

Edinboro University of Pennsylvania



1998-99 Strategic Initiatives

*A Quarterly Report to the
Edinboro University Community*

Second Quarter - Ending December 31, 1998

A member of the State System of Higher Education

1998-99 Strategic Initiatives
Edinboro University of Pennsylvania
Quarter Ending December 31, 1998

Dear Edinboro University Family Members,

The second quarter report detailing our progress in achieving the 1998-99 strategic initiatives is attached for your review and information. Within this document you will find information pertaining to the expenditure of funds and resources in pursuit of our common goals and objectives. Due to the size of the document, please refer to the table of contents below to quickly locate the page numbers for divisional information that may be of particular interest to you. *New additions from the quarterly report ending October 31, 1998 are indicated with italic print.*

I welcome discussion on this report and our progress to date. As always, your feedback is encouraged. Thank you.



Frank G. Pogue
President

Table of Contents

Enrollment Management and Retention (Priority 1).....	1
Academic Affairs.....	4
Student Affairs and Student Success.....	15
Public Relations.....	21
Institutional Advancement.....	25
Finance and Administration.....	31
Technology and Communications.....	31
President's Office.....	36

Enrollment Management and Retention

Associate Vice President's Office

GOAL: To identify new markets for student recruitment, especially in New York and Ohio, and to gain a more complete understanding of the rate of recruiting success in existing markets.

STRATEGIC INITIATIVE: Contract for an enrollment planning service which will provide demographic and geo-demographic data on the institution's current and prospective recruitment areas and assist in the development of the comprehensive recruitment plan, with a funding level of \$27,000.

The institution will be purchasing the enrollment planning service (EPS) from The College Board, as well as the Admitted Student Questionnaire plus (ASQ+). Purchase should be finalized during the month of February and will be in place to assist the University in its efforts to recruit new students beginning with the Fall of 1999.

GOAL: To enhance the institution's electronic recruitment presence and supplement existing hardcopy marketing pieces (e.g., viewbook) with more contemporary recruitment tools.

STRATEGIC INITIATIVE: Develop a CD-ROM video viewbook for use in recruiting the class which will enter the institution in the Fall of 1999 at a funding level of \$25,000.

The CD-ROM has been completed and is now being distributed to prospective students, community college counselors, and others. *Discussions are being held on the viability of developing a CD-ROM in-house beginning later this spring.*

GOAL: To enhance the retention rate for first-year students through the creative use of living-learning communities in residence halls.

STRATEGIC INITIATIVE: With grant funding from the State System of Higher Education, create five living-learning floors for 1998-99 with five additional floors to be added for 1999-2000.

All five floors continue to operate this semester. Plans are being finalized to add three to five additional living-learning communities next Fall.

GOAL: To make the campus a more attractive and welcoming environment for commuting students and, in so doing, enhance the rate at which they are retained.

STRATEGIC INITIATIVE: Through expenditure of office budgetary funds, complete a limited refurbishment of the Commuter Lounge in Doucette Hall during the Summer of 1998. Work with Institutional Advancement to explore fund-raising opportunities for

refurbishment and possibly furnishing a second commuter lounge on the east side of campus.

Some refurbishment (new carpeting, lockers, and some furnishings) was completed during Summer 1998. *Enrollment Management and Retention staff will be working with Institutional Advancement to explore fund-raising opportunities for (1) additional refurbishment (study tables and lounge furniture) for the Doucette Hall facility and (2) possibly furnishing a second commuter lounge on the east side of campus. The results of a commuter survey addressing the needs and concerns of commuting students will be taken into account.*

GOAL: To enhance the recruitment of talented students from Western Pennsylvania community colleges.

STRATEGIC INITIATIVE: Develop "Boro Bound" program which will provide scholarships to community college students who transfer to the institution with better than a 3.0 QPA. Work with Institutional Advancement to design an appeal for scholarship dollars for this purpose.

Discussions are being held on an ongoing basis with Institutional Advancement to plan a special solicitation campaign to raise funds for the Boro Bound program. In addition, transfer guides are being developed for several community colleges in our service region with plans to develop additional transfer guides next year.

Non-Traditional Programs

GOAL: To help the institution achieve its enrollment goals by increasing the population of non-traditional students through various forms of recruiting.

STRATEGIC INITIATIVE: With financial support from Institutional Advancement, design and produce a four-color brochure specifically targeted at the prospective non-traditional student.

Brochures specifically designed to market programs and services for non-traditional students have been solicited and reviewed from various state and private colleges and universities, and are being reviewed at this time. The brochure will include information about the evening programs offered at Edinboro and other programs, like the Associate of Science degree in Business Administration currently under discussion.

On-campus brochure design and text layout are underway. Once approved, an off-campus vendor will be chosen to print the piece.

GOAL: To bring non-traditional students more fully into the fabric of campus life and to recognize their academic accomplishments.

STRATEGIC INITIATIVE: Within the existing operating budget, sponsor a non-traditional student honors banquet to recognize non-traditional students who perform at an exceptionally high level in the classroom.

There are 357 non-traditional students (out of 1,245) who have achieved a 3.5 QPA or higher, which represents 29% of our non-traditional student population. Progress to recognize non-traditional achievers via an Honors Banquet, especially in light of the number of exceptional students involved, is underway. The banquet was highlighted in the Fall 1998 non-traditional student newsletter. The University Center has been targeted to hold the banquet in light of the potentially large attendance of students and guests, and the Honors Program has been notified of ongoing efforts as well. Plans are developing to piggyback the banquet with an evening activity, which will serve to enhance the evening without adding to costs.

Friday evening, April 23, 1999, has been chosen for the Honors Banquet. The group "Imani" (Rhythm and Blues) has been booked for after-banquet entertainment for all our students with the specific purpose of piggybacking the Honors Program. Meetings are scheduled with Jan Kinch from the Honors Program and Ben Komosa from Catering to detail programming and menu, respectively.

Orientation

GOAL: To gain a better understanding of the beliefs, attitudes, and values of Edinboro's first-time freshmen at the time of their original matriculation.

STRATEGIC INITIATIVE: Participate in the Cooperative Institutional Research Program (CIRP) Survey by having incoming students complete the survey during Summer orientation (\$3,000 funding level).

The CIRP survey was administered to freshmen students who attended Summer orientation; 656 freshmen students completed the survey. *Questar Data Systems has returned the Summer Orientation 1998 results. The data will be used to more effectively plan and customize our student support and approach each year. In addition, the data from the survey will be used for orientation topics and direction. For a nominal fee, a data disk will be purchased from Questar to facilitate comparative reports of the 1998 new student profile with future class profiles.*

Records and Registration

GOAL: Utilize current technology to enhance services to students while generating budgetary savings.

STRATEGIC INITIATIVE: Contract with a turn-key reporting service to provide mid-term and final grade information to students over the telephone. (\$10,000 funding level).

The contract went to University Legal Counsel in late September for review and comment. Purchasing staff members are finalizing a few item changes and will notify the appropriate individuals when the contract is approved. Once approved, Technology and Communications will write the extract file for grade reporting and begin testing with Voice FX. Timelines are extremely close to enable this service for final grade reporting for the 1998 Fall Semester. *Final implementation plans have been postponed while the staff in Technology and Communications, Enrollment Management and Retention and the vendor (Voice FX) discuss project feasibility, programming, and workload priorities.*

Academic Affairs

School of Education

GOAL: To obtain NCATE accreditation by the year 2000.

STRATEGIC INITIATIVE: The School of Education will submit folios and preconditions statements by September 15, 1998.

- Curriculum folio reviews for all academic programs, to be reviewed by learned societies, were submitted.

STRATEGIC INITIATIVE: The School of Education, through the President, will appoint NCATE Steering Committee and working committees by September 20, 1998.

- The NCATE Steering Committee and working committees have been appointed.

STRATEGIC INITIATIVE: The School of Education will use an external consultant, Dr. Rudy Mattai, to assist in preparation for the NCATE accreditation site visit in 2000 at a funding level of \$3,000.

- Dr. Rudy Mattai has been hired and has visited the University several times.

GOAL: To expand enrollment in the Counseling graduate program.

STRATEGIC INITIATIVE: The Department of Counseling & Human Development will work with the Graduate Office to expand direct mail solicitation of potential applicants and increase overall applications by 5%.

- Mailing labels for prospective graduate students were purchased from ETS (Educational Testing Services) for a targeted mailing.
- Letters were sent to eligible current juniors and seniors to provide information about graduate programs.

