

**East Stroudsburg University  
Council of Trustees  
September 15, 2011  
Minutes**

1. **Call to Order:** The regular meeting of the Council of Trustees was called to order at 4:05 p.m. by Chair L. Patrick Ross. The following members were present:

Dr. Eli Berman	Dr. Hussain Malik	Ms. Amy Welch
Dr. Vincent DeFranco	Ms. Nancy Perretta	Mr. Robert Willever
Mr. Harry Lee	Ms. Felicia Revero	
Mr. Marcus Lingenfelter	Mr. Patrick Ross	

2. **Public Comment:** Dr. Nancy Van Arsdale, President of the local chapter of APSCUF, expressed the need to communicate with government officials about the importance of public funding for higher education. The educational experience was as good at ESU as private universities: highly credentialed faculty, small classrooms, lots of faculty-student interaction. We need to reach out to our legislators and tell the success stories of our students. Right now it's all about dollars, and the faculty are very committed to working with you in real advocacy from ESU to our legislators.
3. **Approval of Minutes: Trustee Lingenfelter made a motion to approve the minutes from the April 14 meeting and the special meeting of May 25; Trustee Willever seconded, and the motion carried.**
4. **President's Report:** The selection of Ms. Felicia Revero has been approved by the Chancellor. Our state budget was not as severe as the governor had originally proposed, but we still ended up with an 18% reduction. The Board of Governors approved a 7.5% tuition increase. The 2011 Distinguished Professors are Dr. Elzar Camper and Dr. Kenneth Mash. \$75,000 in President's Research Grants was awarded to: Dr. Sandy Whidden, Dr. John Kraybill-Greggo and Dr. Alberto Cardelle, Dr. Mihye Jeong, and Dr. Maria Kitchens-Kintz. We have two special guest lecturers this fall: Christopher Kennedy Lawford will be here on October 18 and 19 and Jenna Bush Hager will be here on November 15. On September 30, we will host our 13<sup>th</sup> annual Legislative Fellow program with a breakfast honoring John Yudichak. Senator Yudichak is a new senator and a member of the PASSHE Board of Governors. Other upcoming events include Family Weekend, October 1; the PACT Conference at IUP, October 19 – 20; Homecoming, October 22; and Winter Commencement, Graduate: Friday, December 16, 7 p.m. and Undergraduate: Saturday, December 17, 10 a.m. Dr. Dillman also mentioned the 911 vigil. Trustee Lingenfelter asked what comes with the distinction of distinguished professor (money, release time, research funds). President Dillman indicated that the designation includes a reception, an award, and their names on a plaque.
5. **Chair's Report:** Trustee Revero and Chairman Ross met with Guido Pichini, chair of the PASSHE Board of Governors, who is visiting all the campuses. Chairman Ross also met with the Council chairs. Chairman Ross will distribute information about the purpose of the Chairs' meetings to see if you would like him to continue to attend them.
6. **Secretary's Report:** Trustee Berman read thank you notes received from Trustee Denlinger and Trustee Patton.

## 7. Committee Reports

### A. Finance & Administration:

- (1) Cash Disbursement Journals 3/1/11 – 8/31/11 – Trustee Willever reported that the committee reviewed the cash disbursement journals and found everything to be in order. **Trustee Willever made a motion to approve the cash disbursement journals; Trustee Malik seconded, and the motion carried.**
- (2) Act 57 Purchases Report – The committee reviewed the listing of non-bid purchases made under the authority of Act 57 and found everything to be in order. **Trustee Willever moved to approve the Purchases Report, Trustee Malik seconded, and the motion carried.**
- (3) Resolution 11-04 for Property Acquisition 156 Marguerite Street – **Trustee Willever moved to approve the compliance resolution, Trustee Lee seconded, and the motion carried.**
- (4) 2011-2012 Budget – Vice President Staneski gave a presentation on the 2011-2012 budget. He indicated that our budget is divided into three pieces: E & G, auxiliary enterprises (such as housing, the bookstore, etc.), and restricted funds which are grants and scholarships with specific uses. Overall our total budget will increase from \$128M to \$131.5M or 2.5%. Our state appropriation is declining from \$25M to \$22M. Tuition and fees are increasing by 10.2% (includes tech fee which went up by 9%). We lost our stimulus funds, which are now gone. Our personal service budget is decreasing from \$71M to almost \$68M, largely due to our faculty being more efficient in the classroom; they're teaching larger classes. Our budget is now comprised of 69% personnel, which reflects substantial cuts. **Trustee Willever moved to approve the budget. Trustee Perretta seconded, and the motion carried.**
- (5) Project Status Review – The committee reviewed the Project Status Review reports. All questions and concerns were answered satisfactorily.
- (6) Notice to Proceed on Construction Contracts – The committee reviewed the Notice to Proceed on Construction Contracts. All questions and concerns were answered satisfactorily.
- (7) Annual Inspection of Facilities - The Committee reviewed the Annual Inspection of Facilities Report dated August 2011. All questions and concerns were answered satisfactorily.

