new members have joined.
- The club baseball team will be playing their first ever playoff series on May 4-6th at Adrian College in Michigan. The team finished with an overall 16-4 record and 12-0 in National Club Baseball Association (NCBA). They will be playing Adrian University who finished the season 11-0 in NCBA play. If they win that series, they will play in Dubois, PA, May 18-20th.
- The BASIS (Boro Autism Support Initiative for Success) Program, which supports students with an autism diagnosis, has significantly increased the number of students in the program from 4 students in 2016, 15 students in 2017, to a projected 24 in 2018. The increase in student participation is largely due to the Administrative Memo signed by PASSHE and OVR (Office for Vocational Rehabilitation) in 2017. This collaboration shows a strong commitment to people on the autism spectrum who are intellectually capable of earning a college degree with an individually designed support program.

**COMMUNITY OUTREACH/SERVICE**

- The Office of Campus Life completed the annual International Coastal Clean Up and RAKE (Random Acts of Kindness in Edinboro) in Fall 2017. International Coastal Clean Up resulted in 16.62 pounds of trash from Mallory Lake. RAKE had 96 volunteers complete 16 houses and 299 bags of leaves with 101 total hours of community service.



- Employee teams were created across campus to engage in some healthy competition to see which group could collect the most food for our on-campus Edinboro University Food Pantry. Approximately 237 pounds were donated.

### **STAFF DEVELOPMENT/ACCOLADES**

- Josette Skobieranda-Dau, Interim Director of Residence Life and Housing, and Cyndi Waldinger, Director of Student Conduct, received certification in Critical Incident Stress Management after completing 16 hours of training.
- Recreational Sports has purchased a Trac Phone to be used as the recreation hotline for those sports. The students can text game time issues, forfeits, etc. which has assisted in better customer service for the students, a reduction in staff hours, and better communication with team captains.
- Josette Skobieranda-Dau and Denita Kelly, Residence Life and Housing, have been nominated by the National Society of Leadership for teaching with heart and passion and have motivated students in the pursuit of their education.
- What's Up Wednesdays moved to the Pogue Lobby for additional space. They have been successful in making students aware of the week's activities and to help promote specific, targeted events – like the Edinboro University screening of The Black Panther, where nearly 250 students and approximately 50 employees were in attendance.
- The Center for Outdoor Recreation (CORE) cooperating intern, Margot Hickey, completed the Wilderness First Responder Training.
- Y'Hoshua Murray, a Residence Life and Housing Graduate Hall Coordinator, represented Edinboro University at the annual Pennsylvania Conference on Black Higher Education in Harrisburg, in February.
- Residence Life staff members completed ALICE training, Part 2. Offered for the first time on EU's campus, the session provided staff with active shooter scenarios in which staff practiced building physical barriers in residence hall rooms in the event of an active shooter intruder.

**Finance and Administration – Report  
Edinboro University Council of Trustees  
May 11, 2018**

**Finance and Administration**

- Effective April 14, Ms. Karen Murdzak was permanently appointed as EU's Director of Information Technology Services. Over the past two years and in an interim capacity, Karen has worked to establish a new technology governance structure which included key academic and administrative stakeholders.
- In addition and effective April 14, Ashley Spears was appointed as the Interim Director of Facilities Management and Planning. In this capacity, Ashley will lead the University's facilities functions and work collaboratively with a broad range of both internal and external constituents.

**Financial Operations**

**Accounting**

- Year-end preparations underway - monitor internal reporting and align with the year-end reporting.
- Trial balance account review - continual monitoring of trial balance accounts and update as needed.
- Cash balance external review – accounting staff provided documentation for CliftonLarsonAllen's (CLA) review of cash balances.
- ESCO project external review – accounting staff also provided supporting historical documentation (2007-2018) for the CLA's review of the ESCO project.

**Bursar**

- Implementation of Touchnet MarketPlace Ustores. There are five (5) active stores and Bursar's office staff are working with several departments on new stores. The next phase will involve moving forward with the Point of Sale (POS) implementation and the integration of billing with the Event Management Systems (EMS) software.

**Facilities and Dining**

- Completion of the Highlands minor renovation project.

