

**COUNCIL OF TRUSTEES QUARTERLY MEETING MINUTES**  
**Wednesday, March 3, 2021**

The Bloomsburg University Council of Trustees met in the Assembly Room of Monty's at 10:00 a.m. The meeting was held virtually for the public. Those in attendance:

**Trustees Present:**

Judge Mary Jane Bowes, Chairperson  
Ms. Nancy Vasta, Vice Chairperson  
Dr. Brian O'Donnell, Secretary  
Ms. Amy Brayford  
Mr. Ed Edwards (via Zoom)  
Mr. Duane Greenly  
Mr. Daniel Klingerman  
Mr. Ray Zaborney  
Mr. Colin McIntyre, Student Trustee

**Trustees Absent:**

Secretary John Wetzel

**University Personnel**

Dr. Bashar Hanna, President  
Mr. Peter Kelly, Chief of Staff  
Dr. Diana Rogers-Adkinson, Provost and Senior Vice President for Academic Affairs  
Ms. Claudia Thrush, Vice President for Administration and Finance  
Mr. Tom Fletcher, Vice President for Student Success and Enrollment Services  
Mr. Erik Evans, Vice President for University Advancement  
Mr. James McCormack, Associate Vice president, Student Development and Campus Life  
Ms. Tena Maurer, Associate Vice President of Human Resources and Labor Relations  
Mrs. Mary Vezendy, Coordinator of Operations  
Mrs. Amanda Biddings, Coordinator of Operations

**Council of Trustees Advisors**

Mr. Shawn Makar, President, Bloomsburg Chapter of AFSCME – unable to attend  
Ms. Gretchen Osterman, President, Bloomsburg Chapter of SCUPA  
Dr. Eric Hawrelak, Interim President, Bloomsburg Chapter of APSCUF  
Ms. Brianna Vera, President, Community Government Association (CGA)

**Pledge of Allegiance**

In accord with House Resolution Number 32, Trustee Bowes requested everyone stand for the Pledge of Allegiance to the American Flag.

**Call to Order**

Trustee Bowes, Chair of the Council of Trustees, called the meeting to order and welcomed all those in attendance both in person and virtually. She reported that the Council of Trustees met earlier this morning for an Executive Session.

### **Roll Call**

Trustee Bowes asked Amanda Biddings to conduct a roll call. Ms. Biddings conducted a roll call of those in attendance and acknowledged a quorum.

On behalf of the entire Council of Trustees, Chair Bowes expressed her gratitude to all BU faculty and staff for all their hard work and dedication over the past year's challenges related to COVID and integration, "We are husky proud," she said. Chair Bowes also thanked the council, administration, and Student Trustee McIntyre for his extraordinary service over the past year as the Student Trustee, complimenting his "outstanding job of representing the voice of the Bloomsburg University students on the Council of Trustees".

### **Public Comments**

Trustee Bowes opened the meeting for public comment. Dr. Eric Hawrelak addressed the Trustees and audience with his thanks to Trustee Bowes and the Council of Trustees for their cooperation and efforts in working together. He expressed how satisfied he was with the prompt responses to faculty concerns and questions he had raised to the trustees in the days leading up to the quarterly meeting. Trustee Bowes thanked Dr. Hawrelak and noted it was the pleasure of all the trustees to work with him and his faculty colleagues.

### **Minutes of the Council of Trustees**

Motion was made by Trustee Greenly to approve the December 2, 2020 minutes, seconded by Trustee Klingerman, motion was unanimously approved.

### **Introductions**

Trustee Bowes acknowledged the following individuals as being nominated and granted Faculty Emeritus status by President Hanna:

- Dr. Joe Hazzard - Associate Professor, Department of Exercise Science
- Dr. Cynthia Venn – Professor, Department of Environmental, Geographical, & Geological Sciences
- Dr. Dale Bertelsen – Professor, Department of Communication Studies
- Dr. Toni Barrile –Assistant Director, TRIO Student Support Services
- Dr. Sheila Hartung – Associate Professor, Department of Nursing
- Dr. Debra Sanders – Assistant Professor, Department of Nursing
- Dr. Annette Gunderman – Associate Professor, Department of Nursing

Trustee Bowes recognized those individuals serving on the Advisory Panel: Mr. Shawn Makar, Ms. Gretchen Osterman, Dr. Eric Hawrelak, and Ms. Brianna Vera.

### **NEW BUSINESS**

#### **President's Report (Dr. Bashar Hanna)**

Dr. Bashar Hanna reviewed his President's Report with the Trustees. A copy of the report is appended to the minutes along with the slide presentation of the President's report reflected in slides 18 through 33. He presented brief updates on the following topics: ongoing COVID testing during the spring semester (including the latest numbers of COVID-positive student cases on campus), the most current enrollment numbers for new and continuing students as of February 9, 2021, and State System integration developments (meetings with Middle States Commission on Higher Education, the Department of Education, and the NCAA) and timeline going forward

(Board of Governors to review implementation plan in April 2021, and to conduct final vote in July 2021 following a public comment period lasting 60 days, per Act 50).

