

CREATING OPPORTUNITIES

*Community,
Engagement
and Belonging*

THE INAUGURATION *of*
KENNETH LONG

Fourteenth President of East Stroudsburg University

INSTALLATION CEREMONY

Thursday, April 27, 2023

10 a.m.



THE HISTORY OF EAST STROUDSBURG UNIVERSITY

East Stroudsburg Normal School opened its doors on September 4, 1893.

A faculty of fifteen greeted a group of 320 students who had entered the two-year programs in Elementary and Science Education.

Although the Normal School was originally privately owned, ownership was transferred to the Commonwealth of Pennsylvania in 1920, and the name was changed to East Stroudsburg State Normal School.

In 1927, the right to confer the degrees of Bachelor of Science in Education and Bachelor of Science in Health Education was granted, and the School's name then became the State Teachers College at East Stroudsburg.

In 1950, ESSTC first received accreditation from the Middle States Association of Colleges and Schools. This accreditation was affirmed in 1992, and most recently in 2017.

The College's name was changed to East Stroudsburg State College in 1960.

In 1962, the College received the right to confer graduate degrees, and the first three graduate areas were Master's of Education in Biological Sciences, General Science, and Health and Physical Education.

ESSC instituted a Bachelor of Arts degree in 1963, and the first Master of Arts programs, in History and Political Science, were approved in 1969.

In November 1982, the State System of Higher Education was authorized by Senate Bill 506. The College officially became East Stroudsburg University on July 1, 1983.

Today, ESU is a comprehensive university offering an array of undergraduate and graduate degrees, including two doctorate degrees.

The Ed.D. in Educational Leadership and Administration was first awarded by ESU in 2017, which was previously a collaborative effort with Indiana University of Pennsylvania (IUP). The D.H.Sc. in Health Sciences was approved and launched in 2019 and the first cohort of degrees was awarded in 2022.



PAST PRESIDENTS

EAST STROUDSBURG STATE NORMAL SCHOOL

George P. Bible (1893-1902)

Ellwood L. Kemp (1902-1920)

Frank E. Baker (1920-1923)

Tracy T. Allen (1923-1939)

EAST STROUDSBURG STATE TEACHERS COLLEGE

Joseph F. Noonan (1940-1955)

EAST STROUDSBURG STATE COLLEGE

Leroy J. Koehler (1956-1968)

Frank Sills (1968-1971)

Darrell Holmes (1971-1979)

Eric Schaar (*interim president* 1979-1980)

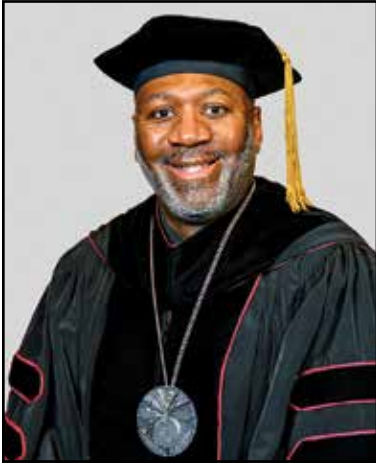
Dennis Bell (1980-1986)

EAST STROUDSBURG UNIVERSITY

James E. Gilbert (1987-1996)

Robert J. Dillman (1997-2012)

Marcia G. Welsh (2012-2020)



PRESIDENT KENNETH LONG

Kenneth Long was appointed president of East Stroudsburg University of Pennsylvania by the Board of Governors for Pennsylvania's State System of Higher Education, effective November 2, 2022, after serving more than two years as the interim president. Long brings more than 35 years of progressive experience in higher education to the position. Prior to the interim appointment, which began July 31, 2020, Long served as the university's chief administrative, financial, and operations officer. Among his many accomplishments at ESU, he has been responsible for: stabilizing the University's financial condition; increasing the University cash reserves and reducing capital debt; lowering costs and increasing availability and access to student health services by partnering with a regional medical center; initiating the university's first academic space utilization study; enhanced campus accessibility; coordinated the development of an athletic master plan and upgrading athletic facilities, including adding air conditioning and

a generator in Koehler Fieldhouse, painting and branding Eiler-Martin Stadium, replacing the turf for all outdoor sports, and partnering with the local municipality and little league for baseball and softball facilities; coordinating the construction of a new student housing building which included new counseling and testing centers and the offices of the Dean of Student, Student Conduct, Accessibility Services and Title IX; and facilitated the land development plans for a new student center.