**Purchasing**

- Oversaw RFP process and awarded contract for student search and recruitment services. Awarded contract enables the University enlist services of a vendor to provide student search services to boost enrollment.
- Oversaw RFP process and awarded contract for simulation lab equipment and installation. Awarded contract enables the Nursing department to have equipment that allows for monitoring and recording of three (3) nursing simulation rooms. This will enhance the educational experience of our nursing students.
- Fully executed two (2) sub-award grant agreements with PSU - Behrend and Gannon University totaling \$293,000. These grants will fund the NW Pennsylvania Innovation Beehive Network project.

### **Budget**

- The FY 2019 budget process has begun with all Financial Managers receiving their budget templates.
- As a refresher for all financial managers, Finance Training was conducted in conjunction with Accounts Payable and Procurement.
- The PASSHE Interim Budget Reports were completed in March.

### **Environment, Health and Safety (EHS)**

#### **Chemical Safety**

- Worked with Facilities to install an eyewash/safety shower in Compton Animal Lab.

#### **Fire Safety**

- Completed quarterly fire sprinkler testing.

#### **Insurance**

- Erie Insurance has accepted responsibility for the sprinkler break that occurred on December 18, 2017. It was caused by a contractor that modified a sprinkler hanger without authorization, which allowed condensation to be trapped in the dry attic sprinklers, freeze and break. The total cost of the claim was \$30,592.97.
- In conjunction with Human Resources, we have reduced worker's compensation costs this year by ~\$112,000.

#### **Worker Safety**

- Developed and implemented a respiratory protection program.
- Updated safety trainings – Hazard Communications, Blood borne Pathogens, Asbestos Awareness, Fire Extinguishers, and Underground Storage Tank Class C Operator training.
- Completed safety training for Custodians.

#### **Art Safety**

- Established an Art Safety Committee to develop an Art Safety Manual and reduce the hazards associated with the Art programs.
- Complete indoor air quality testing for silica exposure

### **Information Technology Services (ITS)**

- Activated and communicated the migration to ZOOM video and web conferencing solution.
- Assisted with training of the newly designed and built MBA hybrid classroom.
- Continued assistance with the Innovation Beehive.
- Completed three (3) new classroom technology upgrades in Human Services Building.
- Completed RFP for the Nursing Simulation monitoring system – KbPort award contract; scheduled summer installation.
- Assisted Clarion in negotiating better pricing on vendor furnished AV equipment.
- Assisted with relocation of Center for Faculty Excellence from Ross to the Baron-Forness Library.
- Facilitated the Teaching Online Certification Course (TOCC), and worked with counterparts across PASSHE to make necessary revisions to future session.
- Attained and installed television screens and audio speakers for Van Houten Dining Hall.
- Supported multiple events on campus (106 so far in 2018).
- Ongoing - Brightspace D2L Learning Management System integrations with Starfish Retention System.

**Finance and Administration – Report  
May 11, 2018 – EU Council of Trustees**

- Ongoing – Brightspace D2L Learning Management System integrations with Ellucian Banner Student Information System.
- Implemented 5-year Staff Computer Lifecycle Replacement program. Year 1 in progress – 52 computers ordered.
- Enhanced computer asset inventory process to provide more reliable workflow tracking.
- Upgraded thin client servers in anticipation of deploying thin client stations for student employee computers thus reducing cost.
- Implementation of computer lab login statistics for Windows and Thin Client computers. Development for Mac labs in progress.
- Development of Council of Trustees (COT) presence in the myEdinboro portal.
- New employee photos deployed to the public directory per Marketing and Communication specifications.
- New self-service password reset application implemented.
- Analysis created in BoroReports to aid the Help Desk in troubleshooting password reset issues.
- New portal, “Newly Admitted Student”, beta test launched.
- New, more secure authentication methodology for web forms to protect constituency data implemented.
- MarketPlace stores launched with Bursar’s office.
- Security updates and server redundancy added for University web site.
- New Banner Financial Aid upgrades installed to meet federal regulation compliance.
- Web page search engine converted to free software package.
- Deployed monitoring and security agents to over 200 servers.
- Collaboration is underway between the Systems and Security group and the Network and Telecom group to implement a unified monitoring solution for all of the IT infrastructure.
- Tuned vendor's data extraction process to allow for more efficient data extracts.
- Backup replication server built and tested in preparation for future DR site at Clarion.
- Updated cabling from instructor station to projectors in eight (8) classrooms.
- Installed path from PSECU in Pogue Center to Ross Hall for Kinber internet service.