Dr. Hanna also shared highlights of various students in the Zeigler College of Business who succeeded in sales competitions, as well as a student-athlete (Cole Rhone '24) who qualified for the NCAA Division I Wrestling National Championships.

Dr. Hanna included highlights of faculty accomplishments, and noted the addition of Dr. Latha Ramakrishnan as the new Dean of the College of Science and Technology, and Provost Rogers-Adkinson's selection as a participant in the 2021 AGB Institute for Leadership & Governance in Higher Education.

Dr. Hanna also provided updates on the following initiatives related to the University's diversity, equity, and inclusion (DEI) focus:

- Established formal Community Response Team
- Shared DEI Strategic Plan with campus community
- Met with PA State Senator Art Haywood
- Continued collaboration with Vice Chancellor Denice Pearson
- Mandatory DEI training for all employees (Spring 2021)
- Multiple virtual Black History Month events in February
- Ongoing collaboration with PA Human Relations Commission
- Chief DEI Officer – Search in progress

Dr. Hanna also highlighted the following:

- January 2021 swearing-in ceremony of PA's newly elected State Treasurer, alumna Stacy Garrity '86.
- The accreditation of the Bloomsburg University Police Department from the PA Law Enforcement Accreditation Commission.
- The reaccreditation of the Zeigler College of Business by the Association to Advance Collegiate Schools of Business (AACSB).
- The opening of the new Arts and Administration Building (formal dedication to take place in June 2021).
- A \$1.5 renovation project completed in the Student Recreation Center.

Advancement gifts and commitments secured by the Advancement/BU Foundation team:

- \$270,860 in-kind contribution of the cDNA lab and equipment from retired College of Science and Technology Dean Robert Aronstam. The contribution will enable faculty and students to collaborate on research that has world-wide impact.
- \$50,000 gift from Mary Jackowski, sister of retired Professor Joanne Jackowski (1986-2006). Joanne expanded her teaching responsibilities to include the formation of a theatre for the Deaf known as IMAGE
- \$50,000 estate gift realized from William Selden '43, former Alumni and Foundation Board member. The gift formed the Bill Selden Scholarship benefiting accounting students with financial need.
- Joseph Catanzaro '88 and Monica (Palo) Catanzaro '89 established the BU Baseball Alumni, Friends and Family Scholarship with a \$30,000 blended gift to support the baseball team.

- \$25,000 from Chip Gillespie to increase the three scholarships he has established in memory of his parents, grandmother and attorney.

Dr. Hanna concluded by thanking the students for their perseverance this academic year amidst a challenging semester, and recognized the faculty and staff for their Herculean efforts in support of our students and their success.

### **Winter Session (Mr. Tom Fletcher)**

Mr. Tom Fletcher reported that the winter session began on December 7, 2020 and ended on January 22, 2021. Headcount enrollment increased in 2020-21 from the prior Winter Session by 32%. Undergraduate degree students comprised 85.9% of the students enrolled. The average credits scheduled per student was 4.04, compared to 3.68 the prior year. He also presented the following:

- Winter Session Enrollment Summary
- Headcount Enrollment Summary by Student Level and by Class Level
- Headcount Enrollment Summary by Undergraduate Degree Headcount by College of Major
- Revenue Trend
- Salary & Benefit Expense Trend
- Revenue Less Direct Expense Trend

Mr. Fletcher's correlating slides are numbers 35 through 41 in the attached presentation.

### **ACTION ITEMS:**

#### **TRUSTEES:**

##### **Non-Instructional Emeritus and Manager Emeritus**

A motion was made by Trustee Brayford to approve Mr. Wayne Whitaker, Assistant Director of Diversity and Retention and Ms. Wendy Krum, Administrative Assistant in the College of Science and Technology for Non-Instructional Emeritus, in accordance with Policy 8761. Trustee Klingerman seconded the motion; the motion passed unanimously.

A motion was made by Trustee Brayford to approve Ms. Karen Hicks, Payroll Coordinator and Ms. Nawal Bonomo, Director of Global and Multicultural Education for Manager Emeritus, in accordance with Policy 8760. Trustee Klingerman seconded the motion; the motion passed unanimously.

##### **General Administration**

Trustee Bowes introduced Ms. Claudia Thrush, Vice President of Administration and Finance, to lead discussion of the General Administration section of the agenda.

##### **Proposed Fee Schedule 2021-2022 (Ms. Claudia Thrush)**

Ms. Claudia Thrush led the discussion on the 2021-2022 proposed fee schedule. In summary, the following increases were proposed:

- Room - 2.75% increase (\$95-1\$124/semester depending on housing type)
- Community Activities Fee – 5% increase (fee is based on a percentage of undergraduate in-state tuition which will be set by the Board of Governors in April 2021; estimated annual increase in the fee is \$8/semester based on the tentative

undergraduate in-state tuition rate approved by the Board of Governors at their April 2020 meeting)

- Recreation Fee – 5% increase (fee is based on a percentage of undergraduate in-state tuition which will be set by the Board of Governors in April 2021; estimated annual increase in the fee is \$5.25/semester based on the tentative undergraduate in-state tuition rate approved by the Board of Governors at their April 2020 meeting)

The rationale for the proposed increases was discussed in detail. Ms. Thrush also clarified that tuition is approved by the Board of Governors and fees, including room and board, are approved by the Council of Trustees. Trustee O'Donnell reported that this information was discussed by the trustees at great lengths.

