

**MINUTES approved  
March 26, 2012 Council of Trustees  
Quarterly business meeting**

**MINUTES  
Edinboro University of Pennsylvania  
Council of Trustees Meeting  
Monday, October 10, 2011  
Van Houten Dining Hall – South**

Mr. David Obringer  
University Archives  
Baron-Forness Library

Prior to the quarterly, public meeting of the Edinboro University Council of Trustees, Council members met in study session with Interim President James Moran and then attended various Committee meetings along with designated university administrative liaisons. Council members adjourned from committee meetings at 4:30 p.m. to join Interim President Moran for dinner in the President's Suite (Van Houten Dining Hall). Dr. Moran and members of the Council continued informal discussions relative to a variety of topics. After dinner, Interim President Moran and Council members convened in the south dining hall for the public quarterly meeting of the Edinboro University Council of Trustees.

At 6:07 p.m. Chairman John Horan called the quarterly, public meeting of the Edinboro University Council of Trustees to order. He directed the Recording Secretary to conduct Roll Call. The following Council members were either present or participated via use of the University's bridge line:

Mr. Terry Darcangelo  
Dr. Raymond Dombrowski (via phone)  
Mr. Dennis Frampton  
Mr. Daniel Higham  
Mr. John Horan  
Mrs. Virginia McGarvey  
Mr. John Pulice  
Mr. Harold Shields

ABSENT: Trustee Harry Thomas

The Recording Secretary verified the presence of a quorum. In addition to Interim President Moran, the following individuals were in attendance at the public meeting:

Dr. Alan Biel, Dean of Graduate Studies and Research  
Ms. Sherri A. Galvin, Assistant to the President and Recording Secretary  
Dr. Nomsa Geleta, Dean of Education  
Dr. Philip Ginnetti, Provost and Vice President for Academic Affairs  
Mr. Craig Grooms, Director – Undergraduate Admissions  
Mr. Gordon Herbst, Vice President for Finance and Administration  
Ms. Anita Joslyn, Assistant for Communications and Marketing  
Dr. Andrew Lawlor, Associate Vice President for Technology and Communications  
Mr. Jeff Pinski, Associate Director of University Communications  
Dr. Kahan Sablo, Vice President for Student Affairs  
Dr. Terry Smith, Dean of the College of Arts and Sciences

Guests: Lorie Bearfield  
Simone Quinerly, President – Student Government Association  
Kyle Shoulders, 2011 Homecoming King  
Michelle Zewe, 2011 Homecoming Queen

Chairman Horan began the meeting with the first item of action, Old Business – Minutes of the Meeting held on Monday, August 22, 2011. He noted that the minutes were circulated with the meeting materials. The Chair solicited concerns, comments, corrections or additions. Hearing none, he entertained a motion for approval of the Minutes of the Meeting dated Monday, August 22. It was voted, on motion of Trustee Pulice, seconded by Trustee Shields to approve the above-referenced Minutes as presented. Due to the presence of a Council member by phone, a Roll Call vote was conducted by the Recording Secretary with the following results. The motion carried with the unanimous approval by the Council.

**Results – Roll Call vote on Old Business: Minutes – Meeting held on August 22, 2011**

	<b>Aye</b>	<b>Nay</b>	<b>Absent</b>
Trustee Darcangelo	X		
Trustee Dombrowski (phone)	X		
Trustee Frampton	X		
Trustee Higham	X		
Trustee Horan	X		
Trustee McGarvey	X		
Trustee Pulice	X		
Trustee Shields	X		
Trustee Thomas			X

Prior to opening the Public Comment portion of the meeting, Chairman Horan read, for the record, a notice stating that the proceeding of today's meeting were being recorded. Public disclosure to those in attendance by a verbal announcement and written public notice is to avoid any violation of the Pennsylvania Wiretapping Act.

The Chair solicited comments from the public audience. One member of the public audience stepped forward and stated her name as requested by the Chair. Lorie Bearfield stepped forward and identified herself as the proprietor of *We Bleed Plaid* and an alumna of Edinboro. She proceeded to thank members of the Council for allowing the community and towns people to experience a wonderful Homecoming Parade this past Saturday. It was her opinion that everyone had a good time. With regard to a previous fundraising event held earlier in the summer, Lorie reported that Robin Roberts has continued to correspond with her. Robin Roberts has been presented with a plaid suit and promised to wear it and give a "shout out" to Edinboro during future edition of *Good Morning America*. She reiterated her thanks to Dr. Moran and members of the Council for bring the Homecoming Parade route back through town. She and others are certainly proud to be alums of Edinboro University.

Hearing no additional requests to speak nor seeing any movement to the podium by members of the audience, Chairman Horan yielded the floor to Dr. Moran for the delivery of the *President's Report to the Council of Trustees*. Dr. Moran began his report by publicly acknowledging and thanking all of those who worked to make the Homecoming weekend celebration a huge success. He noted that this included the people in the community **and** on-campus that did an incredible amount of work. Each of the events held takes a considerable amount of time and effort to pull off. He believes that a good time was had by all and that it served to build the community's loyalty toward Edinboro. In terms of the budget, Dr. Moran publically commended the Edinboro University faculty union, APSCUF, for being cooperative, respectful, and professional during two recent meetings held regarding the budget and anticipated deficit. Next Dr. Moran provided a brief update regarding the RFP (Request for Proposals) that had been issued for classroom space in Meadville. He noted that the RFP closes

on October 21, and we are still analyzing the mechanism by which courses will be offered in Meadville. Also, Dr. Moran noted the presentation of several pieces of legislation called the Higher Education Modernization Act (HEMA) that PASSHE will be looking for support. Currently, HEMA was presented to the House in a single component; movement there has broken up the legislation into several different Bills. It should be noted, however, that these Bills will provide us an ability to do more effective tech transfers. He noted that the University's Art Incubator initiative in Edinboro is a good example of innovation technology and transfer into entrepreneurship which is important to us. Another component of the Bill deals with our ability to do better fundraising in terms of being able, as University employees, to work seamlessly with the auxiliary units (e.g. Alumni Association, Foundation or other entities). A third component of the Bill deals with permission to offer doctoral programs applied or practice Doctorates at Edinboro University; and, lastly, a fourth component of the Bill is trying to eliminate outdated requirements that still remain in effect as law. To address issues raised with regard to strategic planning or the perceived lack thereof, Interim President Moran announced the reconstitution of a Planning Commission. This group, co-chaired by Interim President Moran and Dr. Brian Zimmerman will be charged with identifying the framework and path going forward in the pursuit strategic planning. Lastly, Dr. Moran noted the University's participation and attendance at the Diversity Summit to be held at Bloomsburg University. A group from Edinboro will attend the Summit to participate in discussions and focus on related issues that need to be in place which serve to assure the success of lower income and under-represented minority students.