STRATEGIC INITIATIVE: The Department of Counseling & Human Development will develop linkage with a doctoral granting institution for graduates of the EUP counseling programs for enactment for 1999-2000 academic year.

- An articulation agreement with the University of Pittsburgh's doctoral program in Developmental and Educational Psychology *has been signed*.

STRATEGIC INITIATIVE: The Department of Counseling & Human Development will develop a human services counseling track for the 1999-2000 academic year.

- A proposal has been submitted to the dean for review. A faculty position has been approved and is being advertised for 1999-2000. *The proposal has since been endorsed by the University Senate and is continuing through the review process.*

GOAL: To obtain CACREP accreditation for Counseling graduate program.

STRATEGIC INITIATIVE: The Counseling & Human Development Department will host a CACREP site visit in October 1998.

- CACREP completed an accreditation site visit for the graduate program in Counseling.

GOAL: To open a Counseling and School Psychology lab in accordance with accreditation requirements of the Council for Accreditation of Counseling and Related Educational Programs (CACREP) and the National Association of School Psychologists (NASP).

STRATEGIC INITIATIVE: The Departments of Counseling & Human Development and Special Education & School Psychology will open a new laboratory for observation of student testing and group work in BH325 by October 1998.

- The lab was opened, and its usage is being expanded.

GOAL: To expand enrollment in Elementary Education graduate programs.

STRATEGIC INITIATIVE: The Department of Elementary Education will work with the Graduate Office to expand direct mail solicitation of potential applicants and increase overall applications by 5%, with a particular focus on the graduate Reading program.

- Mailing labels for prospective graduate students were purchased from ETS for a targeted mailing.
- Letters were sent to eligible current juniors and seniors to provide information about graduate programs.

STRATEGIC INITIATIVE: All teachers in the region served by IU#5 will be contacted by direct mail to inform them of graduate education offerings at EUP.

- An informational brochure is currently in development.

GOAL: To expand outreach to larger education community (northern and western tiers).

STRATEGIC INITIATIVE: The Departments of Elementary Education and Special Education & School Psychology will work with local school districts to determine graduate offerings for delivery on-site.

- Outreach capabilities are being examined through the Northern Tier Educational Initiative (NTEI). *Discussions have occurred with school districts in the region.*

STRATEGIC INITIATIVE: The Department of Special Education & School Psychology will expand its faculty complement to respond to external requests for coursework and other academic initiatives in the region.

- A temporary position was approved and filled for 1998-99. A new tenure-track position is being advertised for 1999-2000.

GOAL: To stabilize Miller School staffing.

STRATEGIC INITIATIVE: A staffing/enrollment plan will be developed for the Miller School by December 1998 for implementation for the 1999-2000 school year that stabilizes the teaching assignments and student enrollments.

- A permanent staffing configuration for the Miller School has been proposed and is under review.

School of Liberal Arts

GOAL: To increase student access to state-of-the-art technology in order to improve their educational experience.

STRATEGIC INITIATIVE: Equipment purchases for the Art Department (non-cinema), funded in the amount of \$45,000.

- Most of the funding was expended on equipment for the applied media arts program, which is the fastest growing program in Liberal Arts. Photography was allocated \$16,907 and Communication Graphics received \$23,119, used primarily for computer hardware and software. The remainder of the funds was used to purchase a copy machine for the department office (\$4,293) and a drill press for the sculpture program (\$863).

STRATEGIC INITIATIVE: Equipment purchases for the Speech-Pathology area of the Speech & Communication Studies Department funded in the amount of \$10,000.

- The Speech-Pathology program purchased a SonaGraph Package, a computerized speech lab system, which cost \$13,928. The additional funds were taken from the Communication Studies initiative that came in under budget. *The equipment has been received, it is in use, and, according Dr. Roy Shinn, Program Director, "it revolutionizes what we are able to do in the program."*

STRATEGIC INITIATIVE: Equipment purchases for the Communication Studies area of the Speech & Communication Studies Department funded in the amount of \$10,000.

- The Speech Communications area *will* purchase a digital production and editing system for the radio broadcasting curriculum. The system *will* include two digital studio workstations, four CD players, two microphones, and two cassette recorders. *Bids are currently being accepted.*

STRATEGIC INITIATIVE: Equipment purchases for the Music Department funded in the amount of \$20,000.

- These funds will be combined with \$40,000 provided through other sources to establish a state-of-the-art computer lab for music students. *The department is in the process of ordering the equipment.*

STRATEGIC INITIATIVE: Equipment purchases for the Psychology Department funded in the amount of \$10,000.

- The Psychology Department *purchased* two Destination computer systems for use in the classroom. *They were received at the end of the Fall semester and are in use by the department.*

GOAL: To support increased interest and enrollment in the rapidly growing area of applied media arts.

STRATEGIC INITIATIVE: One full-time equivalent faculty position in Animation.

- Position #070-0810, a full-time tenure-track Instructor/Assistant Professor in animation, has been advertised with an application deadline of February 27, 1999. *A screening/selection committee has been established and has begun meeting. This is a difficult area to find qualified faculty, and the committee is advertising in a wide range of venues to attract good applicants.*

STRATEGIC INITIATIVE: Cinema/Animation equipment purchases funded in the amount of \$50,000.

- The Art Department spent \$49,290 on equipment for the animation program. Purchases include three Gateway computers, a digital camera, camcorders, software, tripods, light meters, microphones, a sync recorder, a video toaster flyer system (\$15,500), amplifiers, speakers, and a video capturing camera. *The equipment has been received and is being used in the program. According to an animation professor, David Weinkauff, the equipment will "greatly expand what we are able to do and move the program into new areas."*

GOAL: To improve the University's ability to provide improved training opportunities to students and enhanced services to the community through the programs of the Leader Clinic.

STRATEGIC INITIATIVE: Equipment purchases for Leader Clinic funded in the amount of \$10,000.

- The Department of Speech and Communication Studies purchased equipment to improve the appearance and function of Leader Clinic, including carpeting, two Gateway computers, and three inkjet printers. The carpeting that was in the Clinic previously was frayed and posed a danger to clients. One of the computers is being used in conjunction with the computerized speech lab system purchased through another initiative. The other, *which has not yet been received, will be used for client file maintenance and billing.*

GOAL: To provide opportunities for continued professional and academic growth and development for social service professionals in the region.

STRATEGIC INITIATIVE: Development of the Master's Degree in Social Work program.

- A steering committee *has been meeting* throughout the 1998-99 academic year, conducting a needs assessment and developing a curriculum for a Master's Degree in Social Work (MSW) program. A consultant, Dr. Pat Wardell, is working closely with the committee. The program *has been approved by the University Curriculum Committee and has been forwarded to the Chancellor's Office for approval.* The Community Advisory Board held its initial meeting on November 6, 1998, and three task forces were appointed. Position #010-0814, a full-time Associate Professor to direct the MSW program, has been advertised with an application deadline of January 29, 1999. The committee proposed to enroll the initial class in September 2000.

School of Science, Management and Technologies

GOAL: To increase both the number and caliber of matriculants to the Mathematics and Computer Science majors in order to improve retention and reduce the amount of remediation necessary.

STRATEGIC INITIATIVE: Increase departmental recruitment efforts by: sponsoring a telethon to potential students; offering credit courses for high school students in Summer; and sending brochures on career opportunities to potential students.

- The color brochure is now used to help attract students. Additional articulation agreements have been developed with local high schools. A telethon is planned for early Spring 1999. Career brochures are currently being sent to potential students.
- *MA106 Trigonometry will be offered during Summer School 1999 and will be open to high school students.*

GOAL: To increase retention of majors and expand educational opportunities for students in Mathematics & Computer Science through exposure to invited scholars and practitioners within the field, heightening career awareness, enhancing internship opportunities, and developing collaboration between our faculty, students and the public.

STRATEGIC INITIATIVE: Increase departmental retention efforts by: sponsoring seminars by guest specialists on career opportunities within disciplines; establishing a tutoring room; and developing a departmental committee on recruitment and retention.

- Tutoring in the evening by Math/Computer Science faculty is being encouraged. A department committee on recruitment and retention has been established. *Professors Jedlicka, Lasher, Marzano, Nuhfer and Weening are all volunteer tutors.*

GOAL: To advance the development and practice of the computing sciences in the public interest through the enhancement of quality educational programs in the computing sciences, including: 1) development of evaluation criteria for education programming; 2) definition of minimum program requirements; 3) promotion of intellectual development and understanding of subject areas; and 4) joint action with other member institutes in developing, reviewing and improving educational programs in the field.