Prior to joining ESU, Long held leadership positions at two other Pennsylvania State System institutions, Kutztown and Cheyney universities. He served five years as assistant vice president of administration and finance at Kutztown University and during that time he worked six months as interim vice president for finance and administration at Cheyney University, in a loaned executive capacity. Long has served on a number of taskforces, committees and workgroups over his 14 years in the State System, including: Tuition Alignment Committee, System Appropriation Funding Review Committee, State of PA 529 Advisory Board, co-chaired the State System Budget and ESU Sports Alignment Taskforces, and Kutztown University General Education Committee.

Prior to coming to the Pennsylvania State System, Long held multiple leadership positions at the University of Toledo and University of Toledo Physician Practice Group and played an instrumental role in the merger of the University of Toledo with the Medical University of Ohio. Long started his career in higher education at DeVry University – New Jersey where he worked for 18 years beginning as an assistant director of the office of student accounts and working his way to the chief administrative and financial position of the New Jersey campus. As one of the most senior administrative and financial officers in the northeast region, Long assisted with the opening and staffing of DeVry locations in New York, Florida, Pennsylvania and Virginia.

Long earned his bachelor's degree in math and political science from Drew University in Madison, N.J., and an M.B.A. from Monmouth University in West Long Branch, N.J. He has experience teaching college courses in business administration, financial accounting, and managerial accounting and statistics, and during his career has made numerous presentations at regional and national meetings and conferences. In 2013, Long was selected to serve on the Board of Directors for the Eastern Association of College and University Business Officers (EACUBO) and in 2017 he was selected as the association's treasurer, which he served until he was appointed ESU's president in 2022. While serving as interim president of ESU, Long was selected to serve as the chairperson of the PASSHE Freedom of Speech and Title VI Task Group and President Liaison for the PASSHE Board of Governor's Governance Committee, a role he continues to hold.

Long is married to Evelyn and has three daughters, Alysha, Peyton, and Taylor.





ACADEMIC ATTIRE

The tradition of academic costume began in the medieval universities of Europe where gowns were everyday dress, providing for their wearers not only distinction but, quite possibly, warmth during long hours of study in poorly heated buildings.

Today, academic attire is seen on American campuses only at formal affairs such as commencement, Founder's Day, dedications and inaugural ceremonies. In 1895, an Academic Costume Code was established, and has since been adopted by most of our colleges and universities. When the code is followed, one can identify the degree which the wearer holds, the university that awarded it, and the course of study it represents. The distinguishing features are the cut of the gown, the length and colors of the hood, and the color of the tassel on the cap.

The bachelor's and master's gowns are generally made of plain black cotton without trim, while the gown for the doctor's degree is faced with black or colored velvet and has three bars of the same material across the sleeves. The bachelor's gown has long open sleeves, the master's gown has longer closed sleeves with arm slits at the elbow, and the doctor's gown has bell-shaped sleeves extending to the wrist.

The hoods can be distinguished by both the length and color. The bachelor's hood measures three feet, the master's, three and one-half, and the doctor's, four. The color of the velvet edging, which is wider for degrees higher than the bachelor's, indicates the subject area to which the degree pertains. In addition to the colored edging, the hood shows in its lining the official color or colors of the institution which awarded the degree. The hood is worn such that a large part of the lining is visible.

The black mortarboard cap with tassel is worn with each type of gown. Those holding the doctorate wear gold tassels, while holders of the bachelor's and master's degrees generally wear a black tassel, although in recent years it has often been customary to wear the colored tassel symbolizing, like the hood, the subject area of the wearer's degree.

In nearly every academic procession, a few costumes may be seen which do not conform to the standard patterns described above. Gold braid is frequently added to the gowns of academic administrators, and most faculties include several members who hold degrees from foreign universities, some of which prescribe very colorful attire.

The following colors are associated with the various faculties. It is mandatory that they be used on hoods and optional that they be on the tassels and the velvet used with the doctor's gowns.