Chairman Horan thanked Interim President Moran for his report and solicited any questions, comments or concerns regarding the information shared with Council and audience members. Hearing none, he moved on to the next item of business, report by Provost Ginnetti on behalf of the Council's Academic Affairs Committee. Provost Ginnetti alluded to the distribution of a written report (**Attachment #1**) and highlighted the following items of significance:

- The Association to Advance Collegiate Schools of Business (AACSB) has accepted our first year report. Congratulations to Dean Michael Hannan, faculty and staff in the School of Business for their exceptional work to earn this acknowledgement.
- The Committee on Professional Training of the American Chemical Society has approved Edinboro's Bachelor of Science in Chemistry program.
- Edinboro University has been named by G.I. Jobs magazine as a Military Friendly School for 2012. It ranks Edinboro in the top 20% of all colleges, universities and trade schools nationwide in its commitment to educating our nation's most deserving heroes.
- The U.S. Army released the National Order of Merit for the ROTC Cadets. This year there were 5,643 Cadets rank ordered nationwide from 273 universities from Guam to East Cost and from Alaska to Puerto Rico. The results for Edinboro's six eligible Cadets are:

**CDT Anthony Dennis** - selected for Active Duty, OML number 222 placing him in the top 10% and designated Distinguished Military Graduate;

**CDT Mitch Shablesky** - selected for Active Duty, OML number 454 placing him in the top 10% and designated Distinguished Military Graduate;

**CDT Kyle Mummert** – selected for Active Duty, OML number 823 placing him in the top 20% and designated Distinguished Military Graduate;

**CDT Elizabeth Patarcity** - selected for Active Duty, OML number 1059 placing her in the top 20% and designated Distinguished Military Graduate;  
**CDT Cody Williams** - selected for Reserve Duty;  
**CDT Dustin Bean** - selected for Reserve Duty (Dustin selected Reserve Duty last year through a guaranteed contract);  
**CDT Williams** will graduate and be commissioned in December along with **CDT Pugh** who was selected for Active Duty last year.  
 The remaining five Cadets will be commissioned in May 2012.

Edinboro Army ROTC now has tangible proof of success in both program expansion (enrollment is 101) and quality of instruction.

Prior to closing the report on behalf of the Academic Affairs Committee, Chairman Horan asked the Provost to provide a brief overview regarding the status of the Coordinating and Steering Committee's work regarding Middle States self-study reaccreditation planning process. The Provost reported that the Coordinating Committee meets weekly as a group to discuss the issues that we are finding as we move through this process. Three areas have been identified which will serve as the focus of its work:

- Institutional Research;
- Strategic Planning; and
- Academic Support Services.

He noted that Dr. Moran recently named Sean Bliley as the Institutional Research Director/Special Assistant to the President. The second area of concern, Strategic Planning has been addressed by the reactivation of a University-wide Planning Commission. A review of the Student Support Services component will be undertaken to determine areas we might be able to enhance the quality of support that we are giving our students which, in turn, will help increase retention and subsequent graduation rates. The Chair inquired about the timeframe for completion. Provost Ginnett stated that Edinboro University requested and was granted a one-year extension due to the unexpected departure of President Brown. This year, 2012, is giving us the extra time that we need to complete the work in preparation for the report. A Middle States Site Team will visit the Edinboro campus - Spring of 2014.

For the record, the following two items were shared as information with members of the Academic Affairs Committee and Council. These included:

**Faculty member awarded promotion effective Fall 2011**

Dr. Heather Kenny                      Professional Studies Department

**Change in sabbatical leave**

Dr. Dale Hunter, Biology and Health Services Department, sabbatical leave change from Spring semester 2012 to Spring semester 2013.

Next, the Chair requested the delivery of the report on behalf of the Communications and Marketing Committee – Mr. Pinski. He noted that no formal meeting had been held, but that the Chair of the Committee, Trustee Thomas, was in possession of a detailed report (**Attachment #2**). Mr. Pinski provided the following verbal highlights:

### **Communications:**

- With the start of the Fall Semester, the Communications and Marketing Department continued to ratchet up the level of promotion at a number of levels through traditional and social media avenues. September saw a record number of news releases (more than one per day) distributed to campus, local and regional media organizations. The result has been extremely positive coverage and a boost to the University's growing reputation for academic excellence. In particular, the University's weeklong 9/11 observance attracted outstanding media reports, especially the dedication of the new police facility and unveiling of the plaque honoring first responders, veterans and the military.
- Other outstanding coverage was afforded to the first-year experience "Walk for Food," the StARTup Incubator, the Early Learning Roundtable with federal and regional officials, the dedication of the "Standing Stones" monument (television interviews with Vice President Herbst and Edinboro Foundation Building Committee Chair Morley), the Women's Student Athlete Banquet with Robin Roberts, the Ross Hall renovation project, and Homecoming.
- In particular, Linda Kightlinger and a sophomore student were recently interviewed by a WICU/WSEE camera crew about the University's preparation of students traveling abroad and our cultural immersion of international students. Both interviews were excellent and well-received. Interim President Moran was also interviewed extensively by campus media at the start of the semester.
- This academic year's Golden Apple Award collaboration with WJET-TV began several weeks ago, and, to date, featured excellent interviews with Provost Ginnetti and Dean Geleta. Once again, Dr. Mary Jo Melvin is an active participant and "the face of Edinboro" in the presentation of these weekly awards.
- The upcoming Potterfest has already attracted much media interest, including a live television interview October 10 and an upcoming Erie *Times-News* Sunday Living section feature. The Women's Wheelchair Basketball team will also be the subject of an upcoming newspaper feature – the photo shoot having taken place on October 10.
- Another planned media announcement and co-event with the Pennsylvania Department of Environmental Protection, later in October, will involve the upcoming completion of the array of solar panels that will supplement McComb Fieldhouse's energy needs.
- On Friday, October 21, Edinboro University will again host representatives of WQLN public radio as part of the annual Collegiate Challenge. We are confident of repeating as champions for the fourth consecutive year. This year, plans call for a change in the broadcast site from the Pogue Center to the new Cooper Hall science facility which will serve to promote and highlight the recent building addition and ongoing renovations to the existing 40-year-old facility. Interim President Moran and other University faculty and staff and "personalities" will be featured during the day-long broadcast on WQLN-FM (91.3).

### **Marketing:**

- The President's Annual Report was released during Fall Convocation in September and is now available online and is being distributed to various off-campus constituencies.
- Edinboro's major Fall Media Recruitment Campaign was successfully launched in September and will continue through October in local and regional media markets (Erie, Crawford and Allegheny Counties, and the Youngstown, Cleveland and

Western New York areas) utilizing television, radio, newspaper, outdoor and social media promotions. The new two-minute video advertisement developed by PAPA Advertising has received highly favorable response throughout the area.