STRATEGIC INITIATIVE: Pursue accreditation by the Computing Science Consortium.

- The Department Computer Science Committee is in the information-gathering phase.

GOAL: To improve program delivery to students by reducing the number of specific degree options in Physics and Technology to two or three programs with alternative tracks or concentrations.

STRATEGIC INITIATIVE: Consolidation of programs from nine to two or three.

- A proposal is being prepared to articulate journeyman experiences in applied engineering to the MET programs.
- 3/2 programs with at least two Penn State campuses are under review.
- A review of the curriculum and industry collaboration in the BMET program is underway. An academic partnership is being established with the industrial field.
- *Information was requested from the Chairperson who reported that progress is continuing but there is no new information to report at this time.*

GOAL: To enhance the competitiveness of the Business Administration program and the financial services concentration, and to ensure faculty and curricular currency and quality.

STRATEGIC INITIATIVE: Register financial services concentration with Certified Financial Planner Board of Standards and revise foundation requirements in the Bachelor of Science in Business Administration program.

- Information was submitted and approval was granted with the provision that Edinboro develop specific financial planning courses. The department has developed three one-credit courses, *and they have been approved by all University bodies. Advertisements will be prepared and forwarded to the Office of Public Relations and Publications.*

GOAL: To quantify and measure the Business Administration and Economics Department's academic programs against established national standards, which will recognize the program's quality, enhance the individual student's dossier, assist in attracting excellent candidates for the program, and help position the faculty for extramural funding.

STRATEGIC INITIATIVE: Pursue program accreditation through Association of Collegiate Business Schools and Programs (ACBSP) at a funding level of \$3,500.

- The application has been submitted. *The Preliminary Visit Questionnaire has been completed and submitted to ACBSP. The preliminary site visit is scheduled for February 23, 1999. Data gathering will continue in preparation for the self-study.*

GOAL: To enhance internship opportunities for business administration and economics students and to provide them with exposure to the professions.

STRATEGIC INITIATIVE: Form Business Advisory Council consisting of area business/industry representatives.

- An advisory council will be formed after receipt of guidelines from ACBSP. However, currently there is constant contact with area businesses to maintain current internships and develop new sites.

GOAL: To insure that the graduate nurse practitioner program meets and exceeds national standards, thus improving the credentials of the student graduates and increasing enrollment in the program.

STRATEGIC INITIATIVE: Pursue National League of Nursing or American College of Nurse Practitioners accreditation for the graduate program at a funding level of \$2,000.

- The first draft of the self-study is completed and required documents are being gathered. Fall 1999 is being considered for a site visit.

GOAL: To develop funding sources other than departmental teaching and supply budgets to sustain the Planetarium, Observatory, Biology Museum, and outreach educational facilities which are visited annually by thousands of area students and community members.

STRATEGIC INITIATIVE: Identify alternative sources of funding for Planetarium, Observatory, and Biology Museum. (*See also Institutional Advancement.*)

- A meeting was held with the Coordinator of Sponsored Programs to discuss external funding possibilities.

- Several faculty continue to submit externally-funded grant proposals for all these categories.
- Edinboro Lake research studies and consortial biology/geoscience/environmental outreach programs with area universities and the Western Pennsylvania Conservancy are being pursued.
- *One grant proposal was awarded for outside funding for the Planetarium. Another proposal is being pursued.*

Academic Services

GOAL: Increase diversity within the student body and enrich the social fabric of the community.

STRATEGIC INITIATIVE: Implement change in international tuition in order to increase international student enrollment by 10% in year one and by 5% thereafter.

- The University extended out-of-state differential tuition waivers to all international students beginning in the Fall of 1998.
- The total number of international students increased from 80 in the Spring of 1998 to 97 in the Fall of 1998, *and to 104 in the Spring of 1999.*
- New international students increased from 26 students last year (Fall 1997 and Spring 1998) to 40 international students for the Fall of 1998.
- *The University signed a cooperative exchange agreement with Nene – University College Northampton in England.*

GOAL: Enhance degree opportunities for students and increase the visibility of Edinboro University in the Erie market.

STRATEGIC INITIATIVE: Expand programming at Edinboro University in Erie -- The Porreco Center by offering the associate degree in business administration in its entirety at that location, and implementing a collaborative program with Butler County Community College, also to be offered at The Porreco Center.

- The associate degree in business administration at Edinboro University in Erie - The Porreco Center was initiated in the Fall 1998 Semester.
- Two courses from the Business Department *are among the 37 courses being offered at Edinboro University in Erie – The Porreco Center during the Spring 1999 semester.* (A total of 30 courses were offered in the Fall 1998 Semester at Edinboro University in Erie – The Porreco Center.)

GOAL: To participate in the State System of Higher Education initiative to increase the number of minority and low-income students from inner-city areas who attend college and graduate, in partnership with the Philadelphia and Pittsburgh school districts.

STRATEGIC INITIATIVE: Implement the Erie/Meadville Partnership as funded by the State System of Higher Education.

- The Erie/Meadville Partnership two-week summer residential program was conducted from July 12-25, 1998, at Edinboro University of Pennsylvania with a total of 47 students from the Crawford Central School District and the School District of the City of Erie participating.
- Follow-up meetings were held on September 29 and October 20 with students and parents. *A meeting was held December 1 to discuss the recruitment and selection process for the 1999 program.*

Provost's Office

GOAL: To enhance the quality, coherence and effectiveness of the General Education offerings.

STRATEGIC INITIATIVE: Academic departments will analyze the results of the General Education Assessment and forward recommendations for follow-up through the appropriate dean for consideration by the University Curriculum Committee.

- Academic departments are in the process of analysis as are the Academic Concerns Committee of the University Senate and the General Education Subcommittee of the University-wide Curriculum Committee. Dr. Suzanne Brown, former Associate Vice Chancellor for Academic and Student Affairs for the State System of Higher Education, consulted with various constituencies on campus in October and submitted an extensive report. *Academic programs are continuing to engage in a review of the General Education program. The report is being discussed by the General Education Subcommittee of the Curriculum Committee.*

GOAL: To increase faculty productivity and academic quality through faculty development initiatives and equipment purchases.

STRATEGIC INITIATIVE: Implement the Presidential Research Awards, the redirection of Summer School funds to academic departments, and the \$99,000 Higher Education Institutional Equipment Grant.

- Presidential Research Award recipients for 1998-99 are Dr. Mary Jo Melvin, Dr. Barbara Rahal, Dr. Gregory Morrow, Professor David Obringer, and Dr. Dale Tshudy. The program will be continued annually. Summer School funds have been distributed back to the academic departments and expenditure requests for equipment purchases are now being prepared. Requests for purchases under the Higher Education Institutional Equipment Grant are being processed.
- *The University and local APSCUF came to an early agreement in regard to Summer School 1999. The agreement will again enable the University to direct funds for any cancelled course back to the academic departments. The Provost will recommend continuation of the Presidential Research Awards for 1999-2000. Reports from recipients of prior years' awards are beginning to be received and will be highlighted in future issues of "In Touch" and other forums.*

University Libraries

GOAL: To assist students and faculty in their research efforts by providing connectivity to databases and access to print and non-print information resources including the holdings of other libraries.

STRATEGIC INITIATIVE: Subscribe to additional electronic databases using \$28,250 allocated for that purpose.

- The Library *now has access* to several additional databases through the State System's Keystone Library Network. Currently, the Library subscribes to the IAC searchbank through the network. In addition, the Library subscribes to several other databases at discounted prices through its membership in groups such as PALINET and PALCI. *A committee of the KLN is exploring additional databases and the possible replacement of the first database that was offered cooperatively by the SSHE libraries a few years ago.*

STRATEGIC INITIATIVE: Update computers (replace all VT 1xx and 2xx machines in the library).

- The Library is working with the Facilities department and with Technology and Communications to replace its VT 1xx and 2xx terminals with equipment that will be compatible with the new library software. Installation is anticipated to occur prior to the beginning of the winter semester. *Replacement of the old equipment began during the last week of the semester and will continue during the first few weeks of the spring semester. Forty-eight stations are being installed on the first floor of the library for use by members of the University community.*

STRATEGIC INITIATIVE: Participate in the Keystone Library Network in collaboration with the SSHE initiative.

