

**East Stroudsburg University  
Council of Trustees Minutes  
December 6, 2012**

1. **Call to Order:** The regular meeting of the Council of Trustees was called to order at 4:00 p.m. by Chair Pat Ross. The following members were present:

Mr. Edward Abraham  
Dr. Vincent DeFranco  
Mr. Bruno Klaus  
Mr. Harry Lee

Marcus Lingenfelter (via phone)  
Dr. Hussain Malik  
Ms. Nancy Perretta  
Ms. Felicia Revero

Mr. Pat Ross  
Ms. Amy Welch  
Mr. Robert Willever

2. **Public Comment:** None.
3. **Approval of Minutes: Trustee Willever made a motion to approve the minutes from the October 25 meeting; Trustee Malik seconded. The motion carried.**
4. **President's Report:** Dr. Welsh mentioned the winter choral concert as well as Holiday on the Circle interfaith ceremony with an open house following. This Friday we have the faculty and staff holiday dinner and students performing. Next Tuesday is a holiday luncheon for faculty and staff. President Welsh stated that she has been meeting with many groups and has discovered that the staff would like more opportunities to get to know one another. Holiday parties are a great opportunity for this. Human Resources started Well-U, a wellness committee that is planning various ways for employees to get and stay fit. Yesterday was the grants recognition including funding for outreach and scholarships. About 80% grants written get funded. Last year grants were submitted for nearly \$4M. University Properties, Inc. appealed the tax that has been levied on the university. ESU did prevail by a 2 to 1 vote, but the borough has 30 days to appeal. Collective bargaining update: the negotiating teams will be back at the table next week. They will not strike this semester. We do have contingency plans in place but we hope they do not strike. Gary Dent, Vice Chancellor for Labor Relations wrote an Op-Ed piece about the issues on the table.
5. **Chair's Report:** None.
6. **Secretary's Report:** None.
7. **Foundation Report:** Frank Falso gave a Power Point presentation reminding the Council that their first gift should be to the annual fund. Frank reported that the support that they receive is divided into current operations (unrestricted and restricted) and capital support (endowment, physical plant, other purposes). ESU was 14<sup>th</sup> out of 14 PASSHE schools in restricted funds, but that number is increasing. ESU is in the middle of the pack in unrestricted dollars through the annual fund. Combined funds put us at 13<sup>th</sup>. ESUF just added a restricted fund to support the inauguration. Upcoming is the faculty and staff campaign. Frank gave an update of the Foundation visits, which have declined. The Alumni Herald just went out featuring President Welsh. The next issue will be online only, which offers substantial savings. A Toast to Women event was held on November 8 for about 80 women in our community. Upcoming events include a bus trip to Broadway, alumni luncheon, Cherry Blossom event in D.C., and scholarship luncheon.
8. **Committee Reports**
- A. **Finance & Administration:**
- (1) The committee reviewed the Cash Disbursement Journals for October. **Trustee Willever made a motion to approve the cash disbursement journals; Trustee Malik seconded, and the motion carried.**
- (2) The committee reviewed the Act 57 purchases report from October 9 through November 12. **Trustee Willever made a motion to approve the Act 57 purchases report. Trustee Perretta seconded and the motion carried.**

- (3) Vice President Staneski gave a brief overview on the resolution. There was a student referendum to use student activity fees to build part of the Keystone Center, which will cost approximately \$100M. This resolution says that the COT is willing to charge the student fees that the students agreed to pay. **Trustee Willever made a motion to approve Resolution 12-03 to approve ESU's undertaking a system-financed auxiliary facilities project for the student center portion of the information commons (Keystone Center). Trustee Abraham seconded, and the motion carried.**
- (4) **Trustee Willever made a motion to approve three policy recommendations: FA-2011-008 Telecommuting, FA-2011-027 Attendance, and FA-2011-029 Expenditures of Public Funds. Trustee Malik seconded, and the motion carried.**
- (5) Trustee Willever reported on the Financial Statements for the period June 30, 2012 and 2011. We came through with a clean letter on the audit.

**B. Academic Affairs & Enrollment Management:** Dr. Victoria Sanders and Dr. Marilyn Wells reported that over the past five years, ESU has demonstrated an upward trend in the number of degrees conferred. PASSHE has committed to increasing college completion and annual goals have been developed for ESU. Dr. Sanders and Dr. Wells provided an overview of these goals and introduced the following three efforts at achieving ESU's degree attainment. Uriel Trujillo provided an overview of Project Upward Bound's services and outcomes for the grant funded pre-college program which prepares low-income high school students in our community to attend college. The Department of Athletic Training has developed strategic relationships with local school districts, universities, and health care systems throughout the community and region that provide external funding for Athletic Training graduate assistantships (GAs). These opportunities offer practical work experience for the graduate students, provide a quality service to the community, enhance the reputation of our program and the university, and generate external funding for the student and the program. Over the past 5 years, the Department has acquired \$1.7 million in external funding for 109 GAs. These externally funded GAs support significantly increase program recruitment, and contribute to high retention and graduation rates.