- Edinboro University was also featured in the Pittsburgh Magazine's September issue on higher education, and creative ads appeared in Jamestown, New York's *Post-Journal* higher education edition circulated throughout western New York counties.
- In the area of graphic design, a new image was created as the fresh, crisp "Jungle Safari" logo for Homecoming 2011.
- "How Cool is Your School," our previously successful sponsorship promotion with WICU-TV, will begin in late October and continue for four successive months.
- Communications and Marketing has been working diligently with PAPA Advertising, Edinboro University in Erie – The Porreco Center, and Graduate Studies and Research, in developing new and innovative marketing techniques for the Spring recruitment campaign. Eventually, those marketing initiatives will be extended to our Meadville facility.
- Lastly, Mr. Pinski reported that with campus safety our #1 priority, the University responded quickly, and with resolve this morning when a construction crew damaged a gas main along Darrow Road. Within minutes of notification by Vice President Herbst, University Communications had issued evacuation and avoidance messages via E2Campus Emergency Alert System to all registered cell phones and social media sites, as well as email to all campus constituencies and non-blockable pop up boxes on the University website. This morning was the first time the campus mass communication system was formally and successfully used. On balance, it was an excellent test of our rapid communications response for potential emergencies.
- Associate Director Pinski and Marketing Assistant Anita Joslyn continue to be grateful for the leadership and guidance provided by Vice President Herbst. They are also thankful for the ongoing support of faculty and staff during the Department's current period of transition.

Chairman Horan solicited questions relative to Mr. Pinski's report. Hearing none, he moved on to the next item of business – report by Vice President Gordon Herbst on behalf of the Finance and Administration Committee. Mr. Herbst stated that a Committee meeting had taken place earlier in the afternoon and there was one item for review and action by the Council – Contracts and Purchases. Vice President Herbst noted that the Contracts and Purchases for the period August 1 through September 30, 2011, as recommended by Interim President Moran and reviewed by the Finance and Administration Committee, were presented in the form of a motion for action by the Council. **It was voted**, on motion of Trustee Pulice, seconded by Trustee Shields to accept Interim President Moran's recommendation for the approval of Contracts and Purchases as reviewed by the Finance and Administration Committee for the period August 1 – September 30, 2011. Hearing no requests for further discussion, the Chair called for a Roll Call vote and pronounced that the motion carried with unanimous approval by the Council.

**Results – Roll Call vote on New Business: Contacts and Purchases August 1 – September 30, 2011**

	<b>Aye</b>	<b>Nay</b>	<b>Absent</b>
Trustee Darcangelo	X		
Trustee Dombrowski (phone)	X		
Trustee Frampton	X		

Trustee Higham	X	
Trustee Horan	X	
Trustee McGarvey	X	
Trustee Pulice	X	
Trustee Shields	X	
Trustee Thomas		X

Chairman Horan then requested Vice President Herbst to provide and update the Council on related issues reviewed with Council members at their Finance and Administration Committee meeting. Other topics discussed with Council members included, but were not limited to advertising and media campaign currently underway with PAPA Advertising as well as contracts issued for other work around campus. He noted that the details/specifics of these are available should Council members have questions or concerns about the Contracts and Purchases. Also of interest and discussion was the RFP (Request for Proposals) for leased space/classroom space in Meadville. He reviewed with Council members the need for the issuance of a formal RFP and the bid process due to the Act 57 requirements and due date for RFP's. The timeline was outlined based on the current lease expiration which is December 31, 2011. Questions were also asked about the solar panel project which Mr. Herbst will forward to Council members once he is able to gather the information which was not at his immediate disposal. For the record, Vice President Herbst noted that the project being constructed west of the Dome is a solar array that was funded by the Pennsylvania Department Environmental Protection – Green Projects Works Grant through Dr. Richard Lloyd of the University's Geosciences Department. The grant award covered the purchase of the panels and University funding will help complete the project later this month. After the construction is completed, a ceremonial "switch throwing" will be held to "light up" McComb in a manner of speaking; taking it off the grid. In addition to the Contracts and Purchases circulated with the meeting materials, Council members received several pages of personnel actions which are noted below for the record and have occurred since the last business meeting held on August 22, 2011:

#### **NEW HIRES/REPLACEMENTS/CONTINUATIONS**

Blackburn, Mr. Richard, full-time, temporary, Instructor, Elementary, Middle and Secondary Education Department, Fall 2011, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Cleary, Mr. Patrick, part-time (10%), temporary, Instructor, Academic Support and Student Affairs Faculty Department, at \$4,478.00 effective August 27, 2011.

Crabbe, Ms. Jill, part-time (50%), temporary, Instructor, Early Childhood and Special Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Crowell, Mr. Scott W., full-time, temporary, Instructor, Health and Physical Education Department, Fall 2011, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Deluccia, Mr. Timothy A., part-time (50%), temporary, Instructor, Professional Studies Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Eaton-Stull, Ms. Yvonne, part-time (50%), temporary, Instructor, Social Work Department, 2011-2012 Academic Year, contingent upon enrollment, at \$11,198.81 effective August 27, 2011.

Feleppa, Ms. Jan, part-time (50%), temporary, Instructor, Professional Studies Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

**continued – New Hires/Replacements/Continuations**

Fendone, Mr. Joseph, part-time (10%), temporary, Instructor, Academic Support and Student Affairs Faculty Department, 2011-2012, at \$279.97 biweekly effective September 7, 2011.

Ferraro, Ms. Mary, full-time, temporary, Instructor, Nursing Department, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective August 27, 2011.

Fischler, Ms. Karen L., part-time (50%), temporary, Instructor, Social Work Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Foley, Dr. David, part-time (25%), temporary, Assistant Professor, Elementary, Middle and Secondary Education Department, Fall 2011, contingent upon enrollment, at \$6,482.03 effective August 27, 2011.

Foradori, Ms. Rene Avery, part-time (50%), temporary, Instructor, Biology and Health Services Department, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Fuda Daddio, Dr. Jessica, part-time (50%), temporary, Assistant Professor, Professional Studies Department, 2011-2012 Academic Year, contingent upon enrollment, at \$25,928.14 effective August 27, 2011.

Grundy, Dr. Melissa H., part-time (50%), temporary, Assistant Professor, Counseling and Psychological Services Department, Fall 2011, at \$12,964.07 effective September 6, 2011.

Herr, Mr. J. Patrick, part-time (50%), temporary, Instructor, Social Work Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Johnson, Dr. Joseph A., full-time, temporary, Assistant Professor, Elementary, Middle and Secondary Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$51,856.27 effective August 27, 2011.

Johnston, Ms. Michele L., part-time (50%), temporary, Instructor, Counseling and Psychological Services Department, Fall 2011, at \$11,198.81 effective September 6, 2011.