A motion was made by Trustee O'Donnell to approve the proposed fee schedule 2021-2022 as presented, seconded by Trustee Greenly, the proposed fee schedule 2021-2022 was approved by unanimous vote.

Ms. Thrush's correlating slides are numbers 51 through 55 in the attached presentation

#### **Approval of Purchasing Activity (Ms. Claudia Thrush)**

Ms. Thrush asked for a motion to approve the Purchasing Activity as presented on pages 35-38 of the trustee packets. Trustee O'Donnell made a motion to approve purchasing activity under Act 188 in excess of \$10,000 for November 1, 2020 to January 31, 2021, second by Trustee Greenly, the purchasing activity was approved unanimously. It was also noted that due to recent changes in Act 50 that it is no longer a requirement for the Trustees to approve the purchasing activity. However, Ms. Thrush indicated that it would be provided to the Trustee's as an informational item.

#### **Other Business**

##### **Recognition of Former Trustee Alley (Tabled Until June, 2021)**

Ms. Alley had a last-minute change in schedules and was unable to participate. Therefore, this recognition was tabled until the June meeting.

##### **Recognition of Student Trustee McIntyre**

Trustee Vasta made a motion and read the following resolution:

**WHEREAS**, Colin McIntyre served as a student member of the Bloomsburg University Council of Trustees for the 2020 - 2021 academic year, and

**WHEREAS**, he has served responsibly and with integrity on various committees representing Bloomsburg University; and

**WHEREAS**, more importantly, he has been a positive role model for all other students during the global pandemic which caused the university to pivot to remote instruction; and

**WHEREAS**, Colin remained a solid stabilizing force and represented the students' voice during these unprecedented times; and

**WHEREAS**, he has utilized his role during the pandemic and integration process as trustee to advance the interests of the students of Bloomsburg University; and

**WHEREAS**, Colin exemplified the power to make a difference through thoughtful, passionate commitment to the University; and

**WHEREAS**, Colin will continue to have a positive far reaching impact on our future as a Bloomsburg graduate.

**NOW, THEREFORE, BE IT RESOLVED**, that the Council of Trustees of Bloomsburg University expresses its deep gratitude and appreciation for his outstanding and dedicated service to Bloomsburg University.

Seconded by Trustee Brayford, and unanimously approved.

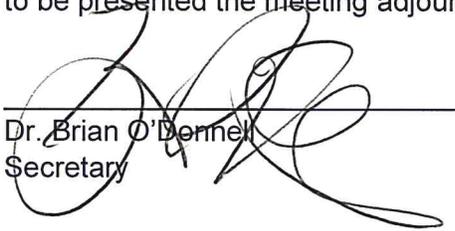
Mr. McIntyre addressed the group and thanked the many individuals that helped him along the way. Trustee Bowes thanked him for his service and commitment and offered her congratulations stating that he “will make a mark on the world and we are proud to call him one of our own”. Mr. Zaborney offered his thanks and congratulations to Mr. McIntyre. President Hanna thanked Mr. McIntyre for sharing his wisdom and for the positive impact he has had on him and the entire University.

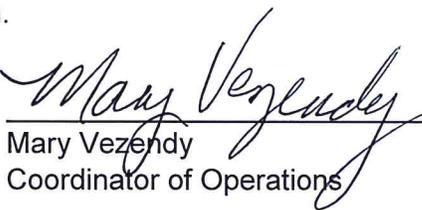
#### **Trustee Comments**

Trustee Vasta expressed thanks for the Faculty, Staff, Administration, and entire team for their dedication and work. Trustee Bowes thanked all for their committee work and for serving through this difficult year. She is grateful for the leadership at BU and for her fellow Trustees. Trustee Bowes also offered congratulations to President Hanna for his appointment as Interim President at Lock Haven University.

#### **Adjournment**

Trustee Bowes made a motion to adjourn, seconded by Trustee Klingerman, with no other items to be presented the meeting adjourned at 11:00 am.

  
\_\_\_\_\_  
Dr. Brian O'Donnell  
Secretary

  
\_\_\_\_\_  
Mary Vezendy  
Coordinator of Operations

BLOOMSBURG UNIVERSITY OF PENNSYLVANIA  
Bloomsburg, PA 17815

**PRESIDENT'S REPORT TO THE  
BLOOMSBURG UNIVERSITY COUNCIL OF TRUSTEES**

**March 3, 2021**

Below are University highlights since the Council of Trustees last met in December 2020.