**Institutional Research (IR)**

- IR worked diligently to update both the demographic and fiscal data on the academic program review documents.
- Submitted EU spring IPEDS reports at the beginning of April.
- IR modeled out the resident hall enrollment projections based on anticipated FY 2019 enrollment budgeting.
- Matt Cettin attended the PASSHE data leadership presentation remotely and assisted other campus members in accessing the dashboards that are used frequently in IR.
- Cettin has been working with the GDPR (General Data Protection Regulation) team to frame our standards for the European Union’s new data policy.

**University Police**

- Chief Vincent was one of the keynote speakers on February 20 at the Safe Campus Conference. She spoke about Active Shooter situations and received outstanding reviews from attendees on information presented and lessons taken away.
- All officers have been certified and in compliance with the mandatory Act 180 update training.

# **Enrollment Management Report**

## **Friday, May 11, 2018**

### **Learning Commons Initiatives**

#### **Academic Success Center**

1. The Academic Success Centers at both main campus and Porreco hosted/participated in a total of 139 events during the 2017-2018 academic year. These events included workshops, trainings, fairs, open houses, orientations, information sessions, common hour activities, and other various student programming events.
2. As of 4/23/2018, the staff in the Academic Success Center at both main campus and Porreco have had a total of 3,459 individual student appointments for the 2017-2018 academic year. The ASC staff meet with students for freshman transition appointments, academic concerns, campus resources, course withdrawal counseling, grade discussions, Starfish flags, tutoring information, major change counseling, personal concerns, class registration assistance, the Steps to Success program, and time management and study skills tips, among others.

#### **Transfer and Adult Student Services Office**

1. The Transfer and Adult Student Services Office has worked to increase the number of approved programs available to dislocated workers through the TAA grant funding program. This semester, the Office was successfully able to secure approval for more degree and certificate program than any other training provider in the state of Pennsylvania for a total of 65 programs. This will be especially important as we anticipate more layoffs from GE. This office will continue to submit additional programs throughout the semester and summer months.

#### **Global Education Office** – (The mantra of this office is “we import and export students.)

1. The Global Education Office continues to grow the University’s Study Abroad programing (both by number of opportunities and participants) every year. Last academic year (2016-2017) there were a total of 106 individuals who participated in an EU faculty-led experience or an independent experience. By the end of this current academic year (2017-2018), we are on track to see 134 total participants. The upcoming faculty led study abroad opportunities for 2018 are:
  - a. Germany, Italy, Switzerland, and France – May 2018
  - b. Italy – May 2018
  - c. Japan – May 2018
  - d. London – May 2018
  - e. Scotland – July-August 2018
2. International enrollment at the fall 2017 freeze date was 74 students from 33 countries.

## **Admissions Initiatives**

### **Admissions Communications Plan and Process Changes**

As you are aware we have developed a robust communication plan that includes messaging to be disseminated via various methods of outreach to each population of prospective students, i.e. direct mail, email and phone communication. This is a fluid document that will be updated and adapted as needed as we continue our outreach to high school seniors, juniors, sophomores, freshmen, and, in some cases, middle school students, transfer students, parents of traditional freshman (including EU Alumni), high school counselors, transfer counselors, and adult learners, expressing an interest in EU. The plan is much more robust than any prior plan developed by the Admissions Office.

Listed below are some of the improvements to the Communication Plan:

#### **Communication changes:**

1. Encourage to apply –
  - a. Implemented an initial March 15 priority application deadline, with May 1 being the targeted deadline, supported by the following: a postcard mailing, email and phone blast communication, which also included parents in the messaging.
  - b. Increased personal emails and phone calls - These are being made by the admissions counselors to their prospective students within their assigned geographic territories.
2. Applicants –
  - a. 'BORO' Euro stickers are being added to the 'thank you for applying' letter mailing to continue building the relationship between our applicants and EU.
  - b. Additional personal follow up by admissions counselors – by sending email and phone calls to students, parents, and school counselors to request missing information to complete a greater portion of the applications for admission review and decision.
3. Admitted students –
  - a. Encourage to confirm postcard will be mailed to all admitted students who have not paid their advance tuition deposit to confirm their enrollment and companion emails will be sent and phone calls will be made about every 8 days to encourage students to pay their deposit
  - b. Financial aid award letter was mailed, admissions immediately followed up with an email announcement that was sent to students and parents
  - c. President's letter of welcome with EU smart wallet and president's business card (This has been revised and transitioned to show President Hannan's information and signature.) is being mailed to all admitted and confirmed freshmen and transfer students on a weekly basis beginning the week of March 5, 2018.
  - d. University honors program – increased communication with admitted students to encourage them to apply for the honors program and scholarship consideration (extended April 2<sup>nd</sup> application deadline – was March 1). One hundred and thirty freshmen applied for honors program admission with 123 being admitted and 42