Keck, Ms. Dana A., part-time (50%), temporary, Instructor, Elementary, Secondary and Middle Education Department, Fall 2011, contingent upon enrollment, at \$11,198.81 effective August 27, 2011.

Kern, Dr. Christine, full-time, temporary, Instructor, History and Anthropology Department, Fall 2011, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Klinek, Dr. Shelly R., part-time (25%), temporary, Assistant Professor, Health and Physical Education Department, Fall 2011, contingent upon enrollment, at \$6,482.03 effective August 27, 2011.

Knappenberger, Ms. Merri Beth, part-time (50%), temporary, Instructor, Early Childhood and Special Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective September 12, 2011.

Kovacs, Ms. Judit, full-time, temporary, Instructor, Health and Physical Education Department, Fall 2011, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Kramer DiFuccia, Ms. Janice, part-time (50%), temporary, Instructor, Professional Studies Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Lucore, Ms. Kelly, part-time (50%), temporary, Instructor, Biology and Health Services Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective September 6, 2011.

Martin, Dr. Jack L., part-time (50%), temporary, Instructor, Business and Economics Department, Fall 2011, contingent upon enrollment, at \$11,198.81 effective August 27, 2011.



**continued – New Hires/Replacements/Continuations**

Martinson, Ms. Nanci S., full-time (wage), temporary, Custodial Worker 1, Facilities Department, at \$909.75 biweekly effective September 26, 2011.

McCalla, Dr. Tracy Lynn, part-time (25%), temporary, Instructor, Elementary, Middle and Secondary Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$12,964.07 effective August 27, 2011.

Mercer, Mr. Eric K., part-time (33%), temporary, Instructor, Art Department, Fall 2011, contingent upon enrollment, at \$7,465.87 effective August 27, 2011.

Mills, Ms. Anna M., part-time (25%), temporary, Instructor, Social Work Department, 2011-2012 Academic Year, contingent upon enrollment, at \$11,198.81 effective August 27, 2011.

Moyers, Mr. Joseph, full-time, regular, Web Specialist 3, Technology and Communications Department, at \$50,152.00 effective September 6, 2011.

Newman, Dr. Terry H., part-time (50%), temporary, Assistant Professor, Professional Studies Department, 2011-2012 Academic Year, contingent upon enrollment, at \$25,928.14 effective August 27, 2011.

Rosenhamer, Mr. John, full-time, temporary, Instructor, Baron Forness Library, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective August 27, 2011.

Roussel-Dupre, Ms. Marijean, full-time, temporary, Instructor, Nursing Department, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective August 27, 2011.

Sandberg, Mr. Eric C., part-time (50%), temporary, Instructor, Elementary, Middle and Secondary Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Schaal, Mrs. Patricia A., part-time (50%), temporary, Assistant Professor, Speech, Language and Hearing Department, 2011-2012 Academic Year, contingent upon enrollment, at \$33,091.59 effective August 27, 2011.

Seybert, Ms. Autumn H., full-time, Area Coordinator, Resident Life and Housing Office, at \$43,599.00 effective August 20, 2011.

Shadle, Mr. Joseph D., part-time (25%), temporary, Instructor, Business and Economics Department, Fall 2011, contingent upon enrollment, at \$5,599.41 effective August 27, 2011.

Smith, Ms. Kimberlee, part-time (25%), temporary, Instructor, Early Childhood and Special Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$11,198.81 effective September 6, 2011.

Smith, Mr. Marc D., full-time, temporary, Instructor, Elementary, Middle and Secondary Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective August 27, 2011. Snyder, Mr. Robert N., full-time, temporary, Instructor, Early Childhood and Special Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective September 6, 2011.

Sulpy, Ms. Alessandra, full-time, temporary, Instructor, Art Department, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective August 27, 2011.

Torigoe, Dr. Eugene T., part-time (50%), temporary, Instructor, Physics and Technology Department, Fall 2011, contingent upon enrollment, at \$11,198.81 effective August 27, 2011.

Wesley, Dr. Whitney, full-time, temporary, Assistant Professor, Elementary, Middle and Secondary Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$51,856.27 effective August 27, 2011.

**continued – New Hires/Replacements/Continuations**

White, Ms. Terri L., full-time , temporary, Instructor, Early Childhood and Special Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective August 27, 2011.

Wick, Mr. David J., part-time (50%), regular, Instructor, Physics and Technology Department, contingent upon enrollment, at \$22,397.62 effective August 27, 2011.

Wisniewski, Mr. Justin, full-time, temporary, Instructor, Art Department, 2011-2012 Academic Year, contingent upon enrollment, at \$44,795.24 effective August 27, 2011.

Witowski, Dr. Lisa L., part-time (50%), temporary, Assistant Professor, Professional Studies Department, 2011-2012 Academic Year, contingent upon enrollment, at \$25,928.14 effective August 27, 2011.

Woods, Ms. Renee, part-time (25%), temporary, Instructor, Speech, Language and Hearing Department, 2011-2012 Academic Year, contingent upon enrollment, at \$11,758.75 effective August 27, 2011.

Wojtalik, Dr. Janet R., part-time (50%), temporary, Instructor, Early Childhood and Special Education Department, 2011-2012 Academic Year, contingent upon enrollment, at \$22,397.62 effective September 6, 2011.

**RESIGNATION**

Banta, Mr. Marc, Maintenance Repairman 2, Art Department, effective close of business August 26, 2011.

**RETIREMENTS**

Hannes, Mr. Lance, Associate Professor, Organizational Studies Department, effective close of business August 26, 2011.

Mughal, Dr. Nazir, Professor, History and Anthropology Department, effective August 7, 2011.

**COACHING CONTRACTS/RENEWALS**

Wheeler, Ms. Callie, regular, full-time, Assistant Non-Faculty Women's Basketball Coach, at \$39,476.87 for the period September 4, 2011 through September 3, 2012.

**RENEWED CONTRACTS**

Spears, Ms. Ashley E., temporary employment extension as PASSHE Manager, Grade 180, Construction Project Manager through November 22, 2013.

**SICK LEAVE**

Blair, Ms. Rosemarie, sick leave of absence for the period August 29, 2011, through January 13, 2012.

Golden, Dr. Kathleen M., sick leave of absence for the period September 15, 2011, through October 14, 2011.

Hanes, Dr. Jay M., part-time (50%) sick leave of absence for the period August 29, 2011 thorough January 13, 2012.

Scarpino, Dr. Bonnie J., sick leave of absence for the period August 27, 2011 through January 13, 2012.

Tong, Dr. Lisa, sick family leave of absence from the period of August 29, 2011 through November 18, 2011.

**CHANGE IN STATUS**

Sablo, Dr. Kahan, responsibility for Undergraduate Admissions, at \$130,000.00 effective August 1, 2011.