**ACADEMIC AFFAIRS**

**College of Liberal Arts (COLA):**

- Academic Excellence:
  - Professor Jerry Wemple, from the Department of English, published his 3<sup>rd</sup> book *Artemas & Ark: The Ridge and Valley Poems*. Additionally, he was published in the inaugural issue of *Northern Appalachia Review*, and three of his poems were nominated for the *Pushcart Prize*, which recognizes achievements in poetry, fiction, and creative nonfiction.
- Academic Excellence and Community Engagement:
  - Dr. Alan Baker from the Department of Music, Theatre, and Dance received a special COVID-19 Arts grant for \$7,500 from Lackawanna County. This grant allowed the Choral Society of NEPA and The Lyric Consort to stream *Anglican Service of Lessons and Carols*.
  - Pennsylvania's new State Treasurer Stacy Garrity (and BU alumna) invited Dr. Alan Baker and a group of 13 current and recently-graduated members of the BU Concert Choir to perform at her swearing-in ceremony.

**Zeigler College of Business (ZCOB):**

- The Terry and JoAnn Zeigler College of Business has earned reaccreditation by the Association to Advance Collegiate Schools of Business (AACSB). BU initially received accreditation by AACSB in 2005 and is one of seven schools within the Pennsylvania State System of Higher Education that hold AACSB accreditation. Just five percent of all business schools globally have this prestigious designation.
- Four students, Giovanna Bonito, Michael LaPoint, Carter Luckenbaugh, and Thomas King, participated in the Six Sigma Yellow Belt preparation course, offered in the Nicholas J. Giuffre Center for Supply Chain Management, passed the examinations and earned the American Society for Quality professional certification – the first step in the Lean Six Sigma certification progression.
- Professional Sales students Brittany Zipovsky, Ryleigh Benjamin, Matthew Loeh, and Matthew Dalrymple, competed at the International Collegiate Sales Competition's (ICSC) virtual Collegiate World Cup of Sales finishing 14<sup>th</sup> out of 80 schools.

- Professional Sales student Dakota Carroll, competed at an international, virtual mobile selling skills competition, placing 31st of 2,176.

#### **College of Education (COE):**

- In the fall, several BU teacher candidates from the College of Education supported 300+ students at East Stroudsburg Area Cyber Academy (ESACA) and another half dozen worked with students in three autistic support classrooms.

#### **College of Science and Technology (COST):**

- Drs. Dan McCurry, Adrian Van Rythoven and Rebecca Bourgault submitted a National Science Foundation Major Research Instrumentation grant to replace the Scanning Electron Microscope. This cross-disciplinary proposal for \$317,177 included the departments of Chemistry and Environmental Geography and Geological Sciences, and Biology and Allied Health.
- Dr. Swapan Mookerjee delivered a series of online lectures for the University Grants Commission Human Resource Center, Gwalior, India. His lectures covered topics on sedentariness and current American College of Sports Medicine exercise prescription guidelines.

### **ADMINISTRATION AND FINANCE**

- In January 2021 the Bloomsburg University Police Department (BUPD) became one of only seven accredited Institutions of Higher Education Law Enforcement Agencies and one of 127 within the state to be accredited by the Pennsylvania Law Enforcement Accreditation Commission. The BUPD met and is following all 136 professional standards and 184 sub-standards.

### **UNIVERSITY ADVANCEMENT**

The BU Foundation received the following gifts/contributions:

- \$270,860 in-kind contribution of the cDNA lab and equipment from retired Science and Technology Dean Robert Aronstam. The contribution will enable faculty and students to collaborate on research that has world-wide impact.
- \$50,000 gift from Mary Jackowski, sister of retired Professor Joanne Jackowski (1986-2006). Joanne expanded her teaching responsibilities to include the formation of a theatre for the Deaf known as IMAGE, with actors including hearing students using sign language, costumes, and set designs to present plays to deaf and hearing audiences simultaneously.
- \$50,000 estate gift realized from William Selden '43, former Alumni and Foundation Board member. The gift formed the Bill Selden Scholarship benefiting accounting students with financial need.
- \$30,000 blended gift from Joseph Catanzaro '88 and Monica (Palo) Catanzaro '89 to establish the BU Baseball Alumni, Friends and Family Scholarship in support of the baseball team.

- An additional \$25,000 from Chip Gillespie to increase the three scholarships he has established in memory of his parents, grandmother and attorney.

#### **Alumni & Professional Engagement:**

- Nearly 80 professionals attended a Virtual Employer Conference, on January 20, featuring a welcome by Vice President Tom Fletcher and a panel discussion with the deans of each College. The conference brought faculty and staff members together with representatives from 40 of BU's top employer partners to share information about academic programs and best practices for campus recruiting.

### **STUDENT SUCCESS AND ENROLLMENT SERVICES**

- **Financial Aid**

Bloomsburg University received \$3,953,393 from the Coronavirus Response and Relief Supplemental Appropriations Act. Pell eligible students enrolled for Spring 2021 were awarded \$700 each, with all other FAFSA filers awarded \$600.

- **ACT 101/EOP**

A basic needs pantry was created to provide essential needs for ACT 101 students. The pantry is located in the Greenly Center, and is stocked with culturally relevant products, food items, basic needs clothing, essential personal items, and essential household items. The ACT 101 team partnered with the Office of Alumni and Professional Engagement to provide professional clothing to ACT 101 students within the basic needs pantry.