- B. Academic Affairs & Enrollment Management:** Strategic priorities for 2011-2012: Build and implement a data driven, student success-centered model; to allocate resources at the department and program level; Educate new learning communities through four-year bachelor's degree completion programs in Philadelphia; four-year bachelor's degree completion and masters programs in the Lehigh Valley; and masters programs coupled with select undergraduate programs offered through distance education; Professional development programs will be implemented for the continuous improvement and leadership growth of faculty, staff, department chairs, and deans and other senior Academic Affairs administrators; In collaboration with IT, automate the core work processes of Academic Affairs, starting with planning and Phase I implementation this year; Emphasize interdisciplinary programming and other collaborations by allocating positions to support

alliances and resource sharing across departments and colleges, as well as with sister universities. Intercampus examples include the Shippensburg MBA at ESU and an undergraduate minor, growing into a major, in Chinese language.

Kizzy Morris, Registrar, discussed the ongoing implementation and current status of the Banner student record system. The Banner system provides students and faculty with greater access to information that assists in the course advising and registration process. Students have easier access to their academic records, billing information and other important information that assists them in planning for success at ESU. The Computing Center and student services areas are partners in this implementation process and provide immediate responses to student and faculty concerns or problems with the new system.

Jeff Jones, Director of Admission, provided a status update on enrollment numbers. Mr. Jones also discussed new recruitment strategies and new recruitment territories that the Admissions staff members are exploring during the 2011-2012 recruitment year.

Dr. Victoria Sanders, Interim Vice President for Enrollment Management, informed Council of Trustees members that Career Services has been moved to this division. She discussed the importance of enrollment planning and goals for 2011-12.

- C. **Community & Press Relations: Trustee Perretta made a motion to approve the President's Policy Recommendation PO-2011-003 Americans with Disabilities Act Accommodation. Trustee Ross seconded and the motion carried.** Upon explanation and discussion of the policy recommendation, the committee moved forward to discuss updates on a number of topics including: the impending launch of the university's new website mid-semester; the partnership between the office of university relations and the ESU Foundation, events (9/11 Vigil, Remembrance Day, campus visits by Christopher Kennedy Lawford and Jenna Hager Bush, and Commencement), publications updates (new admissions materials and cultural arts brochures) and office advertising initiatives relative to the ESU/Shippensburg MBA partnership and Graduate! Philadelphia cohorts. Copies of the press clippings booklet were shared with the committee
- D. **Research & Economic Development:** The outcomes of the RED division for FY 10-11 were reviewed. These outcomes include: Office of Sponsored Projects and Research: 64 grants funded totaling \$3,672,526; Worked with 116 faculty and staff; Office of Workforce Development: Awarded \$280,288; Invoiced \$279,141; Worked with 28 companies; Business Accelerator/PMKIZ: 16 companies in Programs; 93 jobs reported – 20 jobs created; 26 students placed in internships/externships; Entrepreneurial Leadership Center: 27 Students in Entrepreneurship Club; 2nd Annual ESU Student Business Plan Competition – 10 students, 11 faculty advisors, 5 business mentors; Entrepreneurship Across the Colleges – 22 faculty participated, 602 students involved. The RED COT Committee also discussed: Alumni Entrepreneur of the Year/ Entrepreneur in Residence Award; PASSHE Student Business Plan Competition; Technology Disclosure Forms: LymeAid and Hair Morphology Projects; Opportunities and Challenges for FY 11-12
- E. **Student Affairs:** Trustee Revero reported on Organizational Changes to include Multicultural Affairs, LGBTQ and Conference Services moving to Student Affairs. Furthermore, Career Services has been reorganized to the Enrollment Management Division. Student Affairs and Student Activity Association, Inc. both shared their Annual Report documents for 2011-2012. Student Affairs COT, Sub Committee Interest for upcoming year includes Tour of New Facilities, Judicial Affairs Process, Commuter Student Services, Parking, Banner and Enrollment Management, and Student Advising. Student Senate Report: Challenges with new student email, improvements to ESU Student Ride

Program, Full Senate with potential to have competitive election. Student Senate President Rich Hennessy also addressed the recent ESU Club Fair and the increase in student involvement.

8. **Old Business:** None.
9. **New Business:** Trustee Ross reminded the Council about the PACT Conference being held at IUP October 19-20. Frank Falso, President and CEO of the ESU Foundation gave a presentation and wanted to remind everyone that the mission of the Foundation has not changed since they transitioned to a separate 501(c)3. The Foundation is nearly fully staffed at 21, which follows a standard advancement model in private higher education. He also indicated that a donor's first gift should be to the annual fund.
10. **Executive Session:** An executive session to discuss personnel and legal matters was called at 5:24 p.m. The meeting reconvened at 5:50 p.m.
11. **Adjournment:** The meeting was adjourned at 5:52 p.m.

Respectfully submitted,

Eli Berman  
Council Secretary

Recording Secretary: Caryn S. Fogel