- being awarded the honors program scholarship for \$1,500. This will stack on EU PEA scholarships awarded to some of our academically talented students.
- e. Admission Director's letter is being mailed to parents of admitted traditional freshmen, with a focus on Congratulations and next steps in the enrollment process.
  - f. Names and contact information of all admitted freshmen was sent to the Dean's offices on Tuesday, February 27 for contact/engagement and follow up.
4. Confirmed students –
    - a. NSO dates will be assigned to confirmed students rather than waiting for them to select a date – this will fill the earlier session dates and facilitate more new freshmen being registered earlier for their fall classes.
    - b. Additional communication will be added to keep the confirmed/enrolled students and parents engaged over the summer and have a 'countdown' to Welcome Weekend.
  5. Student Search 2019 and 2020 prospects –

The contract for student search was awarded to Whiteboard. We are in discussion with them now for moving forward with publication and letter creation, printing and mailing schedule, as well as, companion emails and schedule.

#### **Other Notable Additions/Changes**

1. Implementation of a High School Counselor Advisory Board.
  - a. The Director of Admissions is personally contacting approximately 50 school counselors from some of our feeder/targeted high schools to introduce herself and invite each counselor to be a member of the EU High School Counselor Advisory Board. The board will meet on campus twice a year.
  - b. High schools/counselors will also be included/seeded for all pertinent mailings for freshman students (campus visit invitations, fall viewbook mailing, deadlines/announcements, etc.)
2. Admissions visitor information/event PowerPoint Presentations have been updated to include new deadlines, information, as well as updated photos, etc.
3. Scholarship benchmarking data has been collected and tabulated for PA state-owned and state-related institutions, as well as some PA private and out-of-state institutions with whom we compete.
4. Collaboration with Deans/Departments for outreach communication from departments with major specific information for both Prospects and Accepted Student populations is ongoing. On February 21, 2018, the letters were put into production and began being mailed and all were fully implemented by March 1, 2018.

#### **Common Application Implementation**

The Office of Admissions is working with Common Application for implementation of the application to launch on August 1, 2018. Millersville University is currently the only PASSHE member institution with Common App. This year Edinboro University, California University and Shippensburg University are slated to join the 2019 launch of Common Application August 1, 2018.

**CRM Recruit** - We are continuing to enhance and upgrade utilization of the CRM.

1. Departmental welcome letters are being sent to prospective students (prospects & admits).
2. Created more automated processes for application workflow.
3. Recruiters are actively using the CRM for personal contact with prospective students, quick campaigns, and utilizing their dashboards to easily identify and communicate with prospective students and applicants.
4. Additional customization is being implemented to improve and streamline applicant and prospect communication.

### **FAFSA Filing Date Moved Up**

The Financial Aid office updated the preferred FAFSA filing date from March 15 to December 15 to provide admissions with earlier information about applicants' financial information.

Award packages were mailed to new students the week of February 5, 2018. An email announcement was sent from the Office of Admissions to prospective freshmen and their parents announcing the mailing of the award packages.

### **Assistance in Recruitment Efforts by Faculty, Students, Staff and Alumni**

1. **Faculty** have identified a few currently enrolled EU students who have expressed an interest in recruitment, by speaking with students from their former high schools to foster inquiries and by speaking on student panels during our on-campus group visits. Some faculty have also expressed an interest in contacting local high schools in Erie and Crawford counties to speak with students interested in their academic areas.
2. **Students** are assisting Admissions with recruitment efforts by returning to visit their high schools during the holiday break to share their EU experience to the high school students.
3. **Staff** should continue to share with us any prospective student inquiries. The Admissions office staff will be happy to contact these students and send them information about EU.
4. **Alumni** representatives have joined our staff at college fairs. We welcome any alumnus/alumna interested in joining us for college fairs or Admitted Student Day events.