### LATERAL TRANSFER

Taylor, Ms. Michelle, transfer from Fiscal Assistant to Fiscal Assistant Miscellaneous Receivables in the Bursar's Office, effective October 1, 2011.

Wieczorek, Ms. Maria, transfer from Clerk Typist 2 in the office of Graduate Studies and Research to Clerk Typist 2 in the Baron Forness Library, effective October 1, 2011.

### PROMOTION - NON-FACULTY

Bliley, Mr. Sean A., from Director, Budget and Payroll to regular, full-time, PASSHE Manager, Grade 210, Special Assistant to the President, in the President's Office, at \$84,020.00 effective October 3, 2011.

Fuhrer, Ms. Beth, from Administrative Assistant, to regular, full-time, State University Administrator 1 (non-exempt), Assistant to the Registrar, at \$40,509.00 effective September 12, 2011.

Sam, Ms. Margaret, from Fiscal Assistant, Bursar's Office to Management Technician, Financial Aid Office, at \$45,888.00 effective August 27, 2011.

Villella, Ms. Theresa, from regular, full-time PASSHE Manager 170, Grants & Plant Accountant to regular, full-time, PASSHE Manager 180, Assistant Controller, Grants, Plant & Foundation, Accounting Department, at \$53,412.00 effective August 12, 2011.

Lastly while the agenda lists a University Services, Inc. Board of Directors' update, Vice President Herbst noted no delivery of an update due to the fact that no business meeting of the USI Board of Directors meeting has been held since the last quarterly business meeting of the Council.

The Chair thanked Mr. Herbst for his detailed report and solicited additional questions or concerns. Hearing none, Chairman Horan requested Dr. Kahan Sablo to come forward for the delivery of his report on behalf of the Student Affairs Committee. Dr. Sablo highlighted the following:

### PROGRAMMING/STUDENT SUPPORT SERVICES

- Dr. Sablo began his report by noting the successful celebration Homecoming Weekend. In addition to multiple alumni events, it marked the return of the Homecoming parade through parts of the Edinboro community. Unfortunately, less than four days before Homecoming, we received word that the weather had caused delays to the Darrow Road construction, so the parade had to be reversed and re-routed internally. All went well, and in the end, 140 units participated in the parade, including 8 bands, 10 floats, 78 cars (including 17 classic cars), and 34 walking units.
- Next, Vice President Sablo introduced the 2011 Homecoming King and Queen. Both are graduates of General McLane High School, so you know they were a big thrill for the local community. Homecoming Queen Michelle Zewe was sponsored by Alpha Sigma Tau sorority. Michelle is a senior majoring in Applied Media Arts/Fine Arts Graphic Design, with a minor in Art History. She has a 3.51 GPA and currently serves as Vice President of her sorority, Secretary of the Order of Omega, and a member of Rho Lambda. Homecoming King Kyle Shoulders, a senior Psychology major with a 3.12 GPA was introduced to Council members. He is minoring in Anthropology and Speech Communication. Kyle is a third year Resident Hall Assistant and was sponsored by Residence Life and Housing. He is a member of Phi Sigma Pi National Honor Society. Following their introductions, a standing ovation and round of applause was given them.

- Family Weekend activities will be held October 21-23. Families and friends have been invited back to campus in celebration of this special weekend. Scheduled events include:
  - an Art Show opening titled, "A Day in the Life of Edinboro," featuring student, faculty, and alumni art work;
  - a jazz/wind concert;
  - magician/comedian;
  - family photos;
  - a club volleyball tournament; and
  - three athletic events - Football vs. Clarion; Volleyball vs. California, and Soccer vs. Mansfield

There is something for everyone to do that weekend. For more information, one can consult the Family weekend website at:

[http://www.edinboro.edu/departments/student\\_affairs/family\\_weekend/family\\_weekend.dot](http://www.edinboro.edu/departments/student_affairs/family_weekend/family_weekend.dot)

- The 2012 Military Friendly Schools list highlights the top 20 percent of the nation's academic institutions that demonstrate a commitment to educating soldiers and veterans. We are happy to announce that *G.I. Jobs* has again designated Edinboro University a "Military Friendly School."
- On October 11, various members of the campus community will participate in Silent Witness training. The Silent Witness program was founded by Alanna Berger (Executive Director) and Blaise Liffick (Operations Director). Dr. Liffick is a Millersville University faculty member. Following the principles of Reverend Dr. Martin Luther King's non-violence philosophy, participants in this training will assist in keeping the peace on campus when various protest groups arrive with the primary purpose of intentionally disrupting University operations by screaming hurtful jargon at members of our campus community.
- You have received a copy of the third edition of the adult student newsletter. This issue highlights National Non-Traditional Student Recognition Week, November 7-11.

### **FUNDRAISING/PHILANTHROPY**

- The women's basketball team walked as members of Julia's Jets in the Juvenile Diabetes Research Foundation Walk on September 24. Julia Bradford is the daughter of Wayne Bradford, an assistant football coach at Edinboro, who was diagnosed with diabetes several years ago.
- The wrestling team recently participated in a community service project at the Edinboro YMCA. Team members and coaches rotated throughout the day to clean the facility and move equipment for the staff.
- Members of the football and volleyball teams are participating in the *Read to Compete* program. For four weeks, different members of the teams will appear at Edinboro Elementary School to read to the lower grades.
- Members of the volleyball team participated in the Buddy Walk on Sunday, October 2. The Buddy Walk benefits individuals with Down's Syndrome. The team members also participated in support of Karen Morahan, a professor in the Nursing department who has a son with Down's Syndrome.

### **FACILITIES**

- Last Thursday, a dedication ceremony was held in the Highlands courtyard featuring the *Standing Stones at the Highlands* (see brochure). In addition, a commemorative plaque

was unveiled in honor of Vice President Emeritus, Richard Morley. This structure will forever stand as a physical reminder of our University's Scottish heritage.

- On October 21 from 6-9:00 p.m., an art opening will be hosted in Highlands 8 titled "A Day in the Life at Edinboro." This artwork will remain in the Highlands to permanently display the artistic abilities of our student, faculty, and alumni artists. The opening will begin in Highlands 8 as part of Family Weekend, but displays can be found in Highlands 5, 6, and 7 as well.

### **STAFF ACCOLADES**

- Ms. Kari Althof has worked closely with our Health and Physical Education (HPE) Department to provide hands-on field experience to two qualified HPE students. These students will be offering personal training to Fitness Center members.
- Ms. Eileen Michaels and Ms. Sharon Conklin will be presenting a workshop at the Pennsylvania Occupational Therapy Association's 34<sup>th</sup> Annual Conference held October 28-29, 2011. Their program is entitled "College Students with Disabilities: One University's Model for Success."