- The Library continues to participate in the Keystone Library Network (KLN). Jack Culbertson, Chair of the Psychology Department, is a member of the KLN steering committee, and Jack Widner, a member of the Library faculty, is a member of the database task force. *When the library migrated from the DRA software that it has been using for over a decade to the Voyager software, it joined most of the other SSHE libraries that had already changed to Voyager. Within the next few months, all 14 libraries in the State System should be using the Voyager software for basic operations, such as cataloging and circulation.*

Student Affairs and Student Success

Vice President's Office

GOAL: To develop fund-raising mechanisms and events for units within the Student Affairs and Student Success Division (*in conjunction with the Institutional Advancement Office*).

- 25th Anniversary of the Office for Students with Disabilities
 - Annual Giving Brochure for Athletics

STRATEGIC INITIATIVE: Develop proposals for financial gifts/donations to Student Affairs departments such as OSD 25th Anniversary and Crawford renovation.

- OSD – The 25th Anniversary Committee has been meeting regularly to develop this program in conjunction with Institutional Advancement. *Two events are planned for on-campus activities; a major dinner, and an on-campus celebration.*
- Athletics – The brochure has gone out with wide distribution. The donations are coming in with the response higher than anticipated for the inaugural year. *Donations have been received from 193 donors, with total contributions of \$31,000.*

Ghering Health Center

GOAL: To develop opportunities for collaborative interaction between the nursing education faculty and the Ghering Health Center staff.

STRATEGIC INITIATIVE: Develop mechanism to provide routine physical exams to students to meet educational requirements.

- Awaiting proposal from Nursing faculty. Dialogue has indicated the potential for mutual benefit to students and faculty from the nurse practitioner program. These faculty are also practitioners that need clinical hours in order to fulfill their re-certification requirements. They would like to do this at our convenient site rather

than travel out of town. They have also indicated that they would do this free of charge. Our students need to have physicals completed to meet nursing education and teacher certification requirements. *A proposal has been received from the Nursing faculty requesting compensation for clinical hours served in the Health Center. Discussions are in progress on how to implement the initiative in a way that is mutually beneficial to all parties.*

GOAL: Develop process for transporting students to hospital for non-emergency treatment.

STRATEGIC INITIATIVE: To provide non-emergency transportation to and from health care referral sites for students and by students, plus offer 24-hour commitment to assist nurse-in-charge with clerical and monitoring support on an as-needed basis.

- Plans are being developed to approve student driver/workers. Included in these plans are methods of communication and wage allowances. *The Center continues to provide transportation to and from referral sites for students on a 24-hour basis, as we have in the past. Additional funding was not provided with this initiative in order to assist nurse-in-charge with clerical and monitoring support.*

GOAL: Develop method for providing immunizations at cost.

STRATEGIC INITIATIVE: Research educational information, standards, protocols and authorization forms to facilitate health prevention.

- Required educational information, authorization forms, standards and protocols are nearly in place for Hepatitis B, MMR, Tetanus/Diphtheria and Influenza. These vaccines will be kept at the Health Center with sign-up and order on an as-needed basis. EUP does not have immunization requirements; therefore, the Health Center will be educating and promoting the importance of immunizations while providing services at a greatly reduced monetary amount. *The Hepatitis B, Measles/Mumps/Rubella, and Tetanus/Diphtheria vaccines are currently being provided to students at cost. Hepatitis B is also available to employees at cost to their departments. Nearly 600 doses of Influenza Vaccine were administered to students, faculty, and staff at no direct cost to the individual. TB testing continues to be free to students once each semester (275 this quarter). Students may now be tested at other times for a minimal charge.*

Wellness Center

GOAL: To promote student wellness regarding issues such as health awareness, alcohol and drugs, and sexual assault.

GOAL: To develop an advocacy team to provide services for victims of sexual assault.

STRATEGIC INITIATIVE: Implement Peer Education and Advocacy program at a funding level of \$10,700.

1. Recruiting for peer educators begun
 - Program description developed
 - Application developed and made available at Organizational Fair
 - Recruitment posters developed and distributed
 - Ad to *Spectator*
 - *Candidates have been interviewed and 9 students hired;*
 - *Peer training has begun;*
 - *Peers helped plan and participated in activities for Great American Smokeout and World AIDS Day; and*
 - *An intensive training weekend was scheduled for early January.*

2. Sexual Assault Advocacy Program
 - Met with Rape Crisis personnel to discuss program formation
 - Criteria for application developed
 - Coordinated and confirmed arrangements for performance of "Play Rights" an interactive theatre prevention program on acquaintance rape to be presented 10/8
 - Wellness Coordinator attended a 3-day workshop, "Sexual Assault on the College Campus," in Williamsburg, VA
 - Sexual Assault workgroup began revision of EUP policy
 - *A new Sexual Assault Policy and a new Sexual Assault Services Brochure have been drafted and submitted for approval.*

Residence Life

GOAL: Increase student access to computing and communication resources within residence halls (*working with Technology and Communications*).

STRATEGIC INITIATIVE: Initiate the development of a computing facility within Rose Hall with an anticipated opening during the Fall. Residence Life and Housing will continue to work collaboratively in the planning for the campus-wide information network to provide access to technology from student rooms.

- Personnel have been working to establish the computing facility in Rose Hall. The lab is expected to be on-line by the end of the Fall Semester. In addition, Residence Life and Housing has played an active role in the planning for the campus-wide information network as it applies to the residence halls and wiring student rooms for video, voice and data technology. *At the end of the Fall semester, a bid was awarded to a contractor to complete the wiring required for the computer lab in Rose Hall. The wiring plan was designed to be compatible with the University wiring standard as reflected in the Campus Wide Information Network plans. The lab is anticipated to be operational early in the Spring 1999 semester.*

- *Planning for video, voice and data service to each student room in Rose Hall has been incorporated into the Rose Hall renovation project. Pre-final design provided by the architect reflects the same.*
- *Planning for the Campus Wide Information Network continues to include planning for resident student access to technology from their residence hall rooms.*

GOAL: Plan and begin implementation of improving the quality of residential life facilities.

STRATEGIC INITIATIVE: Initiate residence hall improvements/construction (in collaboration with Facilities and Construction), beginning with a consultant to be funded through residence hall reserve fund.

- The Director of Residence Life and Housing and Assistant Vice President for Facilities participated in training at the Harvard Graduate School of Design that presented topics and information associated with residence hall construction and redesign. An architectural firm, Weber Murphy Fox, has been retained to develop a feasibility study that will examine existing facilities on the campus. This activity has been coordinated with Facilities, Residence Life and Housing, Financial Operations, and the Vice Presidents for Student Affairs and Finance and Administration.
- *Throughout the Fall 1998 semester, personnel from Weber Murphy Fox continued to meet with University community members to clarify the scope of the feasibility study. Input was sought from faculty, students, staff and administration. In addition, personnel from the architectural firm toured all campus residence hall facilities to gain an understanding of current housing configurations. The final report is anticipated to be completed early in the Spring 1999 semester.*
- *New furnishings were purchased for the lobby and multi-purpose room in Lawrence Towers.*
- *Facilities personnel continue to work toward improving the residence halls. Personnel have spent considerable time painting, making repairs, and continuing to work with Residence Life and Housing to improve student satisfaction with their living environment.*

Student Activities

GOAL: Develop a leadership program designed to provide opportunities for students to learn and practice leadership skills.

STRATEGIC INITIATIVE: Develop comprehensive University leadership program, with \$1000 toward bringing a speaker to address students and assist in planning the program.

- An Environmental Scan in Leadership Development was completed.
- To date, the proposed Leadership Development Plan (21st Century Leaders) was distributed to the Vice President for Student Affairs and Student Success, Associate Vice President for Student Life, Student Life Directors, and students for feedback on content. The beginning stages of implementation for February 1999 have begun. Identification of a kick-off speaker is in the preliminary stages.
- *Staff met with approximately 20 individuals across campus to begin the collaborative process for implementing "21st Century Leaders."*
- *Mr. Michael Poll, Leadership Educator, will provide a keynote/kickoff for the program scheduled for February 2, 1999. A follow-up meeting will be held to discuss the program for the students who want to become involved.*
- *Advertisements for "The Spectator" and special invitations for identified student leaders on campus are being prepared.*
- *Correspondence has been sent to all contacts, soliciting feedback and ideas.*

Counseling and Personal Development

GOAL: Promote and maintain a campus culture that eschews violence and contributory behaviors.