### **Department-Specific Recruitment Liaisons**

The Office of Admissions has identified and assigned recruitment liaisons to work with all academic and student service departments to assist with recruitment and yield efforts and initiatives. An Admissions and Recruitment Council has also been created with the first meeting being Thursday, April 26, 2018. The charge to the council for enhancing recruitment and yield efforts university-wide will be given by the VP for Enrollment Management.

### **International Lead Generation**

We began using two different vendors, Study USA and Hot Courses, to target select areas for international recruitment opportunities to increase international interest in Edinboro University and drive international enrollment. In addition, an electronic version of the EU international undergraduate viewbook is being updated to post on the EU international web page.



## **International Admissions English Proficiency Requirements**

We are now accepting exam scores from Duolingo (for all applicants) and GTEC CBT for Japanese speaking students. The EU website has been updated to reflect these new exam options for submission by our prospective International students.

## **Community College Day at Edinboro University**

Transfer counselors from various community colleges attended the program on October 6, 2017 to Edinboro University campus to showcase our University, strong academics, and the activities we have to offer transfer students.

## **Transfer Times Subscription Leads**

We purchased a subscription to partner with Transfer Times. Since 1999, Transfer Times has been an information hub for students at two-year colleges looking to transfer to a four-year institution to finish their degree. We're confident that this partnership will build our transfer enrollments beginning at the inquiry stage. We have a profile page on their website and EU will be included in materials they send to our top community colleges. A benefit of this partnership is that we are receiving weekly student leads from four states (PA, NY, OH and MD), that we have identified as having potential for increasing transfer enrollment.

## **Transfer Articulation Agreements**

We have signed 4 articulation agreements with Jamestown Community College, Jamestown, NY. Our agreements in Criminal Justice, Art, and Business Administration are revisions of previous agreements with JCC, and the Computer Science agreement is new.

## **Visit Days – Ongoing**

1. Visit Days is a new technology product that (is mobile first) enhances our ability to schedule campus visits, survey those who have visited, and retrieve data on any visiting student or event hosted by EU. This tool is integrated with the CRM system to enter student data into the communications funnel in real time.
2. Enhancements will be forthcoming to enable prospective students the opportunity to customize their campus visit by allowing the student to make selections from a list of options that they wish to tour/visit, i.e. academic department meeting, athletics, OSD, etc.
3. The Visit Days system was first utilized for recruitment travel this spring and worked with EU's marketing and communications to make enhancements to the EU admissions visit web site to make it more user friendly.

## **Hashtag Promotions - Ongoing**

Admissions staff members are continuing to encourage daily visitors to take a picture at our photo wall in Academy Hall and post it on social media at #GoBoro or #BoroVisit.

## **REMINDER from the December meeting:**

### **Admissions Standards**

Beginning with the fall 2017 entering, first-year class, we have executed phase one of a three-phase plan that will gradually increase admissions standards for EU applicants.

Our admit rates are already declining and will continue to do so before they level off. In 2014, we admitted 99.3 percent of applicants; in 2015, 95.7 percent; in 2016, 95.3 percent; and in 2017, 92.5 percent.

We are implementing phase two of the increased admissions standards for the entering class for the fall 2018 semester. Incoming, first-year, Porreco College applicants applying for fall 2018 will also be evaluated using the same admissions standards as the main campus. This change will also impact enrollment and retention at Porreco.

The decision to increase our admissions standards was made after careful review of our enrollment and retention data and listening to our internal and external stakeholders (faculty, students and high school counselors, many of whom are EU graduates). Many of our stakeholders mentioned the lower standards that had been in place and their negative impact on EU's reputation and retention.

As the decision to increase admissions standards was made, we anticipated and planned for the decline in enrollment. While our incoming classes will be smaller, at least for the short term, they will be more academically prepared, which we project will positively affect retention. Retention will be all the more important given the demographics of our traditional catchment area, which, like many regions of the country, has experienced a significant decline in the number of academically prepared high school graduates.

