

**East Stroudsburg University  
Council of Trustees  
February 9, 2012  
Minutes**

1. **Call to Order:** The regular meeting of the Council of Trustees was called to order at 4:15 p.m. by Chair Pat Ross. The following members were present:

Dr. Eli Berman	Dr. Hussain Malik
Dr. Vincent DeFranco	Ms. Nancy Perretta
Mr. Harry Lee	Mr. Pat Ross
Mr. Marcus Lingenfelter	Mr. Robert Willever

2. **Public Comment:** Dr. Nancy VanArsdale, APSCUF President, mentioned that there are rumors about a 20% budget reduction. She indicated that APSCUF's faculty headcount showed the largest reduction to faculty at ESU. Other universities have made their cuts in administrative staff and auxiliary offices, but ESU has done a lot of cutting to the classroom. Dr. VanArsdale also stated that, according to alumni, faculty–student relationships are one of the most important things.
3. **Approval of Minutes: Trustee Willever made a motion to approve the minutes from the December 8 meeting; Trustee Berman seconded. The motion carried.**
4. **President's Report:** The Governor has proposed a 20% budget reduction, which is more than \$82M for PASSHE. This figure is only \$2 million more than the System received 24 years ago in 1988-1989. Since then the system has added 23,000 more students.

Dr. Brenda Friday will serve as interim director of university relations effective with Doug Smith's retirement on March 30. Mr. Miguel Barbosa will continue to serve as interim chief of staff through the end of the year.

5. **Chair's Report:** Chairman Ross presented a resolution to Coach Dennis Douds. He also talked about how the trustees need to be advocates for the State System. There are 500K graduates of PASSHE that reside in PA.
6. **Secretary's Report:** None.
7. **Committee Reports**
- A. **Finance & Administration:**
- (1) The committee reviewed the Project Status Report dated January 30, 2012. All questions and concerns were answered satisfactorily.
  - (2) The committee reviewed the Cash Disbursement Journals for 11/1/11 – 12/31/11. Trustee Willever reported that everything is in order. **Trustee Lee made a motion to approve the cash disbursement journals; Trustee Berman seconded, and the motion carried.**
  - (3) Resolution 12-01 – Demolition of Buildings for Student Housing Project Phase II. **Trustee Lingenfelter made a motion to approve the resolution to demolish four buildings for the UPI construction of new and replacement housing. Trustee Berman seconded, and the motion carried.**

- (4) The committee reviewed the Notice to Proceed on Construction Contracts dated January 30, 2012. All questions and concerns were answered satisfactorily.

C. **Academic Affairs & Enrollment Management:** Dr. Elzar Camper, Chair of the Media Communication and Technology department, along with fellow department members, delivered a multimedia presentation to the Academic Affairs and Enrollment Management subcommittee. The presentation included video-projected images and narrative. Committee members operated iPads that displayed animation, audio, graphics, photography, video and television, and interactive and 3D projects produced by the department's undergraduate and graduate students. The department offers degrees at the associate, undergraduate and graduate levels and a post baccalaureate media specialist certification. Each semester, the department offers popular courses for an estimated 150 plus additional non-majors, teacher candidates, and students seeking a minor in one of four areas of graphics, interactive and 3D, photography, and video. Graduate students participate in academic and training internships that provide professional development and/or new employment opportunities in non-academic areas. Undergraduate majors may join student clubs in photography and/or television. Club volunteers and students fulfilling coursework participate in community service and fundraising for the cable television broadcasts from East Stroudsburg University's McGarry Communication Center. Student participation in the American Red Cross, Pocono Medical Center, Big Brothers and Sisters, and athletic scholarship auctions and telethons provide real time practical experiences in studio broadcasting.

Professor William Broun of the English department presented a proposal for a new graduate degree program, a Master of Arts in Professional and New Media Writing. The program will be 80% online and offered to meet the schedules of working professionals. No PASSHE universities offer a similar program, and ESU's proximity to publishing companies in NYC is unique. The program is designed to prepare graduates for new journalism jobs in a growing labor market. **Trustee Perretta made a motion to approve the Master of Arts in Professional and New Media Writing. Trustee Lingenfelter seconded; the motion carried.**

Enrollment Management, Admissions Update: Jeff Jones, Director of Admissions, provided information on current admissions practices and provided data on 2011-2012 applications and acceptances. He provided information on SAT score averages as well as the academic and demographic profile of accepted and deposited students. A brief overview of Admissions marketing (current and future) and the impact of state population trends were discussed. Enrollment Management has implemented new processes for admitting returning students. This process will allow for better controls and assessment of the student stop out population.