- **TRiO Upward Bound**

Upward Bound submitted its required Annual Performance Report (APR) for the 2019-2020 program year to the U.S. Department of Education and achieved all six of its required objectives. As a result, the program earned 15 Prior Experience Points for the next nationwide Upward Bound grant competition to occur in fall 2022.

- **Center for Student Success and First Year Experiences (FYE)**

The BU Student Success Specialists served 78 students on academic probation across all four colleges in Fall 2020. The students achieved notable increases in overall GPA of up to .80, and showed an overall increase in the number of credits successfully passed.

- **Residence Life**

Community Assistant staff conducted 1,689 intentional one-on-one conversations with residential students during the Fall 2020 semester. The staff also planned and implemented 138 events for residential students, of which there were 3,042 participants.

- **Dean of Students**

Bloomsburg University's Code of Conduct has been updated to address issues of health and safety, off-campus conduct and student engagement with disaffiliated student organizations.

- **Student Recreation Center**

The Student Recreation Center underwent a \$1.5 million renovation. This was the second renovation since the facility opened in 1995.

- **Advanced College Experience (ACE) program**

PPL Electric Utilities provided a \$15,000 Educational Improvement Tax Credit (EITC) grant to the Bloomsburg University Foundation to help continue its support to promote the ACE program for high school students in the region.

### **Admissions**

- BU opened the Spring semester with a 16.4% increase in new students (73) compared to the Spring of 2020. BU also had the largest Spring graduate class in four years with a new graduate student enrollment of 106 students. The Spring transfer enrollment was 6% larger than last year with 116 new transfer students enrolled.
- BU has signed Guaranteed Program-to-Program Admissions Agreements with Delaware County Community College and Valley Forge Military College. The agreements provide a pathway for graduates of the two-year institutions who have completed an earned Associate Degree to enter Bloomsburg's Bachelor of Applied Science in Technical Leadership (BAS-TL) major as a fifth semester student and at least full junior standing at Bloomsburg University. BU has a total of eight similar agreements with two-year colleges across Pennsylvania that support a pipeline to BU's major.

## **OFFICE OF THE PRESIDENT**

### **Marketing and Communications**

#### **Brand Implementation and Enrollment Marketing**

- From Dec. 1, 2020 – Jan. 31, 2021, multi-channel marketing and advertising campaigns have yielded more than 3.2M impressions across Pennsylvania, and into surrounding New Jersey and New York markets.
- Paid search click-through-rate (CTR) performed at an average of 12.16% (2.20% = higher education benchmark, performing more than 550% better than industry average).

#### **Website Redesign**

- From Dec. 1, 2020 – Jan. 31, 2021 increased new users up 156% from last year, and pageviews is up 326% year over year.

#### **Communications**

- Merit: Three achievements highlighting successes for 2,364 students generated 23.9 million positive social media impressions.
- Earned Media: 33 news stories generated more than \$63,900 in earned media value.

#### **Sports Information**

- Launched updated BUHuskies.com on Dec. 2, 2021.

### **Community and Government Relations**

- BU alumna Stacy Garrity '86 was sworn in as Pennsylvania State Treasurer in January 2021 in Harrisburg. Garrity unseated incumbent treasurer Joe Torsella in the November 2020 general election. BU president Bashar Hanna served as honorary chair of Garrity's transition team.
- In December 2020, the University announced it had agreed to contribute \$360,000 to the Bloomsburg Fire Department towards the purchase of a new ladder truck, replacing the town's existing 15-year-old ladder truck, which serves structures three stories and higher.
- Bloomsburg University, Ben Franklin Technology Partners, Bucknell University, Geisinger, Lackawanna College, and Susquehanna University recently partnered to reform a Greater Susquehanna Keystone Innovation Advisory Board. The Pennsylvania Keystone Innovation Zone (KIZ) program allows qualifying companies in one of the approved KIZ zones to receive tradeable tax credits to offset tax liability or sell to fund growth. It also provides them access to the intellectual capital brought to the table by the KIZ partner institutions.
- In December 2020 and January 2021, over 1,200 residents, employees, and first responders in Columbia County received free rapid (15-minute) COVID-19 tests as part of Bloomsburg University's testing partnership with the Columbia County Commissioners and with staff and facility support from Susquehanna Valley Medical Specialties.
- In February 2021, BU received the Community Partnership and Engagement recognition from the U.S. Census Bureau for its assistance in the 2020 census.

### **Athletics**

- As part of BU's Giving Tuesday campaign (#GIVETUEBU), the Athletics department's campaign raised \$8,660 for athletic scholarships – the highest amount raised of all BU colleges/departments.
- BU student-athlete and wrestler Cole Rhone placed 4<sup>th</sup> and qualified for the NCAA Division I National Championships at the 133-pound weight class. The wrestling team has now had three consecutive seasons with at least one NCAA qualifier.