STRATEGIC INITIATIVE: Sponsor nationally known speaker on Campus Climate/Campus Violence who will also help assess and develop the campus plan for programming on this issue.

- Dr. Leon Hendricks, facilitator for the Safe and Drug-Free Schools and Communities program of the Chicago Public Schools, was contracted to speak and consult at Edinboro University of PA on January 25-26, 1999. Among his certifications (from Harvard University) is violence prevention. *He addressed "Creating Safe and Healthy Learning Environments on Campus."*

STRATEGIC INITIATIVE: Obtain self-help materials on anger management, relationships, etc., for student use (funding to come from within operating budget).

- *Materials have been identified. Evaluative feedback and comments were solicited from other counseling professionals prior to purchase. Purchase orders for materials are in the process of being submitted.*

Office for Students with Disabilities

GOAL: To provide appropriate formatted materials for students with disabilities.

STRATEGIC INITIATIVE: Membership in Recording for Blind and Dyslexic funded in the amount of \$800.

- Subscription purchased in the amount of \$800 for the Recording for the Blind and Dyslexic which allows the University to borrow up to 100 books per year which are recorded on tape. This is the highest level membership they offer. We have requested 120 books this semester, received 66 and 4 are in the process of being sent. The other books were unavailable.
- *The subscription continues to be heavily used. Seventy-nine additional books were requested. Of that number, 36 were not available, and eight were cancelled by students.*

Athletics

GOAL: Achievement of greater gender equity in personnel in Athletics.

STRATEGIC INITIATIVE: Implement Phase 1 of the Gender Equity Athletics Plan (Year 1 includes hiring women's volleyball/softball assistant coach - Funded at \$22,000 + benefits.)

- The Gender Equity Task Force has met numerous times and will have a preliminary report to the Vice President by the end of November. *An outline of three plans has been submitted to the President. The committee is continuing to meet to study and create a long-range Gender Equity Plan.*
- Resources have been allocated *and will continue to be allocated* in a manner that will improve our compliance with Title IX.
- A temporary assistant volleyball coach has been hired and a search for a full-time permanent assistant volleyball and softball coach is underway.
- *The search for the women's volleyball/softball assistant coach is currently underway.*
- *One part-time assistant coach has been removed from the male sports and will be reallocated to a sport that will better meet our initiative to improve gender equity.*

GOAL: Increase student attendance at home events, develop student following for athletic programs and improve relationships between athletics and the Greek organizations.

STRATEGIC INITIATIVE: Implement "Fantastic Fan" program to be funded through athletic fund-raising.

- The Student-Athlete Advisory Committee and the Athlete-Greek Coalition *are continuing to meet to develop a better understanding of each organization's views.*

- *The Athlete-Greek Coalition is meeting with an outside consultant in an effort to resolve differences.*
- *The rules of the "Fantastic Fan" plan are being developed in an attempt to have a test program in place for the Spring 1999 semester. A test program should be in place for the Fall 1999 semester.*

GOAL: Increase opportunities for interaction among student athletes and school/community groups.

STRATEGIC INITIATIVE: Develop a plan and invite surrounding school/community groups to attend athletic events free of charge and provide opportunities for interaction with EUP student athletes following the events.

- *Surrounding schools have accepted invitations to attend our athletic home events free of charge. The groups met/meet with student athletes, coaches, or staff before the event. Groups have attended football, volleyball, soccer, wrestling, and basketball events.*
- *Some groups that have or are scheduled to attend events are:*

<i>Edinboro Youth Wrestling</i>	<i>Youngsville Elementary</i>
<i>Pittsfield Elementary</i>	<i>Big Brothers/Big Sisters of Erie</i>
<i>Erie YMCA Youth Group</i>	<i>Boys Scouts of America</i>
<i>The "Boro Kids"</i>	<i>Harborcreek Youth Services</i>
<i>Boys Club of Erie</i>	<i>GECAC</i>
<i>Hermitage House</i>	<i>Penn Lake Girl Scouts</i>

Public Relations

GOAL: To position Edinboro University under the framework of an integrated marketing and communications plan with key internal and local, regional and national external constituencies.

- *During the second quarter (October, November and December 1998), the Public Relations and Publications Office expanded funding for print and broadcast advertisements and commercials, sponsorships, underwriting, promotional gift items, displays, bus signs, and special publications and communications. All public, media and community relations activities were conducted in conjunction with the draft Marketing/Imaging Plan, the Enrollment and Retention Plan, and the 1998-99 Advertising Plan, although various unplanned and unprogrammed advertising and promotional opportunities were conducted at the direction of the Office of the President. Geographical areas affected included the City and County of Erie, Meadville and Crawford counties, Pittsburgh, Warren, Corry, Philadelphia, and various locations in eastern Ohio and western New York. Intended audiences included prospective and current students, both traditional and non-traditional; full-time and part-time students; families; minorities; community and opinion leaders; elected and*

appointed officials; educators; athletics supporters; friends of the University; and the general public.

Print Advertising:

- Homecoming and admissions-related ads were placed in Erie Times Publishing Co. newspapers (\$1,262.34)
- Admissions recruiting ads were placed in the *Pittsburgh Catholic*, Corry High School yearbook, *Next Generation* newspaper, *New Pittsburgh Courier*, General McLane High School newspaper (10-part series), *College Outlook* magazine (Pa. and Ohio editions), Brown-Thompson newspapers (adult college information nights), Corry Marching Band Program, Metro Philadelphia *High School Graduate*, *The Applicant*, French Creek Valley Christian School yearbook, and the *Steuben Courier-Advocate* (Bath, NY) for a total expenditure of \$8,879.75.
- Special "Home for the Holidays" ads announcing intersession classes were placed in Erie, Meadville and Warren newspapers. (\$1,866.48)
- Concert and Lecture Series ads were placed in Times Publishing Co. newspapers. (\$3,526.89)
- Image/visibility ads were placed in the Manufacturer's Association *Business Report* magazine, the Fraternal Order of Police banquet program, Erie Civic Center Broadway Series playbill, Gem City Lodge souvenir dinner program, Pittsburgh magazine, Pittsburgh-Now magazine, Erie Philharmonic season program, Erie Playhouse playbill, 1999 Erie Heart Gala program, and the International Fold Ball program. (\$7,784.25)

Television Advertising:

- Four special, 15-second television spots were produced announcing Homecoming activities and aired on Erie's three network-affiliate TV stations. (\$6,295)
- TV ads were run in November and December to sustain image and visibility during the holiday period. (\$1,005)

Radio Advertising:

- Minority recruiting: WUSL-Power 99FM, Philadelphia. (\$11,475)
- Holiday music underwriting packages, Erie and Meadville stations (\$805)

Special Advertising/Promotions:

- Erie Seawolves ballpark billboard and season program (\$6,200)
- WQLN Auction general merchandise board sign (\$300)
- Advertising continued for the quarter at Erie International Airport with the 62" by 43" wall-mounted back-lighted display sign (\$480 space rental)
- Space on EMTA buses was rented for three 21" by 72" signs (\$495)
- The University sponsored a court for the Warren General Hospital Community Care Foundation "3 on 3" basketball classic (\$100)
- Outdoor billboard advertising: At any given time during the quarter, nine billboards were on display at various locations in the Erie metropolitan area, outlying areas of Erie County, Crawford County and Youngstown, Ohio. Rental costs paid during the second quarter totaled \$25,609. Additional rental costs projected for the second

quarter, payable when invoices are received from Lamar Outdoor Advertising of Erie: \$17,946.