### **Financial Aid Initiatives**

1. Satisfactory Academic Progress Notifications. Federal progress for students is checked at the end of each semester and appropriate notification is sent to the students at that time. We noticed students who withdrew during the semester or were reinstated to the University overlooked their progress status. This can have a significant impact on the student's federal financial aid. The FAO decided to send the progress notification right away when a student withdrew to allow for more planning if the student returns. We also requested a weekly list of students who are reinstated to the University so their progress can be checked and a letter can go out immediately to the student. Some students are under the impression if they leave the University, the progress is erased, but this is not the case. The response from the students has been well received and they appreciate being notified sooner.
2. Award Letters. It was decided to send more information to the families than just an award letter. We looked at what questions or comments have been common over the last few years and added more flyers with the award letters. Some additional documents we included were:
  - a. Student Budget Sheet with estimated costs
  - b. Terms and Conditions of Financial Aid
  - c. Glossary of popular words

This has reduced some of the repetitive questions we typically receive and has allowed the student and families to budget more accurately for their college expenses.

3. Workshops. Financial Aid is currently looking into to hosting a few different workshops for students during the upcoming school year. We are looking into workshops that allow the students to have a better understanding of financial aid and play a more active role in the process. Some of the workshops we are looking into are:
  - a. Completing a FAFSA
  - b. Understanding Student Loans and other debt (Smart Borrowing)
  - c. Repayment Plans
  - d. How to Keep Financial Aid (academic progress)
4. Student Concierge – April 2018 on Monday and Wednesday’s from 11:00 AM to 4:30 PM, our work-study students are sitting at the front desk welcome and greet all visitors to the Financial Aid Office. They listen to the needs of the visitor and direct them to the appropriate staff member.

### **Veterans Success Initiatives**

1. Edinboro University and the Veterans Success Center received its ninth year of recognition as a Military Friendly School by G.I. Jobs Magazine. In addition to this honor, we also received our first year of recognition as a Military Spouse Friendly school.
2. Issued five scholarships to Erie County Veterans through the Helping Hand for Erie County Veteran Scholarship program. Helping Hand for Erie County provided Edinboro University with money in order to provide five \$2,000 scholarships to Veterans living in Erie County.

# Marketing and Communications Report for the Council of Trustees

May 2018

## Maintaining a Presence as we Plan Ahead

As mentioned in my last board report, we have partnered with BD&E, our agency of record, and RJW, their media-buying partner, to maintain an advertising presence this spring. The spring campaign is a stop-gap measure as we plan for the fall launch of new messaging and a new advertising initiative. The spring 2018 effort has included promotion of our April 14 Spring Open House, as well as general-awareness advertising.

See attached spring advertising schedule for the Pittsburgh and Erie markets. This schedule includes outdoor advertising, print, TV, radio and digital ads. Rather than a broad geographic approach, we are concentrating our advertising geographically to allow for increased frequency to allow for greater impact.

## Looking Forward to Fall

In late August, we will be unveiling our new brand line and messaging, first to the campus community and then to the broader market. While the fall launch will include an advertising campaign, it is not a rebranding. In other words, we will not be making changes to our graphic identity or our style guide. Instead, the fall launch will ensure that our narrative going forward will better reflect who we are as an institution in a consistent tone and voice.

In the words of BD&E, “Externally, a brand is a promise – an announcement – about the core truth of an organization. It is a proclamation that requires the public to trust in its accuracy.” Here are just a couple of examples of very well-known brands and the promise that comes with them:

- Apple = innovation
- FedEx = reliability
- Nike = athletic performance

Similarly, a golden thread gleaned from BD&E’s interviews with nearly 40 Edinboro students, faculty and staff is summarized by this statement from the agency’s report to university leadership: *“Edinboro is really good at meeting students where they are academically and transforming them; giving them the confidence to succeed; and sending them out into the world and marketplace to compete and win – if they are willing to put the work into it.”*

***In short, Edinboro = a call to something higher. To get there requires passion, perseverance and grit.***

This brand promise will serve as the foundation for Edinboro’s messaging going forward.

- **Aligning Efforts/Partnering with Admissions**

We have partnered with Admissions on plans for a much more robust mail stream for the fall 2018 student-recruitment cycle. Together we will ensure alignment between our direct marketing efforts, our awareness marketing initiatives, and marketing-communications strategies deployed by our in-house team. Much of this work will involve working with outside experts/vendors, including BD&E.

Components of the new mail stream will include new messaging, outcomes data, testimonials, and student and alumni stories. We will also be adding prospective student and parent e-newsletters to the mail flow as a way to sustain the “conversation” with prospects and their families.