### **ATHLETIC EVENTS/RESULTS**

**FOOTBALL (4-2)** – The Fighting Scots won their first four games, including a 27-0 shutout of local rival Gannon in the PSAC West opener. Unfortunately, we lost our last two games.

**WOMEN'S SOCCER (9-2-0)** – The women's soccer team is off to its best start ever at 9-2-0. They are 6-2-0 in the PSAC. Currently, the team is ranked fourth in the Atlantic Region.

**VOLLEYBALL (14-4)** – Continuing the outstanding fall by Edinboro teams, the volleyball team is 14-4 overall and 6-2 in the PSAC. This year has been amazing in that the team is starting 2-3 freshmen on a regular basis, and at one point was employing four freshmen starters due to injuries. Head Coach Missy Soboleski is one win shy of 300 for her career.

**CROSS COUNTRY** – Both the Men's and Women's teams are nationally-ranked, with the men ranked seventh nationally and first in the Atlantic Region. The women are ranked 11th nationally and second in the region.

### **UPCOMING LOCAL ATHLETIC EVENTS**

#### **SOCCER**

October 19 vs. Clarion (6:00 PM)

October 22 vs. Mansfield (Noon)

#### **FOOTBALL**

October 22 vs. Clarion (6:00 PM)

October 29 vs. Lock Haven (1:00 PM)

#### **VOLLEYBALL**

October 11 vs. Mercyhurst (7:00 PM)

October 18 vs. Lake Erie (7:00 PM)

#### **CROSS COUNTRY**

October 22 at PSAC Championships at Mansfield University

#### **SWIMMING**

October 22 vs. Indiana, PA (1:00 PM)

October 29 vs. Shippensburg (Noon)

## **STUDENT GOVERNMENT ASSOCIATION**

- In addition to the Homecoming King and Queen, Dr. Sablo also requested the attendance of Simone Quinerly, the current 2011-2012 Student Government Association President. He noted that Simone is a senior studying Marketing and Finance and expects to graduate in May of 2012. She has been a part of SGA for two years, and previously served as Vice President. While attending Edinboro University, Simone has been active in various organizations such as: Brothers and Sisters United (President), Definition Dance Team (Treasurer), and was a Resident Hall Assistant for Residence Life and Housing. She is also active in the Erie community, serving as a mentor for middle school children in Erie's Public School District, and has prepared tax returns with the Erie Free Taxes VITA program. This past summer Simone interned at PNC Financial Services in their Business Credit Department; she has also worked in other bank departments such as Strategic College Recruitment and Corporate and Institutional Banking. When Simone graduates college, she plans on sitting for her CFP (Certified Financial Planner) exam and open her own financial planning business.

Ms. Quinerly greeted Council members and thanked Vice President Sablo for the opportunity to speak at this evening's meeting. She noted SGA's upcoming and planned annual safety walk next Monday. This activity gives students and University police the opportunity to walk around campus, identify areas needing improvements and/or repairs. Also on

November 8, SGA will host Dave Ramsey, a financial guru, who will make a presentation on financial literacy to students. She noted that many students do not know how they can start to prepare for retirement even before they graduate college or how to plan and maintain an emergency fund.

Chairman Horan thanked Dr. Sablo and SGA President Quinerly for the comments and sought any questions from Council members. Trustee Shields commented that Homecoming Weekend this year was quite exciting and re-energized. He extended kudos to the Dr. Moran and his entire staff for a weekend that was really done well – noting it was good to be a Fighting Scot! Trustee Pulice seconded Trustee Shields comments regarding Homecoming weekend. All agreed it was one of the best!

Moving on to a report on behalf of the University Advancement Committee, Chairman Horan requested Julie Chacona to deliver highlights from their meeting. Ms. Chacona noted a short report; however, it contained exciting news. These highlights included:

### **University Advancement:**

- Fundraising total through September 30, 2011, is \$376,978.34 which is an increase of \$162,625.43 for this same time last year.
- Three major gifts in excess of \$10,000 have been received since the last meeting.
- The Celebration of 85 Years of Women's Athletics was very successful with 280 people attending the Evening with Robin Robert's event held Saturday, September 17, 2011. In the two years that the committee has been working on this project, the Athletic Department Women's Athletic Scholarship Endowment has increased by \$35,000.
- On October 18, the Erie Philharmonic will perform on campus. This concert is in memory of Dr. William Alexander's wife, Mary, who passed away in May. He has written a special piece in memory of her so everyone is encouraged to attend that concert.

**Alumni Relations Office / Edinboro University Alumni Association:**

- The Office of Alumni Relations held their 20th Annual Alumni and Friends Homecoming Golf Outing on October 7. An impressive field of loyal alumni and friends of the University traveled from as far away as Colorado and Florida to support this outing. Proceeds support Edinboro University Student Scholarships.
- Save the Date: Homecoming Weekend 2012 is planned for October 5-6.
- The Office of Alumni Relations will host a regional alumni event in Buffalo, New York, on November 10 and the Fall Graduation Fair on November 15-16 at the Alumni House.

**Foundation:**

- In September 2011 the Foundation Board had a retreat; Provost Philip Ginnetti was kind enough to spend several hours with our Board. The information provided was very well received and the retreat was rated as "one of the best."
- Phase II of the Highlands was opened on time and under budget.
- Occupancy at the Highlands as of September 23 was at 97.68%.

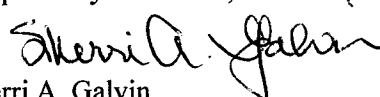
Chairman Horan thanked Ms. Chacona for the brief report. Next, he requested Trustee Shields to provide an update on PACT activities, specifically the upcoming Fall Conference to be hosted at IUP. Trustee Shields reported that two or three Trustees planned to attend the meeting and encouraged all to attend. He noted that it is a good opportunity for Trustees to interface with other Trustees throughout the State System.

Lastly, Chairman Harold asked the Chair of the Presidential Search Committee, Trustee Shields, to provide a brief report on the process and next steps. He reported that the Committee has been working over the summer months through a number of issues and reviewing resumes. On Thursday, the Committee will meet to review the 11 candidates which have been out for reference. This list of 11 candidates will be pared down to a number of candidates who will be invited for a campus interview. Notifications will be made to all when the dates are set and secured. Presidential Search Committee Chair Shields reiterated the importance of attendance by faculty, administration, students, and community at large to the open forums and other meeting venues to meet the presidential candidates and ask questions of the next potential president of the University. For the record, Chairman Horan stated that Trustee Shields was the Chair of the Presidential Search Committee four years ago and did a "yeomen's" job and is doing a tremendous job once again. He is to be commended for keeping the large search committee focused and on task. It is a difficult process to narrow down the number of candidates and especially difficult when the pool contains a number of excellent candidates. The committee is moving along in an expeditious manner and will hope to have candidates and on-campus visit dates announced in the coming week.