Special Publications, Communications, and Activities:

- Fall 1998 Alumni News magazine printed and mailed to 35,000-plus alumni and friends of the University (\$25,359)
- 1999-2000 Admissions Viewbook and application designed and printed (28,125 copies, \$21,005)
- Presidential holiday cards were designed and printed (10,500 copies, \$6,796.65)
- A special "Edinboro Experience" flyer was designed and produced for an executive luncheon at Pittsburgh's ALCOA headquarters and subsequent mailings (650 copies, \$1,705)
- Student seating passes for the December 1998 commencement were designed and printed (775 copies, \$478)
- 1999 University wall calendars were designed, produced and printed (3,000 copies, \$15,518)
- 1999 University pocket calendars (1,000) were procured (\$1,991)
- Various promotional gift items used for advancement and PR purposes were ordered and restocked (\$10,153)

- During July, August and September, the Public Relations and Publications Office expended funding for advertisements, sponsorships, commercials, news spots, displays and sky ads through local and tri-state media resources. Those resources consisted of newspapers, television, cable TV, programs, magazines, bus signs, Erie International Airport and local and national sports events. All community and public relations activities were in conjunction with the Marketing/Imaging Plan and the 1998-99 Advertising Plan. Geographical areas affected by the marketing and advertising plan included Erie, Meadville, Corry, Pittsburgh, Albion, Union City and Philadelphia. The intended audiences were adults, working adults, community leaders, minority students, traditional students, athletic supporters and parents. Tri-state student recruitment initiatives provided for coverage to even wider audiences located in New York, New Jersey, Ohio and Pennsylvania.

- Student recruitment efforts were achieved through the production of an insert for the NY, PA and OH student planning book; advertising in the College Transfer Guide for New York State, NJ-Penn-Ohio, New England and Delmarva editions; advertisement in the Back-to-School issue of the New Pittsburgh Courier; Summer School ads for Erie, Meadville, Corry, Union City; and 90,000 reply cards and inserts produced through College Outlook '98 publications. The cost of this quarter's student recruitment efforts was \$26,126.

- Publicizing the University was achieved through advertisements with the Erie Otters, Fifth Annual Blue-Gray Football Game Program, Career Tabloid, PA Sports Hall of Fame, Black Issues in Higher Education, Black Opinion Magazine, North Hills NAACP Human Rights Program, Erie Metropolitan Black Yellow Pages, Admissions/Football schedules with the Erie Times, Lake Shore Visitor, Albion Fair

Book, and Cable TV. Public Relations expended \$8,631 for this 1st quarter advertising.

STRATEGIC INITIATIVE: Hire outside designer/consultant to redo the University's viewbook and search piece (*also listed under Enrollment Management and Retention*).

- Ongoing discussions were held during the first quarter with the consultant as to general design concepts for three pieces of University publications: viewbook, search piece and collegiate brochures.

STRATEGIC INITIATIVE: Implement marketing plan initiatives at a funding level of \$90,000.

- Implementing the "image" portion of the Edinboro University Marketing Plan, Erie International Airport has been contracted to exhibit a 62" x 43" wall-mounted, lighted display in the baggage claim area over the next 12 months. Already expended during this quarter is \$480 for advertising space for October 1, 1998 through December 31, 1998.
- Placing "Sky Ads" was a new approach implemented under the "Community Image Program." Ads of this nature have already appeared at the Erie Sea Wolves home baseball games. Events to be covered over the remaining fiscal year will be two-hour flights over Presque Isle State Park, Erie Zoo, Waldameer Park, Upper Peach Street and Millcreek Mall. Sky ads will also appear during the Erie Summer Festival of the Arts, Discover Presque Isle, We Love Erie Days, Memorial Day Weekend, Fourth of July Weekend, and the Erie, Crawford and Warren County Fairs. The "Big Events" package covering this fiscal year has been purchased for a cost of \$5,196 from Priority #1 grant funds.
- Commercials and news spots occurred with WICU-Channel 12, WJET-Channel 24 and WSEE-Channel 35 during the noon, early and late news. Coverage was provided during 8/17/98-8/30/98, 8/31/98-9/11/98 on all three local television stations. The Edinboro University Homecoming was also promoted on the local stations that required an outside contractor for editing purposes. The wide audiences represented by the viewing local populations provided justification for a cost of \$13,595 for television media advertising.
- Messages such as: "Join the Family," "Quality...Affordability...Caring Community..." and "A Premier Higher Education Institution" are appearing on 21" x 72" signs on the back of three EMTA buses. These messages will appear over the course of this fiscal year. Total cost for production of signs for this initiative was \$900.
- Sponsorships were provided during the first quarter for the following community events: Erie Wolves Club Golf Tournament, Community Care Foundation Summer Golf Outing, 25th Annual Golf Outing of the French Creek Council Boy Scouts of

America, and 12th Annual Edinboro Scotsman Wrestling Club Golf Tournament. The total sponsorship provided for these events was \$425.00

- For a total cost of \$650.00, ads were also placed in community program announcements for events occurring during the 1st quarter. They were Shiloh Baptist Church Glenn Burleigh Church Music Workshop, Tenth Anniversary Souvenir Program of the Greater Calvary Full Gospel Baptist Church, Pennsylvania Baptist State Convention, International Folk Ball Program, and the 25th Annual Columbus Day Commemorations Dinner.

Institutional Advancement

Vice President's Office

GOAL: To establish relationships between Edinboro University and its many constituents by providing an understanding of the heritage, programs, and future goals of the University.

STRATEGIC INITIATIVE: Marketing of Planned Giving Program, including Royal Stewart Legacy Society, at a funding level of \$8,000.

- Contacts were made with two marketing firms for the purchase of four planned giving newsletters for the 1998-99 academic year. An agreement has been reached with one of the firms for the purchase of four newsletters at a cost of \$2,293 each. The newsletter, THE EDINBORO PRIDE, will follow the theme of "Let's Fly Together." Copy has been written for the first and last pages of the newsletter. The inside two pages will be provided with changes by the marketing firm. The newsletter will be ready for distribution to over 4,000 alumni by the end of November, 1998.
- *The first edition of THE EDINBORO PRIDE was mailed to 4,000 alumni during the second week of December. Approximately 25 responses have been received that expressed interest in receiving more information on planned giving. Profiles have been prepared and the Vice President for Institutional Advancement is scheduling appointments and/or telephone calls as the next steps for planned giving solicitation. The second issue of THE EDINBORO PRIDE is scheduled for distribution in March 1999.*

STRATEGIC INITIATIVE: Develop an Alumni recruiting network (in cooperation with Enrollment Management and Retention).

- This is the final year of a 4-year plan to provide funding for the Alumni Admissions Grants. This year, \$40,000 will be paid by the Alumni Association to 20 students at \$2,000 each. These grants are used by the Admissions Office as recruiting tools and are a natural part of retention.

- In a collaborative effort between Admissions and Alumni Affairs, a letter was mailed to all active alumni, encouraging them to recommend their alma mater to any family or friends preparing for or considering college.
- For the second year, Alumni Board members were given a listing of college fairs that were going to be attended by admissions counselors and encouraged to assist the counselors by attending the fairs in their hometown area.
- A tear-out student referral card has been included in the Fall 1998 Alumni News and will be included in all issues throughout the year.
- *In cooperation with the Admissions Office, an "Alumni Picture Library" was created for use in recruitment literature. Updating the successful alumni section of the 1999-2000 Admissions Viewbook was the initial goal. Maintaining and increasing the pool will make that periodic task easier, as well as create a pool of successful alumni for other possible roles.*
- *Preparations were in the works during the second quarter to conduct the inaugural meetings of the Crawford and Erie County Alumni Chapters to be held in January 1999. The meetings will serve to identify a core of alumni who are interested in establishing a chapter that will promote several purposes, including volunteer efforts associated with admissions recruitment.*

*Development Office
Sponsored Programs*

GOAL: To secure the philanthropic and financial support necessary through private, state and federal funding for Edinboro University to carry out its mission and aspirations.