- **2018-2019 Advertising**

We will be partnering with BD&E on development of new TV/video, radio, outdoor, print and digital (both audio and video) assets in preparation for the August launch of our new advertising campaign. Our strategy will be aimed at maximizing our advertising dollars and will involve a mix of general-awareness ads for the university and program-specific advertising. We will work with Interim President Hannan, Interim Provost Jim Fisher and the deans to prioritize academic programs to be promoted.

- **Outcomes Promotion**

We will be putting an increased emphasis on outcomes data and stories – internships, professional success, graduate school placements, and alumni who are making a difference in their communities and the broader world. This promotion is intended to position Edinboro as a place that helps students get to where they want to go, and sometimes to places and opportunities they could not have imagined.

- **Spreading the Word on the “Fun Factor”**

In an effort to combat the optics that there is “nothing to do on campus,” we have been more intentional in our messaging around campus activities. Recent examples have included aggressive promotion of the following:

- **Boro Fest**, a town-gown collaboration involving students enrolled in our Communications, Journalism and Media program. The April 26 event featured games, music and art.
- **Steelers vs. Scots** wheel-chair basketball game – May 3.
- **CORE (Campus Outdoor Recreational Experience)** activities, off-campus excursions, and equipment rentals will also be showcased via a multi-communications-channel campaign.

## **The Boro Magazine: Arming our Sales Force**

We've not done a formal survey, but feedback on the inaugural issue of "The Boro" magazine has been overwhelmingly positive.

This email came from Jessica Gray, director of the university's annual fund:

*"I just wanted to let you know the magazine has been the talk of Phonation and the alumni are giving wonderful feedback. We reach out to at least 400+ alumni a night and I just wanted to share how much they all love it. ..."*

The next issue is due out in the fall.

## **Internal Communications and Media Relations**

Clearly, our biggest news story during the past quarter focused on the resignation of President H. Fred Walker and the introduction of Interim President Michael J. Hannan. Communications around the transition in presidential leadership and related changes involved development of both an internal messaging strategy, as well as an issues-management plan for the media and other external groups.

Despite the fact that we were in a reactive mode with the press – which is never an ideal scenario – we have weathered the proverbial storm and have moved beyond it. Messaging going forward will center on solid leadership and continued progress along our path to enhance the EU experience for our students.

## **Conclusion**

While there have been some unanticipated challenges during the past quarter, we have continued to make forward strides in our work to increase the sophistication of our Marketing and Communications efforts. To describe our efforts at this juncture, I would like to call on the image of the industrial flywheel that author Jim Collins (*Good to Great*, *Built to Last*, and others) uses to explain how organizations build momentum: leaning in, pushing hard, and often generating very little movement to start. Over time, the flywheel picks up speed and even generates its own. As we continue to push against that flywheel, collaborating with campus colleagues and our vendor partners, we are starting to see movement toward our goals.





## COT Meeting – May 11, 2018

### Vice President University Advancement - Marilyn Goellner

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- **Fundraising Summary – See Dashboard**
  
- **January 1 – April 30: Principal & Major Gifts**
  - The ChairScholars Foundation Inc. \$679,639.73
  - Edinboro University Services, Inc. \$136,307.98
  - Estate of Eva P. Thompson \$57,854.66
  - Greiner Extrusion US Inc. \$25,000.00
  - Erie Insurance Group \$15,000.00
  - Helping Hand for Erie County \$8,000.00
  - Anonymous Donor \$7,813.96
  - First National Bank of Pennsylvania \$7,000.00
  - Alumnus \$6,993.35
  - Alumnus \$5,000.00
  - Katie Kirlin Foundation \$5,000.00
  - Precision Paving Inc. \$5,000.00
  - Faculty Member \$5,000.00
  
- **Major Gift Officers travel**
  - Phoenix, Scottsdale, Avondale AZ
  - Ashtabula
  - Waxhaw NC
  - Denver, Boulder, Littleton CO
  - Venice, Lakeland, Tampa, Ocala, Port St. Lucia FL
  - Pittsburgh, Cranberry & Wexford
  - Meadville
  - Edinboro and Erie
  
- **Moves Management**
  - Each major gift officer (MGO) maintains a portfolio of at least 100 major gift prospects; the annual fund director maintains a portfolio of 50 leadership prospects