# **Council of Trustees**

# **Quarterly Meeting**

Wednesday, March 3, 2021

TM

**BLOOMSBURG UNIVERSITY®**

# Call to Order

**ASL Need: Please pin the interpreter now.**



# Pledge of Allegiance



# Roll Call



# **Public Comment Period**

**By Phone: \*9 Raise Hand**



# **Approval of Minutes from December 2, 2020**



# Emeritus Recipients



# Faculty Emeritus



**Dr. Joe Hazzard**

**Associate Professor,  
Department of Exercise Science**



**Dr. Cynthia Venn**  
**Professor, Department of Environmental,  
Geographical, & Geological Sciences**



**Dr. Dale Bertelsen**

**Professor, Department of  
Communication Studies**



**Dr. Toni Barrile**  
**Assistant Director,**  
**TRIO Student Support Services**



**Dr. Sheila Quinn-Hartung**  
**Associate Professor,**  
**Department of Nursing**



**Dr. Debra Sanders**  
**Associate Professor,**  
**Department of Nursing**



**Dr. Annette Gunderman**  
**Associate Professor,**  
**Department of Nursing**



# **Manager and Non-instructional Emeritus**

## **Advisory Panel**





# President's Report

**Council of Trustees Quarterly Meeting  
March 3, 2021**

Dr. Bashar W. Hanna  
President

TM

**BLOOMSBURG UNIVERSITY®**

# Agenda

- Updates
  - COVID Testing
  - Retention and Enrollment
  - State System Integration
- COVID Impact Overview
- Student Success
- University Highlights
- Campus Facilities Update



# Updates

- COVID-19 Testing
  - Student Statement of Understanding
- Fall 2020 to Spring 2021 Retention
- State System Integration
  - Middle States Commission on Higher Education
  - NCAA
  - U.S. Department of Education
  - April 2021: Board of Governors will review implementation plan
  - Public comment period (60 days per Act 50)
  - July 2021: Final vote by Board will occur in July 2021 after input from the public and legislature



# Enrollment Update

	Goal	As of 2.9.2021	Variance
All Continuing Students	7,311	7,344	33
All New Students	370	450	80
<b>Total Headcount Enrollment</b>	<b>7,681</b>	<b>7,794</b>	<b>113</b>

	Drop/Add Spring 2021	Drop/Add Spring 2020	% Change From 2020
<b>Total F.T.E. Enrollment</b>	<b>6,922.67</b>	<b>7,222.23</b>	<b>(4.15%)</b>



# 2019-20 and 2020-21 COVID-19 Impact Estimate

	(\$ in millions)		
	FY 2019-20	FY 2020-21	Total
<b>Impact<sup>1</sup></b>	<b>\$(7.3)</b>	<b>\$(18.6)</b>	<b>\$(25.9)</b>
<b>Stimulus Funds Awarded to Date:</b>			
HEERF I/GEERF	3.7	\$ .6	\$4.3
Title V	.6	2.1	2.7
FEMA/PEMA		.3	.3
HEERF II		8.2	8.2
<b>Total Stimulus Funds Awarded to Date</b>	<b>\$4.3</b>	<b>\$11.2</b>	<b>\$15.5</b>
<b>Uncovered Losses</b>	<b>\$(3.0)</b>	<b>\$(7.4)</b>	<b>\$(10.4)</b>

<sup>1</sup> Refunds/charge adjustments, lost revenue (due to COVID-19 compliance occupancy modifications and reduced occupancy due to student desire to remain off campus for any number of reasons associated with COVID-19), and expenses offset by dining contract savings.

PREDECISIONAL



# Student Success

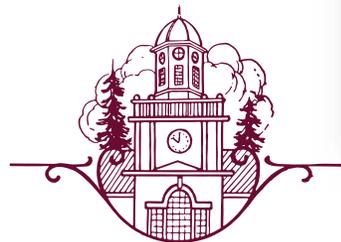
- **Brittany Zipovsky, Ryleigh Benjamin, Matthew Loeh, and Matthew Dalrymple** finished in fourth place of 80 schools in the International Collegiate Sales Competition's virtual Collegiate World Cup of Sales.
- **Dakota Carroll** placed 31<sup>st</sup> out of 2,176 competitors in an international virtual mobile selling skills competition.
- **Giovanna Bonito, Michael LaPoint, Carter Luckenbaugh, and Thomas King** participated in the Six Sigma Yellow Belt preparation course, passed the exams, and earned American Society for Quality Professional Certification (the first step in the Lean Six Sigma certification progression).



# Student Success



**Cole Rhone '24** qualified for  
NCAA Division I Wrestling  
National Championships.



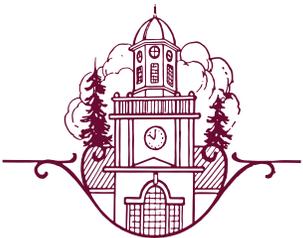
# University Highlights

- **Dr. Diana Rogers-Adkinson**, Provost and Senior Vice President of Academic Affairs, selected to participate in the 2021 AGB Institute for Leadership & Governance in Higher Education.
- **Dr. Latha Ramakrishnan** joins BU as Dean of College and Science and Technology.
- Board of Governors appoints **Dr. Bashar Hanna** as Interim President of Lock Haven University.