FACULTY

COLOR

Agriculture.....	Maize
Arts, Letters, Humanities.....	White
Commerce, Accountancy, Business.....	Drab
Dentistry	Lilac
Economics	Copper
Education	Light Blue
Engineering	Orange
Fine Arts, including Architecture.....	Brown
Forestry	Russet
Journalism	Crimson
Law.....	Purple
Library Science.....	Lemon
Medicine.....	Green
Music.....	Pink
Nursing.....	Apricot
Optometry.....	Sea Foam Green
Oratory (Speech).....	Silver Gray
Pharmacy.....	Olive Green
Philosophy.....	Dark Blue
Physical Education	Sage Green
Podiatry-Chiroprody.....	Nile Green
Public Administration including Foreign Service.....	Peacock Blue
Public Health.....	Salmon Pink
Science.....	Golden Yellow
Social Science.....	Cream
Social Work	Citron
Theology.....	Scarlet
Veterinary Service.....	Gray

THE UNIVERSITY MACE



The mace was originally a weapon of hand-to-hand combat in medieval times. With the advent of firearms, such a weapon became archaic and was adopted to symbolize the power and authority of kings and queens. Early in the history of the academy, the mace was borrowed from royalty and utilized to symbolize the authority of the institution given to it by the kings and queens and hence, the state, to grant baccalaureate and advanced degrees so specified. The mace is used at all official university functions of an academic nature.

The original East Stroudsburg University mace was commissioned by the ESU Alumni Association for the inauguration of President Frank D. Sills in 1969. It was designed and created by Mr. Richard E. Phillips, a local Pocono artisan. The redesigned mace, incorporating many features of the original mace and symbolizing the achievement of university status by East Stroudsburg State College, was commissioned by the University Commencement Committee in 1987.

Mr. Phillips was again requested to modify the mace to reflect the transition from college to university, and Cherry Valley artisan Abby Porter completed the silver work. The current mace is made of cherry and is approximately 38 inches long. The mace has overlays made of hemlock, dating from 1893 from the original Stroud Hall. The black and red coloring represents the school colors.

The octagonal head of the mace represents the disciplines of the traditional academy, and four disciplines of contemporary higher education: science, arts, humanities, and philosophy. Surrounding the head are silver hands bearing the names and dates of the five precursor institutions. The handle is inset in silver with black onyx and red carnelian. The university seal crowns the mace.

THE PRESIDENTIAL MEDALLION

The medallion, or pectoral, has long been a symbol of the rights, authority, and power of kings and queens. At the inception of the university around the year 1000 A.D., and to this day in many European institutions, the reigning monarch still functions as the chancellor of the institution, its chief executive holding appointment as vice chancellor. With the establishment of the academy independent of the crown, the royal medallion has been retained as a symbol of the responsibilities and authority vested in the office of the president of the university by the state.



The East Stroudsburg University medallion was commissioned by the Student Activity Association in 1969, and first used by President Frank D. Sills at his inauguration. It was designed by Dr. Irene Mitchel, professor of art at East Stroudsburg University, and struck by Mr. Leslie Smith, an Allentown, Pa., craftsman. The chain of the pectoral was designed and crafted by Mr. Richard E. Phillips of East Stroudsburg, Pa.

The medallion has, on its obverse, the seal of the university. The seal is surrounded by the torch and the mace representing the light of learning and the authority of the university. These two symbols are superimposed on an abstract rendition of the Delaware Water Gap, so much a part of the geography of the region. On either side of the seal are representations of the original Stroud Hall (1893) and the current Koehler Fieldhouse (1967). Below the seal are the extended rays representing the fourteen institutions of the Pennsylvania State System of Higher Education.



INTRODUCING PRESIDENT KENNETH LONG

Marcia G. Welsh, Ph.D., was the 13th president of East Stroudsburg University, and assumed her role as the first female president of ESU in July 2012. Dr. Welsh earned both her undergraduate degree in physical sciences and master's degree in anatomy from Colorado State University, and her doctoral degree in anatomy from the University of Texas Health Science Center in San Antonio.

She began her academic career in 1978 as an assistant professor in the Department of Anatomy at the University of South Carolina School of Medicine. She remained at USC for 23 years, rising through the ranks to professor and also serving as chair of the Faculty Senate and acting chair of her department before being named associate provost and dean of the Graduate School. In 2001, she was named senior vice president for academic affairs and provost of Adelphi University. Dr. Welsh then became

provost of Towson University in 2009, and also served as interim president of the university in 2011. She retired from ESU in July 2020.