Chairman Horan asked if there was any additional business to come before the Council. Hearing none, the Chair called for a non-debatable motion to adjourn the meeting. **It was voted**, on motion of Trustee Pulice, seconded by Trustee Shields to adjourn the meeting.

The meeting adjourned at 6:45 p.m. Trustees were reminded of the Council's next meeting which would be a study session to be held on Friday, December 16 from noon until 4:00 p.m.

Respectfully submitted,



Sherri A. Galvin  
Assistant to the President  
and Recording Secretary

**Academic Affairs Report for University Council of Trustees  
October 10, 2011**

- The Association to Advance Collegiate Schools of Business (AACSB) has accepted our first year report. Congratulations to the dean, faculty and staff in the School of Business for their exceptional work to earn this acknowledgement.
- The Committee on Professional Training of the American Chemical Society has approved Edinboro's Bachelor of Science in Chemistry program.
- The Fred Rogers Company CEO Bill Isler moderated the Edinboro University Early Learning Roundtable with University and regional education and business experts on September 7, which focused on three early learning issues at the national level, including kindergarten entry assessment, appropriate standards in infants and toddlers mixed age groups, and professional competencies in early childhood learning professionals. President Jim Moran, Provost Philip Ginnetti, Dean Nomsa Geleta (Education), Dr. Mary Jo Melvin and Tina Carter (Early Childhood and Special Education) were participants in the Roundtable, with two senior US Department of Education officials and The Heinz Endowments' Director of Children, Youth and Families Program.
- Edinboro University has been named by *G.I. Jobs* magazine as a Military Friendly School for 2012. It ranks Edinboro in the top 20% of all colleges, universities and trade schools nationwide in its commitment to educating our nation's most deserving heroes.
- The US Army released the National Order of Merit for the ROTC Cadets. This year there were 5643 Cadets rank ordered nationwide from 273 universities from Guam to East Cost and from Alaska to Puerto Rico. The results for Edinboro's six eligible Cadets are:

CDT Anthony Dennis: Selected for Active Duty, OML number 222 placing him in the top 10% and designated Distinguished Military Graduate;

CDT Mitch Shablesky: Selected for Active Duty, OML number 454 placing him in the top 10% and designated Distinguished Military Graduate;

CDT Kyle Mummert: Selected for Active Duty, OML number 823 placing him in the top 20% and designated Distinguished Military Graduate;

CDT Elizabeth Patarcity: Selected for Active Duty, OML number 1059 placing her in the top 20% and designated Distinguished Military Graduate;

CDT Cody Williams: Selected for Reserve Duty;



**Academic Affairs Report for University Council of Trustees  
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CDT Dustin Bean: Selected for Reserve Duty (Dustin selected Reserve Duty last year through a guaranteed contract);

CDT Williams will graduate and be commissioned in December along with CDT Pugh who was selected for Active Duty last year. The remaining five Cadets will commission in May 2012.

Edinboro Army ROTC now has tangible proof of success in both program expansion (enrollment is 101) and quality of instruction.

- Two of Dr. Jung Seek Kim's (Business and Economics) working papers were accepted for publication in August: "Consumer Choice and Use of Multiple Information Sources for Automobile Purchases" in *International Journal of Electronic Commerce* and "Consideration set of automobiles: Purchase feedback and exclusivity in formation" in *Journal of Management and Marketing Research*.
- In support of national Constitution Day initiatives, a joint lecture/discussion was offered on September 14 on extreme speech and free speech values, facilitated by Dr. Andrew Smith (Communication and Media Studies) and Dr. Jim Fisher (Political Science and Criminal Justice).
- On September 16, Edinboro's Celebrate Research event provided recognition and awards to the faculty and staff who either submitted a proposal or received an award during the preceding fiscal year. Of the 39 faculty and/or staff who were invited to attend, 26 participated in the event, and received an Edinboro mug filled with candy. The inaugural event recognized three award winners for their efforts in sponsored programs. The annual awards were in three categories. John Bavaro (Art) received the Most Activity award for the person who submits and/or receives the most sponsored programs, Dr. Kathleen Benson (Elementary, Middle and Secondary Education) received the Largest Award, and Leanne Wistrom (Music) received the Smallest Award. The award winners received a trophy and gift basket worth approximately \$50. Interim President Jim Moran began the short program, with words from Provost Philip Ginnetti and Dean Alan Biel (Graduate Studies and Research). A slideshow with everyone's work ran continuously during the meal.
- Dr. Ronald Spiller (History and Anthropology) presented, "The ABCS...XYZs of Gay and Lesbian History" on September 19 as part of the LGBTQIA Lecture Series Fall 2011.
- Dr. Melissa K. Gibson (Communication and Media Studies, Director of First Year Experience and Community) finalized plans for No Impact Week, a collegiate challenge with Allegheny College and Gannon University as part of a grant with the Black Family Foundation in Erie in a friendly competition to learn more about sustainability. New Yorker Colin Beavan, who lived a year leaving as little of an environmental footprint as possible, spoke to the freshmen as part of Common Hour

**Academic Affairs Report for University Council of Trustees  
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on October 4. His book, "No Impact Man" describes what a difference no-impact living can have on quality of life.

The week-long events included a No Impact Trivia contest on October 2, trash art show on October 3, documentary screening of "No Impact Man" on October 4, a bicycle that can operate a blender by pedaling on October 6, and water bottle giveaway on October 7 in an effort to reduce the number of plastic bottles used everyday. Members of the Students of Edinboro for Environmental Defense (SEED) gave back to their community on October 8 by assisting in the clean up and recycling during Edinboro's Homecoming Parade.

Residence Hall coordinators and assistants gave students a chance to lay off the lights, televisions, computers, appliances, cell phones, flashing gadgets and to take some time back for themselves on October 9 to play games and enjoy life without Face Book, computer games and other technologies. Freshman students will celebrate the No Impact Project by reducing, reusing, and recycling an item to exchange or donate to local thrift stores/service organizations as part of Common Hour on October 18.

- Donations (money or non-perishable items) were accepted at the Will Walk for Food freshman service event held September 27. More than 1,000 freshmen and faculty, staff, alumni and upperclass students walked the inner loop of campus to raise awareness of hunger and poverty issues in the area. All proceeds benefitted the Second Harvest Food Bank and the Edinboro Food Pantry.
- Dr. Scott Miller (Business and Economics) spoke during the new faculty orientation on August 24 about how he is able to perform his teaching, research and service. He indicated that a faculty's coursework is first priority, but that it is important to perform service and research, too. Dr. Miller said that research provides him two things: First, it helps engage students and shows that you remain current. Second, it maintains passion for your discipline through the research and that passion permeates the classroom. The students see passion and it makes them interested in the topic.
- Provost Ginnetti hosted a reception in Crawford for faculty who are retired on October 7 following the concert in Alexander Music Hall, as part of the Homecoming activities. The deans and Dr. Jean Jones (Director, Dr. Robert Weber Honors Program) were invited to relate all the good things that are happening here at the University.
- A research and writing group will meet every other Monday from 5 – 7 p.m. beginning today in Crawford 200 – Human Performance Laboratory to provide faculty, staff and students a place to discuss their research and/or work on the project. Dr. Jim Roberts (Health and Physical Education) is the contact for this University-sponsored opportunity.