# University Highlights

- **Professor Jerry Wemple**, Department of English, published his third book: *Artemas & Ark: The Ridge and Valley Poems*.
- **Dr. Alan Baker**, Department of Music, Theatre, and Dance, received a special COVID-19 Arts grant for \$7,500 from Lackawanna County.



# University Highlights

## President's Commission on Diversity, Equity, and Inclusion

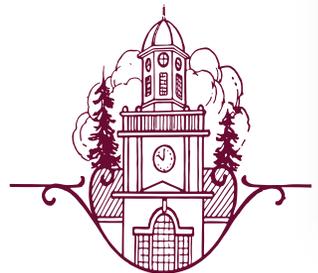
- Established formal Community Response Team
- Shared DEI Strategic Plan with campus community
- Met with PA State Senator Art Haywood
- Continued collaboration with Vice Chancellor Denice Pearson
  - Mandatory DEI training for all employees (Spring 2021)
- Multiple virtual Black History Month events in February
  - Ongoing collaboration with PA Human Relations Commission
- Chief DEI Officer – Search in progress



# University Highlights



**BU Alumna Stacy Garrity '86  
Pennsylvania's State Treasurer**



# University Highlights



**BU's Advanced College Experience (ACE) Program** receives \$15,000 Educational Improvement Tax Credit (EITC) grant from PPL Electric Utilities



# University Highlights

## Advancement / BU Foundation

- \$270,860 in-kind contribution of the cDNA lab and equipment from **Robert Aronstam**, formerly the Dean of the College of Science and Technology.
- \$50,000 gift from **Mary Jackowski**, sister of retired Professor Joanne Jackowski (1986-2006). Joanne expanded her teaching responsibilities to include the formation of a theatre for the deaf known as IMAGE.
- \$50,000 estate gift from **William Selden '43**, former Foundation/Alumni Board member, in support of accounting students with financial need.
- \$30,000 blended gift from **Joseph Catanzaro '88 and Monica (Palo) Catanzaro '89** to establish the “BU Baseball Alumni, Friends and Family Scholarship.”



# University Highlights

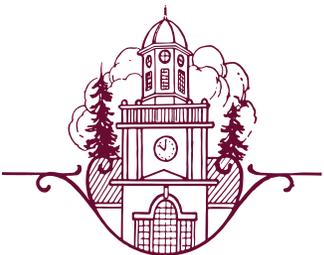


**Bloomsburg University Police Department (BUPD)** receives accreditation from Pennsylvania Law Enforcement Accreditation Commission.

**Zeigler College of Business** earns reaccreditation from Association to Advance Collegiate Schools of Business (AACSB).



# Campus Facilities Update: Arts and Administration Building



# Campus Facilities Update: Student Recreation Center



# Thank You!



# Winter Session Update

Tom Fletcher  
Vice President, Student Success  
and Enrollment Services



# Winter Session Summary

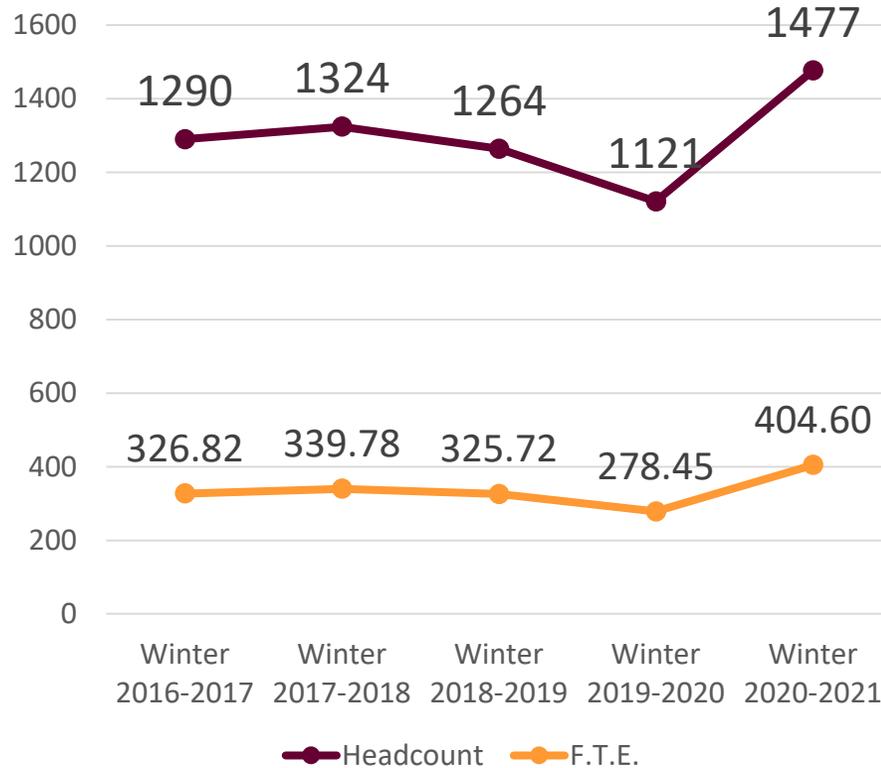


- Winter Session began on December 7, 2020 and ended on January 22, 2021.
- Headcount enrollment increased in 2020-21 from the prior Winter Session by 32%.
- Undergraduate degree students comprised 85.9% of the students enrolled.
- The average credits scheduled per student was 4.04, compared to 3.68 the prior year.
- Winter Session is an opportunity for students to remain on track for timely degree completion.