D. **Community & Press Relations:** The associate director, Dr. Brenda Friday, discussed a variety of community outreach projects including a 2012 Haiti Relief silent auction and ESU Night at the IronPigs. Dr. Friday also shared information with the Trustees about new exterior signage for the university that will be installed this spring, explaining that the "care words" on each banner will also mirror "care words" found on the university's new web site. This crossover was specifically designed to strengthen the marketing and branding of the university and will likely carry over into other initiatives in 2012-2013.

The group also discussed: the story ideas for the Spring issue of the Alumni Herald, which will be primarily online; plans for summer session marketing; initiatives associated with advertising ESU's Philadelphia campus; the Research and Development's Faculty Grant Booklet; the Spring Cultural Arts brochure and the PASSHE student business plan award ceremony. Copies of the press clippings booklet were shared with the committee.

E. **Student Affairs:** Rich Hennessy, Student Senate President, shared the recent results from a Banner Satisfaction Survey. The survey assessed new Banner implementations, including Portal usage, new registration process, user friendliness navigation, etc. The opinions and feedback varied between sophomore and junior students. Dr. Tobin spoke to the group about Title IX guidelines which address four items of focus: Appointment of Title IX Coordinator (Dr. Doreen Tobin), Training initiatives, Grievance procedures, review policy to meet guidelines. Men's Volleyball has been approved as a Club Sport. New Residence Halls are fully operational and students are happy. There is a decrease in complaints about parking. Upcoming African American Heritage Month events calendar and ESU Road Warrior News Letter geared towards Commuter Students were distributed at the committee meeting. Student Senate Report: ESU will be hosting the Board of Student Government Presidents' Conference 3/23 and 3/24; planning for the conference is underway and committees, speakers and presenters are being identified at this time.

F. **Research & Economic Development:** First, Trustee Lee updated the Council on the Presidential Search Committee. This weekend the search committee will interview 10 candidates out of 69 applicants. The committee will bring five of those candidates to campus and COT will have dinner with them separately. The pool will be narrowed down to three or four and a special COT meeting will be called.

ESU Business Accelerator Company Presentations: The Council of Trustees heard presentations from two ESU Business Accelerator Companies: Green Atlantic Energy Partners, LLC and Royal Web Design. Joseph Orloski, Founder of Cosmetic Product Mentoring, briefed the committee on his company's interest in licensing Lyme-Aid in collaboration with Garrett-Hewitt International, LLC. The license agreement process was discussed along with the involvement of the Penn State Research Foundation, PASSHE legal Counsel, and McQuaide Blasko in that process.

Research and Economic Development – Budget Strategy: Mary Frances Postupack reviewed the Research and Economic Development division's five-year assessment data with the Committee. The Committee was asked to review the information and provide recommendations.

ESU Innovation Center Tour: The Committee toured the third floor expansion of the ESU Business Accelerator funded by \$459,550 from the Monroe County Local Share Account-Gaming Funds.

8. **Old Business:** None.

9. **New Business:**

A. The Spring PACT Conference will be held 3/20 – 21 at the Dixon University Center. Trustee Lingenfelter said they have put together a conference that rivals any national conference.

B. Trustee Ross selected the nominating committee for the election of officers: Trustee Lee, Trustee Willever, and Trustee DeFranco.

C. Meeting dates for the 2012-2013 academic year: 9/13/12, 10/25/12, 12/6/12, 2/7/13, 4/4/13

10. **Executive Session:** An executive session to discuss personnel and legal matters was called at 5:00 p.m. The meeting reconvened at 5:40 p.m.

11. **Adjournment:** The meeting was adjourned at 5:41 p.m.

Respectfully submitted,

Eli Berman  
Council Secretary

Recording Secretary: Caryn S. Fogel

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