- Sponsored Programs received an award from the Stackpole Hall Foundation in the amount of \$2,500 for the Collegiate Scholars Program in Intercultural Relations.
- Sponsored Programs submitted under the U.S. Department of Education, TRIO Program for Upward Bound Mathematics and Science. Edinboro University is a partner and will host the residential summer component of a proposal submitted by GECAC for the Upward Bound.
- *Five proposals were submitted under the SSHE Social Equity Competition. Three proposals were funded. Two proposals were funded under recruitment/retention. The S.E.E.D. collaborative proposal under the direction of Dr. Denise Ohler was funded for \$5,000. A second year of funding was received for the Latino Leadership program for \$9,500 under Dr. Jerry Kiel. Children's Literacy Corps under the direction of Drs. Nancy Briggs and Kathleen Dailey received a second year of funding for outreach in the amount of \$8,394.*

- *An equipment grant was awarded from the Proxima to Professors Brightman, McGinnis and Best. The equipment will be utilized by pre-service teachers and children at the Miller School. Total award is \$14,000.*
- *Additional funding was received from the Office of Vocational Rehabilitation for the Assistive Technology Center under the direction of Dr. Roy Shinn for \$69,615.*
- *Through a SSHE initiative an additional \$1,000 was received for the Professional Development Grant previously funded for \$6,000 under the direction of Dr. Philip Kerstetter.*
- *A \$500 grant was received through a collaborative initiative with Clarion University in the Philosophy Department under the direction of Mr. James Munro to enhance the understanding of the contributions of philosophy and religion to environmental issues.*
- *A traineeship was awarded from the Gertrude Barber Center to the Department of Speech and Communication Studies under the direction of Dr. Roy Shinn.*
- *Twelve proposals were submitted under the SSHE Faculty Professional Development Competition totaling \$55,853.35.*
- *Five mini-grants were submitted under the ADEPTT competition totaling \$18,147.*
- *A proposal was submitted under the PDE Higher Education Link-to-Learn competition in the amount of \$81,180 under the direction of Dr. Marian Beckman and Professors Lisa Brightman and Virginia McGinnis.*
- *A proposal was submitted for a comprehensive literacy outreach program to Erie Insurance Corporation for \$50,000 under the direction of Drs. Karen Bauer, Nancy Briggs, Mary Jo Campbell, Kathleen Dailey and Maureen Walcavich.*
- *A renewal for the Alternative Film Festival was submitted to PCA in the amount of \$2,000 under the direction of Professor David Weinkauf.*
- *A proposal has been submitted to the Heinz Foundation in the amount of \$135,000 for a program for the Miller School.*
- *Discussions are in progress concerning a proposal being developed for the Assistive Technology Laboratory.*
- *Discussions have been held for continuation of the ALCOA initiative for further Pittsburgh friend raising and fund-raising.*

- **Speech Communications Department**

A segmented fund-raising campaign is being constructed with this department to raise \$50,000 in support of the renovation and prep of four classrooms in Compton Hall. The campaign is intended to target department alumni, corporations and industries related to both the communications and speech and language pathology industries, and vendors of the University. The campaign will have a volunteer structure headed by distinguished department alumni, whose role will be to provide leadership, aid in fund-raising and provide a match challenge. Current students will be recruited to volunteer to assist in solicitations. The campaign will have several components: an alumni campaign and phonathon; a corporate campaign encompassing primarily local media outlets and related industry; a vendor campaign to involve the many businesses and organizations that have an ongoing business or professional relationship with the department; and a friends and faculty component to involve active and retired faculty and friends of the department. A tentative implementation date of April/May 1999 has been established.

- **Athletics**

The Department has scheduled a review of the Athletic Annual Fund to assess past practices and identify areas for improvement. One goal of the review is to identify ways to further incorporate the operation of the Athletic Fund drive into the Annual Fund. The fund drive has become a source of revenue for athletic scholarships, as well as unrestricted gifts for departmental operating expenses.

- **Arts & Music, and the Patrons of the Arts**

Interactions with an Erie family, the Development Office and other campus offices are being arranged to further the promotion of the arts and music in the greater Erie community. Discussions will focus on increased collaboration and involvement with the arts and cultural community and the planning of future receptions to bring the University before the Erie arts & cultural community of philanthropists and supporters. As we pursue these actions to build relations, we will work to build interest among prospects for the Arts & Sciences Center.

- **OSD 25th Anniversary Celebration**

The department assisted the OSD Celebration organizers to focus the University fundraising efforts. Currently, the University has solicited Governor Tom Ridge and former Senator Bob Dole to be featured speakers at a community-wide fund-raising dinner. The University is awaiting a response.

- **Summer Music Camp**

A request has been received for Development Office assistance to replace funding for the summer music camp that was previously funded from Social Equity. The department will seek collaboration with the Chautauqua Institution to determine if this program can be continued in a similar form.

STRATEGIC INITIATIVE: Purchase CD-ROM resource materials for prospect research at a funding level of \$7,500.

- *The Prospect Research office has prioritized the compiled list of Research Resource Library materials and is in the process of purchasing library resources to build the in-house reference materials. The office is also in the process of reviewing on-line research services for purchase on a fee-basis. Hoover On-Line, a service that provides corporate profiles, has been acquired on a trial basis for evaluation.*

GOAL: Institutional Advancement will develop strategies and a timeline for fund-raising.

STRATEGIC INITIATIVE: To identify funding for possible development of a School of Communication.

- *The Institutional Advancement goal is to assemble a panel of industry leaders to act as a community advisory panel to begin to lay the groundwork for a School of Communications. It is essential that industry leaders become integrally involved in formulating the goals and strategies for this venture in order to cultivate a sense of ownership in the process.*

STRATEGIC INITIATIVE: To identify possible funding for endowment of professorship in Medical Ethics.

- *There is a commitment of an additional \$100,000 by bequest from Dr. Russell B. Roth.*

STRATEGIC INITIATIVE: Increase scholarship opportunities for minority students.

- *Funds procured to create scholarship opportunities for Minority students include:
Anthony Veshecco Scholarship (\$54,000)
Gifford Funds – Erie Community Foundation*

STRATEGIC INITIATIVE: Increase scholarship opportunities for Honors students. One new endowed scholarship has been promised and extensive plans for additional commitments are being explored.

- *A successful \$70,000 pledge has been received from GTE with the first installment of \$10,000 to arrive before the end of the March 1999. \$10,000 per year will then be received over the next six years. The gift is intended for unrestricted use within the Honors Program. We are working with the Honors Program to develop a "marketable vision statement" that will assist in making a case to outside constituencies for funding support.*
- *In addition, the University has received the following funding for Honors scholarships:*

Bell – Atlantic - \$1,000

Marquette Savings Bank - \$5,000

Agnes G. Lindauer Scholarship - \$10,000 over five years

STRATEGIC INITIATIVE: Fund-raising goal of \$150,000 in unrestricted revenue.

- *We are currently working with Educational Services to explore the feasibility of submitting a proposal to General Electric Transportation Systems. GETS expressed an interest in becoming involved with programs that would assist teachers to utilize computer technology as an effective teaching aid. Recent published reports indicate that a low percentage of teachers have expressed confidence in their ability to utilize technology in the classroom. Because the University is already engaged in similar efforts, such potential funding may represent budget relieving funds.*

STRATEGIC INITIATIVE: Shared-Cost funding goal of \$500,000 to \$600,000 to be raised by March 2000, with \$300,000 of that raised by June 30, 1999.

- *Several potentially significant funding sources are identified and one proposal is in final consideration.*
- *The following proposal is in various stages of review for funding toward the Shared Cost Funding initiative of \$300,000: Eberly Foundation request for \$250,000.*
- *While the Arts & Sciences Center proceeds through the winter months, the Crawford Center has been placed on hold for architectural review and redesign to bring the project within budget. We are currently producing a letter to major donors informing them of the delay.*

- *The Development Office has embarked on a series of personal visits with representatives of approximately 14 major corporations and major individual prospects. While each of these meetings takes its own form depending on various factors, including donor interest and perspective, philanthropic interest or corporate policy, we are attempting to generate interest among the largest players in the community and the closest, most influential friends of the University.*

Finance and Administration

Vice President's Office

GOAL: Create and maintain a campus environment that is attractive, inviting, and secure for all students, faculty, staff and guests of the University.

STRATEGIC INITIATIVE: To date, some benches, trash cans and tables have been purchased and placed around campus. This part of the project will be revisited in the Spring of 1999. The Campus Beautification Committee continues to meet and has scheduled to meet with a landscape design company in early November. An accepted plan must be completed by mid-to-late Winter for implementation in the Spring of 1999.

Facilities Office

GOAL: Provide and maintain a safe and secure area for the storage of chemicals.

STRATEGIC INITIATIVE: Plans for this are being made by the Facilities Department and the Safety office. Modular units have been looked at and are currently under review. A chemical storage facility will be in place before the academic year ends.

Technology and Communications

GOAL: To create a supportable technology-rich environment.

1. Implement the Banner Integrated Information System by 2000.

STRATEGIC INITIATIVES:

- Upgrade host facilities to support new integrated software environment.

Upgrade planned for December 1998. *The equipment was received in December and the process of scheduling the upgrade around the implementation timetable has begun.*

- Develop enhanced web-based environment.

Planned with implementation of Banner (Web for Students; Web for Faculty). *Web for Students and Web for Faculty are scheduled for implementation in March 1999.*

- Develop client-based email system.