**Academic Affairs Report for University Council of Trustees  
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- Edinboro University will proudly display the scholarly activities of our faculty and staff in the northeast corner of the lobby area of Reeder Hall. By the end of October, the first display will be officially unveiled in two beautiful cases purchased for that purpose by the Provost's Office. Rene Hearn (Grants and Sponsored Programs) hopes to change the contents of the cabinets on a bi-monthly basis, to highlight all the great work of the University's faculty and staff.
- On November 10 and 11, Michael F. Middaugh, a nationally acknowledged authority on strategic planning and assessment at colleges and universities will be on campus to help us strengthen our planning processes in light of our current Middle States Re-Accreditation Process. Dr. Middaugh is especially well versed in the processes related to institutional accreditation requirements, having served as Commissioner and Chair of the Middle States Commission on Higher Education, our regional accrediting body. Over the course of two days, Dr. Middaugh will be meeting with individuals responsible for planning across the breadth of the University. In order to provide an opportunity for all members of the Edinboro University Community to increase their understanding and awareness of the importance of planning and assessment, an Open Session has been scheduled from 11 a.m. until 12 noon on Thursday, November 10<sup>th</sup> at Van Houten South. It is important that we all be aware of the expectations of The Middle States Commission and understand the necessity of developing a sustainable campus culture of planning and assessment.

10-6-11

**COMMUNICATIONS/MARKETING DEPARTMENT REPORT**

**Edinboro University Council of Trustees Meeting**

**October 10, 2011**

**Committee Chair, Trustee Harry Thomas, Esq.**

**Communications Highlights:**

With the start of the Fall Semester, the Communications and Marketing Department continued to ratchet up the level of promotion at a number of levels through traditional and social media avenues.

September saw a record number of news releases (more than one per day) distributed to campus, local and regional media organizations. The result has been extremely positive coverage and a boost to the University's growing reputation for academic excellence. In particular, the University's weeklong 9/11 observance attracted outstanding media reports, especially the dedication of the new police facility and unveiling of the plaque honoring first responders, veterans and the military.

Other outstanding coverage was afforded to the first-year experience "Walk for Food," the StARTup Incubator, the Early Learning Roundtable with federal and regional officials, the dedication of the "Standing Stones" monument (TV interviews with Vice President Herbst and Edinboro Foundation Building Committee Chair Morley), the Women's Student Athletes' Banquet with Robin Roberts, the Ross Hall renovation project, and Homecoming.

In particular, Linda Kightlinger and a sophomore student were recently interviewed by a WICU/WSEE camera crew about the University's preparation of students traveling abroad and our cultural immersion of International students. Both interviews were excellent and well-received. Interim President Moran was also interviewed extensively by campus media at the start of the semester.

This academic year's Golden Apple Award collaboration with WJET-TV began several weeks ago, and, to date, featured excellent interviews with Provost Ginnetti and Dean Geleta. Once again, Dr. Mary Jo Melvin is an active participant and "the face of Edinboro" in the presentation of these weekly awards.

The upcoming Potterfest has already attracted much media interest, including a live TV interview Oct. 10 and an upcoming Erie Times-News Sunday Living Section feature. The Women's Wheelchair Basketball team will also be the subject of an upcoming newspaper feature – the photo shoot having taken place Oct. 10.

Another planned media announcement and co-event with the Pennsylvania Department of Environmental Protection later in October will involve the upcoming completion of the array of solar panels that will help with McComb Fieldhouse's energy needs.

On Friday, October 21, Edinboro University will again host representatives of WQLN public radio as part of the annual Collegiate Challenge. We are confident of repeating as champions for the 4<sup>th</sup> consecutive year. This year, we plan to broadcast from the new Cooper Hall science facility, promoting the recent building addition and the ongoing renovations to the existing 40-year-old facility. Interim President Moran and other University faculty and staff and "personalities" will be featured during the day-long broadcast on WQLN-FM (91.3).

**Communications and Marketing Committee – Edinboro University Council of Trustees  
October 10, 2011**

PASSHE's media manager, Kenn Marshall, spent the afternoon of September 27 on Edinboro's campus being interviewed by representatives of campus media, including *The Spectator* and student radio and television reporters.

During the second week of the semester, in collaboration with Tech and Comm, we e-mailed, texted and tested the e2Campus alert system, registering several hundred additional sign-ups because of our efforts. (Those not already registered, or those whose registrations have expired, are strongly urged to sign-up for this valuable text, e-mail and social media message alert system via [www.edinboro.edu](http://www.edinboro.edu).)

**Marketing Highlights:**

The President's Annual Report was released during Fall Convocation in September and is now available online and is being distributed to various off-campus constituencies.

Edinboro's major Fall Media Recruitment Campaign was successfully launched in September and will continue through October in local and regional media markets (Erie, Crawford and Allegheny Counties, and the Youngstown, Cleveland and Western New York areas) utilizing television, radio, newspaper, outdoor and social media promotions. The new two-minute video advertisement developed by PAPA Advertising, has received highly favorable response throughout the area.

The new electronic media spots (long and short versions) will also be featured statewide during three televised Fighting Scots football games on the SportsFever network.

Innovative ads created in-house for our Open House, Homecoming and the Potterfest have also been featured in local media advertising, including newspapers, radio and television, as well as for the upcoming on-campus Erie Philharmonic Concert.

Edinboro University was also featured in the *Pittsburgh Magazine's* September issue on higher education, and creative ads appeared in Jamestown, N.Y. *Post-Journal's* higher education edition circulated throughout western New York counties.

In the area of graphic design, a new image was created as the fresh, crisp "Jungle Safari" logo for Homecoming 2011.

"How Cool is Your School," our previously successful sponsorship promotion with WICU-TV will begin in late October and continue for four successive months

Communications and Marketing has been working diligently with PAPA Advertising, Edinboro University in Erie – The Porreco Center, and Graduate Studies and Research, in developing new and innovative marketing techniques for the Spring recruitment campaign. Eventually, those marketing initiatives will be extended to our Meadville facility.

Communications and Marketing Assistant Anita Joslyn and I continue to be grateful for the leadership and guidance provided by Vice President Herbst, and for the ongoing support of faculty and staff during the Communications/Marketing Department's current period of transition.