- Our Moves Management program is proving successful; it is a system of policies, procedures and practices that directs our prospect cultivation, solicitation and stewardship, increasing our success rate of actions, communication and appeals.
- **Corporate/Foundation Meetings**
  - RABE
  - Helping Hands of Erie County
  - First Energy
  - St. Vincent Hospital
  - Comfort Suites
  - Lamar Advertising
- **Annual Fund**
  - **Faculty and Staff Campaign in support of Student Hardship Fund**
    - 23% giving by faculty and staff, with 62 new donors.
    - Student Philanthropy Council hand delivered a card, flower and coffee voucher to each donor;
    - Interim President Michael Hannan and student Vincent Hudson were very helpful as the voices of this year's campaign and made a big impact.
  - **Grad Fair**
    - Alumni presence, including bag piper, selfie station, marketing material for the alumni house, 12 student volunteers, mascot and music.
    - Dispersed pins for commencement and "Alumni Association -Member benefits and Services" cards.
    - Met with approximately 500 students and gave each of them a wine glass as "free" senior class gift on behalf of the alumni house.
    - Jessica Gray, Annual Fund Director, presented at "Career Week" to our graduating seniors-"You're Graduating? What happens next?"
  - **Phonathon**
    - \$138,800 in pledges, a 9% increase over last year
- **Alumni Engagement and Events**
  - **See Advancement Calendar**
  - Saturday, April 7: Charlotte, NC Outdoor BBQ-Pool Party; Hosted by Dean '01 & Kelly '00 Diamond; 28 attendees. Jon Pulice, Julie Chacona and Scott Miller represented Edinboro
  - Tuesday/-Wednesday, April 10-11: Graduation Fair; 500 attendees received Alumni Pins and Commemorative wine glasses
  - Wednesday, April 18: Scholarship Reception-Pogue; 115 attended; Six student presentations
  - Friday, April 20: Distinguished Alumni Awards-Van Houten; 48 attendees, three alumni from the College of Science & Health Professions received awards
  - Wednesday, April 25: Pittsburgh Business Show-EU Networking Event; 20 attendees, Marilyn Goellner, Julie Chacona and Scott Miller (Presenter) represented Edinboro
  - Friday, April 27: Alumni of Wexford; Summary: 18 attendees, Marilyn Goellner, Julie Chacona and Jon Pulice represented Edinboro

- **Alumni Advisory Boards**
  - Two new Advisory Boards have been established in collaboration with the College and Department noted below; membership includes Alumni who are leaders in their respective career fields; sharing College information on academic programs; and advising on the programs that the College offers or should offer in the near future for the benefit of our students so that they will be well prepared for work after college.
  - College of Science and Health Professions
  - Department of Strategic Communications, Journalism and Public Relations
  
- **Alumni Speakers & Presenters on campus**
  - Stephen Meli '89 – Financial Planning Classes
  - Dr. Carmen Quatman '02 - Tri Beta presentation; Student Athlete Presentation; and Science Advisory Board Meeting
  - Christopher Oyesiku '04 – Computer Science Class
  - Melissa Sulkowski '95; Courtney Steading '09; and Kim Davis '99 – presenters to the phonathon students
  - Aubry Regan DeMarco '15 and Rae Catrabone '96 – ATHENA Connections Program facilitators
  - Dr. Ken White '83 – PRSSA
  
- **Advancement Services**
  - Imported new December 2017 graduates in our alumni database; 332 degrees added
  - Jan 1-April 27, 2018 Alumni Data Requests: 68
  - Jan 1-April 27, 2018 Prospect Research requests: 24
  
- **Edinboro University Foundation**
  - Endowment Market Value March 31, 2018 - \$27,889
    - Foundation \$8,751,324
    - University \$17,245,339
    - Alumni \$1,893,048
  
- **Edinboro University Alumni Association:**
  - Fiscal year 2018/2019 – EUAA approved \$3,125 in support of University alumni initiatives and events
  - Michael Hannan, Interim President; William Edmonds, Vice President for Enrollment Management; and Angela Burrows, Assistant Vice President for Marketing and Communications, were guests at the April 28, 2018 EUAA Board meeting
  - The Alumni Association Board has agreed to begin conversations to gift the Alumni House to the University