Daria Wielebinski provided an overview of new and exciting initiatives being undertaken by the Office of Career Development and Student Success, which is now focusing on the entire student life cycle from recruitment to career. New online services are being offered that will address student and alumni needs, including how majors connect to careers and opportunities for live video interviewing and practice. The Career Development Office is now open on Monday evenings until 7:00 PM to accommodate students unable to visit the center during the day time hours. In addition, there has been increased partnering with Alumni and increased marketing and promotions to improve student awareness and use of services.

Victoria Sanders discussed how the new focus in the Office of Career Development and Student Success will impact Performance Measures related to student enrollment, retention and graduation. Positioning Career Development in the Division of Enrollment Management is providing increased opportunity for engaging students at the time of recruitment and admission, through graduation and beyond. The Office of Admission, the Office of Career Development and the Office of Alumni Engagement are collaborating on many new projects.

**Trustee Willever made a motion to approve the President's Policy Recommendation: AA-2011-003 Animal Care and Use. Trustee Abraham seconded, and the motion carried.**

**C. Community & Press Relations:** University Relations is working with the Summer School Task Force and Office of the Provost to develop marketing strategies. They are also working with the graduate college to develop marketing strategies for graduate recruitment. Several student success stories were placed on ESU's website. University Relations recognizes the importance of social media and is monitoring ESU's Facebook page and Twitter account. The Inauguration Committee is working with LizTech to craft a pin that will be marketed in conjunction with President Welsh's inauguration.

- D. **Research & Economic Development: Additive Manufacturing Presentation** - ESU art professors Joni Oye-Benintende, Department Chair, and Darlene Farris-Labar, Associate Professor, discussed the department efforts in establishing an Object Design Lab at ESU in addition to developing course work in the area of additive manufacturing and 3-D design. Mary Frances Postupack provided a report on the PA Department of Community and Economic Development National Additive Manufacturing Innovation Institute (NAMII) and a brief history of the additive manufacturing initiative at ESU since Dr. Welsh's arrival in July. The RED COT Committee reviewed the five year assessment report and FY 2012-13 initiatives of the Research and Economic Development division. The Grant Funding Year in Review publication was distributed and reviewed. The booklet lists 114 faculty and staff who participated in external grant opportunities in FY 2011-2012. A total of \$4M in funding was requested with \$2.8M awarded to ESU. Carter McClure reported that 84 attendees (45% students, 50% small business owners, 5% community/university) attended the first EonE Seminar series focusing on *Community Entrepreneurs on Starting, Growing or Transforming your Business*. The website featuring Made in the Pocono products and businesses was reviewed. The idea, introduced by President Welsh, is a collaborative initiative involving ESU, Pocono Mountains Visitors Bureau, Pocono Mountains Economic Development Corporation, and PA Careerlink.
- E. **Student Affairs:** Dr. Tobin handed out materials about campus safety for all to review. Chief Olson answered questions about sexual assault and how ESU police work well with Stroud Regional Police department. He also spoke about safety procedures and the programs that are available to students. Some safety suggestions were brought up for the orientation program on campus.

Dr. Tobin reported on communications with students and parents regarding faculty negotiations. Several issues were discussed; Dr. Tobin reported on the Keystone Center Project and stated the drawings are being finalized. She also talked about the comprehensive review of the Athletics Department and the corresponding athletic facilities master planning project; Finals Week Stress-busters – There are many programs on campus to help students with stress; Warren reported on the Martin Luther King breakfast January 21; "Holiday on the Circle" was a success; Corn Husk Doll auction; Commuter Student Services assessment of needs; Dr. Tobin and Chief Olson reported on Hurricane Sandy and emphasized the role of our student volunteers in relief efforts.

Student Senate representative William Hagan reported on the Teddy Bear drive; over 60 children and families were served. He reported on "Student Safe Ride;" 900 students are signed up; He also spoke about the budget issues associated with the "Student Safe Ride;" Finals week snacks will be provided in the Library, Student Union and Stroud Hall.

9. **Old Business:** None.
10. **New Business:** None.
11. **Executive Session:** An executive session to discuss legal matters was called at 4:51 p.m. The meeting reconvened at 5:17 p.m.
12. **Adjournment:** The meeting was adjourned at 5:18 p.m.

Respectfully submitted,

Amy S. Welch  
Council Secretary

Recording Secretary: Caryn S. Fogel

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