ESU's many accomplishments under Dr. Welsh's leadership included: the addition of 3-D printing and additive manufacturing to the curriculum; the approval for ESU's two doctoral degrees (in Educational Leadership and Administration and Health Sciences); the addition of two new varsity sports to ESU athletics (women's wrestling and acrobatics and tumbling); the opening of the institution's Lehigh Valley Center in Bethlehem; establishing collaborative degree programs with The Commonwealth Medical College and Marywood University, and the College of Sport and Health Science at Ritsumeikan University in Shiga, Japan; the launch of LYME-AID, the first commercial licensing agreement of faculty/student research at ESU and within Pennsylvania's State System of Higher Education; opening a Student Veterans Center; initiating ESU's annual Economic Outlook Summit to raise awareness of the economic development initiatives underway in Monroe County; assisting Pocono Medical Center in the creation of an online platform to match residents with health professionals, social service agencies, workshops and other events geared toward health concerns; partnering with Stroudsburg Little League for two FieldTurf surfaces and other facilities upgrades for ESU baseball, softball and local athletes at the Creekview complex; the establishment of the Dr. Jane Huffman Wildlife Genetics Institute; and supporting a partnership with Lehigh Valley Hospital - Pocono to train ESU student volunteers to act as health coaches for patients in the Pocono community. She led the campus community through two strategic planning processes that resulted in ESU's plans – Students First: Innovate ESU, and Students First: Empowering Innovation through Collaboration.

She is married to Louis Terracio, Ph.D., former vice dean of academic affairs and research and professor at NYU's College of Dentistry. They are now enjoying the Florida sunshine, where they reside.





Order of Procession

Prelude Music.....	ESU Ceremonial Ensemble
Alumni Board of Directors	
Student Delegates — Student Clubs and Student-Athletes	
Grand Entrance	Celtic United Pipes & Drums
Grand Marshal	
Delegates of Colleges and Universities	
East Stroudsburg University Faculty Emeriti	
East Stroudsburg University Faculty	
Student Flag Bearers:	
• College of Arts and Sciences	Taylor Moser '25, Biology
• College of Business and Management	Laurent Gjonmarkaj '22 M'24, Management and Leadership
• College of Education	Joclyn Irons '24, Special Education/Early Childhood Education
• College of Health Sciences	Emma Johnston '23, Exercise Science
• Graduate	Brielle Chmiel '22 M'24, Sport Management
Deans	
President's Cabinet	
Platform Guests	
President	
Introduction and Convening of Ceremony.....	Kimberly S. Adams, Ph.D. <i>Master of Ceremonies</i>
Lift Every Voice and Sing.....	Led by ESU Chamber Voices
ROTC Honor Guard Presents and Posts Colors	ESU Royal Warrior Battalion
National Anthem	Led by Robin Schneider '04
Invocation.....	Father Donald J. Williams <i>St. Matthew's Catholic Church</i>
Welcome.....	Kimberly S. Adams, Ph.D.
Greetings from:	
PASSHE.....	Cynthia D. Shapira, Ed.D. <i>Chair, Board of Governors</i>
Students.....	Brian Akonu '24 <i>President, Student Government Association</i>
Faculty.....	Andrea McClanahan, Ph.D. <i>Professor of Communication</i>
Staff	Lurine M. Allotey, M.B.A. <i>Assistant Director, Center for Multicultural Affairs and Inclusive Education</i>
Administration.....	Margaret J. Ball, D.M.A. <i>Interim Provost and Vice President of Academic Affairs</i>