System was made available to students in University computer labs beginning Fall 1998 and made available to employees with a network connection in October 1998. Review of load and further testing will determine feasibility of using IMAP over POP-style email.

2. Prepare current campus network for integration into new network architecture.

STRATEGIC INITIATIVES:

- Upgrade network capabilities for ATM communications.

Phase I currently under implementation with completion expected by the end of November. *Phase one is 90% complete with the remainder to be complete by March.*

- Develop an integrated telecommunications management system to store cable tracking records.

Ordered October 1998. *Order was revoked for new Cable Plant Manager to review components; will be ordered during the third quarter.*

GOAL: To provide anywhere-to-anywhere connectivity.

3. Direct the expansion of current campus network to permit increased access to available resources for the University community where feasible.

STRATEGIC INITIATIVES:

- Connect the Porreco Center to the campus network.

Planned for November 1998. *Edinboro University in Erie – The Porreco Center is connected to the campus network.*

- Connect computer labs to campus network where feasible.

Ongoing; will depend on determination of use of departmental computer lab funds. *Ongoing; Rose Hall Lab, Prometheus Lab, and the Baron-*

Forness Library first floor have been connected to the campus network during this quarter.

- Maintain the current network and voice capabilities by replacing and upgrading equipment as needed.

Ongoing as needed.

4. Create a new network infrastructure for the University to provide for the computing and communications needs of the future.

STRATEGIC INITIATIVE:

- Contract with design firm to design campus network based on programming document (Phases I, II, & III).

Design work on schedule. *Design work nearing completion.*

GOAL: To expedite the learner-centered paradigm.

5. Create a Distance Education program that develops Edinboro University into a major contender in the state.

STRATEGIC INITIATIVES:

- Develop high-quality video link to Project Connect (Buffalo) to access western NY school districts and students.

Investigating possibilities between EUP and Buffalo State College.
President Pogue met with President Moore of Buffalo State College about the potential collaboration and we are now awaiting a proposal from BSC.

- Prepare room in new auditorium building for Project Connect.

This is a fourth quarter activity.

- Develop high-quality video link with the Porreco Center.

Will be installed in November 1998. *Awaiting completion based on an interface change.*

- Connect Millcreek School District to SSHEnet and develop programmatic relationship.

Connection will be installed in November 1998. *Ready to proceed, pending a written agreement.*

6. Assist the library in converting from the current system to the new Keystone Library Network.

STRATEGIC INITIATIVES:

- Create and link access stations for library patrons.

Equipment and wiring is ordered with plans to install systems in November/December. *Systems were installed over the winter holiday break; completion of project is imminent.*

- Assist with data conversion from current library system to Voyager.

Ongoing as needed. *Data conversion is complete.*

7. Provide multimedia technology to support the learning environment.

STRATEGIC INITIATIVES:

- Develop classroom multimedia stations for instructional use.

In planning stages; will use TLTR for recommendations. *Still in planning. Expect to order during the third quarter.*

- Establish a non-linear video editing system for video production use.

On order. *Delivery is expected soon (was to ship after first of year).*

GOAL: To support enrollment/retention goals.

8. Develop a system by which students access the University in ways that are collaborative and student-centered.

STRATEGIC INITIATIVE:

- Installation of Banner leading to voice and web access to information and registration for students.

Web-based class scheduling is occurring in November 1998 via S.C.O.T.S. – (Student Centered On-Line Transaction System). Web-based registration using Banner's product is planned for April pre-registration. Voice access is planned for next fiscal year.

9. Continue development of computer lab facilities for increased access to technology.

STRATEGIC INITIATIVES:

- Replace outdated systems in labs.

Pentium systems are on order for 486-based stations in Ross Hall PC Lab and to replace several stations in the Hendricks Business Lab. *Pentium systems were replaced in Ross Hall PC Lab; Hendricks Lab received Pentiums from the CAD/GIS (Computer Aided Design/Geographic Information System) Lab which received new Pentiums for their resource-intensive applications.*

- Upgrade Shafer Lab.

The upgrade is in process with the relocation anticipated over the holiday break. *Relocation completed except for some wiring by electricians.*

- Create Rose Hall Lab to provide students with a residence hall-based computer lab on the western side of campus.

Systems are ready for installation; awaiting furniture and wiring. *Lab is complete and open for use this semester, Spring 1999.*

GOAL: To provide high-quality service to students, faculty, staff and administration.

10. Employ technology strategically in both academic and administrative areas to maximize learning and faculty and staff productivity, following the recommendations of the Instructional Technology Plan.

STRATEGIC INITIATIVES:

- Distribute computers to faculty over the next two years to provide every full-time, regular faculty member with a Pentium-based computer by the end of 2000.

\$150,000 is budgeted for this activity. The first wave of systems (30) has been ordered and will be distributed based on priority list received from Academic Affairs. *The first set of systems is being distributed and the second set has been ordered.*

- Distribute computers to staff as related to their needs for Banner and other administrative applications.

\$50,000 is budgeted for this activity. Twenty-five systems have been ordered with the remaining funds to be used for processor and memory upgrades. *Systems have been replaced or upgraded to support the Banner implementation.*

11. Provide high-level technical assistance to all types of users as needed.

STRATEGIC INITIATIVES:

- Increase support personnel in critical areas.

One position is being developed for a Fall hire to provide technical support for end users. The remaining position will be developed once the State System approach to the new technology classifications is made known. *Approval was provided for a new technical specialist position, however, it has been detained. The remaining position will be formulated and approval sought in the third quarter.*

- Provide computers to Technology and Communications staff for support purposes.

Priority assessments are being made with orders to follow soon. *Orders have been made and equipment has been received.*

Office of the President

GOAL: To sponsor, create and encourage others to initiate programs and activities that support the further development of a learner-centered environment conducive to Continuous Improvement in teaching, learning, disciplined inquiry, scholarly productivity and student development.

STRATEGIC INITIATIVE: A Groundbreaking Ceremony for the Arts and Sciences Center and the Crawford Center for Health and Physical Education and Disability Resources was held on September 11, 1998. Funded at \$2,000, we presented an event that enabled both on and off-campus constituents to become more fully aware of the scope, nature and progress of these significant capital projects. We also utilized the opportunity to recognize, and thus cultivate, donors to the projects. At the same time, we were able to realize fiscal efficiencies by combining the event with the Third Annual Fall

University-wide Convocation, thus saving money on invitations, program printing and the reception. Actual expenses for the Groundbreaking Ceremony alone came in under budget (approximately \$1,770).

STRATEGIC INITIATIVE: The University co-sponsored the conference *Healing a Culture in Crisis: Protecting and Reconnecting our Families, Schools and Communities* which brought to our campus noted author Dr. Mary Pipher. More than 600 people, including approximately 350 students, attended her keynote presentation on the morning of the conference. Over 200 paying conference participants enabled the University to generate \$4,600.82 in revenue which, as a goodwill gesture, we donated in full to The Ophelia Project. The Ophelia Project is a non-profit community action organization that is dedicated to the personal and emotional development of adolescent girls. Media coverage of the event was on a national scale. President Frank G. Pogue moderated a panel presentation entitled, "Communities After Crisis: Collaboration for Family-Centered Healing." The panel featured individuals from the Edinboro area as well as other communities (Springfield, Oregon and Jonesboro, Arkansas) which experienced youth violence incidents over the past year.

We were also sponsors of Dr. Pipher's lecture held at Erie's Warner Theatre that featured an introduction by Mrs. Michele Ridge, The First Lady of the Commonwealth of Pennsylvania. This initiative was funded by non-appropriated dollars in the amount of \$8,000 and was afforded within budget.

GOAL: To ensure the effective administration of Edinboro University through the establishment of effective leadership structures and mechanisms that serve to support students, faculty and staff and to expedite processes in the interest of efficiency and Continuous Improvement.

STRATEGIC INITIATIVE: Produce new quarterly newsletter to keep the Council of Trustees fully informed regarding University issues and initiatives with a funding level of \$500 for printing and postage.

The first *In Touch With Trustees* was produced in October, 1998, and featured information relative to the Pennsylvania Association of Scholars/Commonwealth Foundation report which questioned the integrity of the academic programs of State System of Higher Education institutions. The newsletter also featured information regarding our 1998 Fall enrollment increase and student profile. *The second "In Touch With Trustees" was published featuring perspectives and information regarding Institutional Advancement as well as updates on a variety of current campus issues including construction and enrollment.*