Alumni	Elizabeth Luchansky O'Brien '01 <i>President, Alumni Board</i>
ESU Foundation	Adam S. Stauffer '00 M'02 <i>Chairman, Foundation Board</i>
Pocono Community	Victor Brozusky <i>Mayor, Borough of East Stroudsburg</i>
Higher Education Community	Daniel A. Wubah, Ph.D. <i>President, Millersville University</i>
ESU Council of Trustees	L. Patrick Ross '67 <i>Chair, Council of Trustees</i>
Recognition of Delegates	Master of Ceremonies
Musical Interlude	"Opportunity" from the Musical Annie <i>Performed by Vanessa Smith '24</i>
Introduction of President	Marcia G. Welsh, Ph.D.
Presentation of the President	L. Patrick Ross '67 <i>Chair, Council of Trustees</i>
Investiture and Installation of the Fourteenth President	Cynthia Shapira, Ed.D. <i>Chair, Pennsylvania's State System of Higher Education Board of Governors</i> Daniel Greenstein, D.Phil. <i>Chancellor, Pennsylvania's State System of Higher Education</i>
Presentation of Medallion	L. Patrick Ross '67
Presentation of the Mace	Nancy VanArsdale, Ph.D. <i>Grand Marshal</i>
Inaugural Address	Kenneth Long, M.B.A. <i>Fourteenth President, East Stroudsburg University</i>
Benediction	Bishop Kenneth Pearman <i>Reaching Out for Jesus Christian Center</i>
Alma Mater	Led by Vanessa Smith '24
ROTC Honor Guard Retires Colors	
Recessional	

INAUGURATION COMMITTEE

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Michelle Keiper
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Jimmy Terwilliger
Matt Vashlishan
Ryan Weise
Caryn Wilkie
Rachel Wood





DELEGATES OF COLLEGES AND UNIVERSITIES

Audra Kahr	Lafayette College	1826
Karin Schembari	State University of New York at Fredonia	1826
Richard Santoro	Lehigh University	1865
Dr. Kenneth Hawkinson	Kutztown University of Pennsylvania	1866
Dr. Leon John	Cedar Crest College	1867
Dr. Charles Patterson	Shippensburg University of Pennsylvania	1871
William Lewis	Indiana University of Pennsylvania	1875
Dr. Alberto Cardelle	State University of New York at Oneonta	1889
Dr. David Ruth	Northampton Community College	1967
Robert Bocchino	DeVry University	1969
Dr. Randy Goin	Pennsylvania's State System of Higher Education	1983
Skylar Walder	Pennsylvania's State System of Higher Education	1983

CITATIONS AND CONGRATULATIONS

We are pleased to acknowledge the following citations and congratulatory notes received.

Albright College
Bowie State University
Butler County Community College
Central State University
Cleveland State University
Delaware Valley University
Geisinger Commonwealth School of Medicine
Governor Josh Shapiro
Harcum College
King's College
Marywood University
Medgar Evers College, The City University of New York
Millersville University of Pennsylvania
Misericordia University
Northampton Community College
Reading Area Community College
Seton Hall University
Seton Hill University
Slippery Rock University of Pennsylvania
State University of New York at Empire State College
State University of New York at Farmingdale State College
State University of New York at Fredonia
State University of New York at Geneseo
State University of New York at Oswego
State University of New York Brockport
State University of New York Buffalo State
Stockton University
Thaddeus Stevens College of Technology
The University of Scranton
University of Maryland, Baltimore County
West Chester University of Pennsylvania
William Paterson University



PENNSYLVANIA'S STATE SYSTEM OF HIGHER EDUCATION

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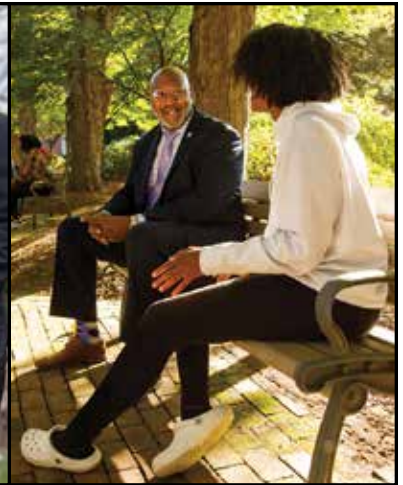
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Denise Seigart, Ph.D., *Dean, College of Health Sciences*

Jennie Smith, Ed.D., *Dean of Student Life*







THE ALMA MATER

Alma Mater, thy halls so majestically stand
In the midst of a landscape unique,
Through the seasons we toil with our bodies and minds
In pursuit of the wisdom we seek.
A mystical charm binds thy children to thee,
Each incoming class feels its spell;
Those who leave thee regretful thy beauties recall,
Which deep in their memories dwell.

(Patrick Conny, 1912)