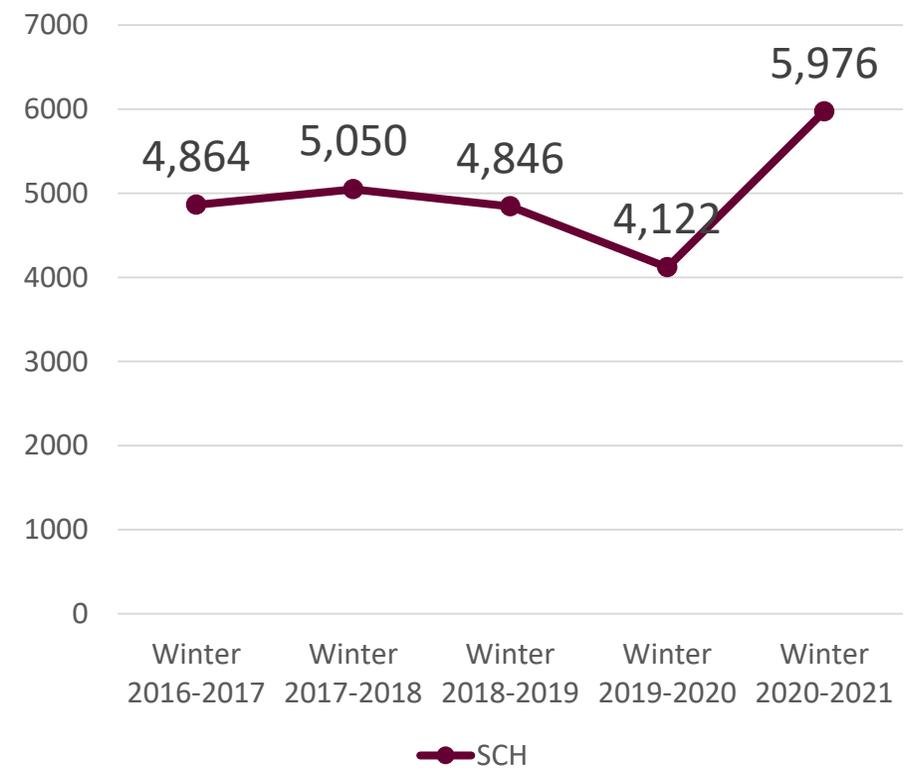


# Winter Session Enrollment Summary

Headcount and FTE Enrollment  
2016-17 through 2020-21



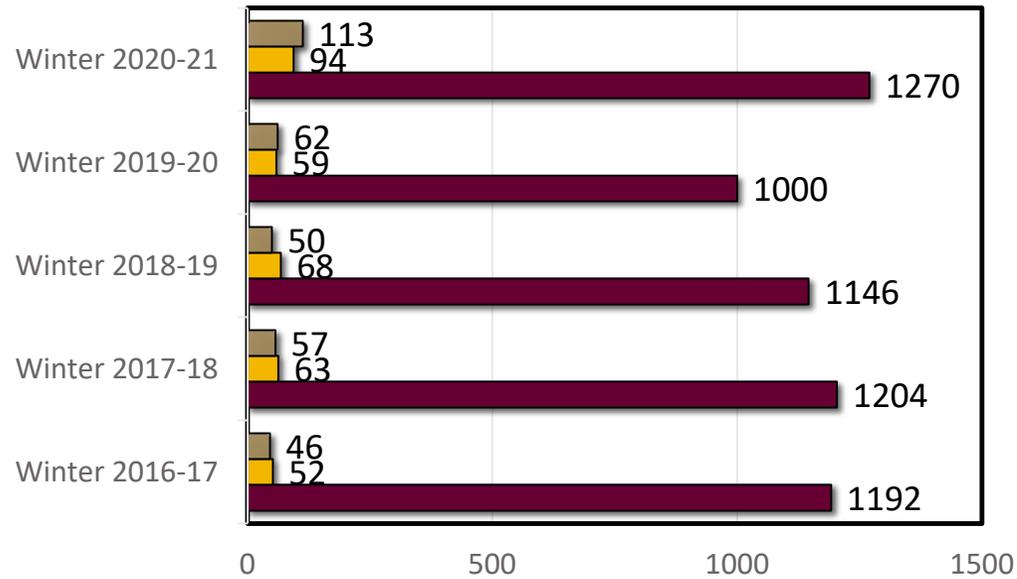
Student Credit Hours  
2016-17 through 2020-21



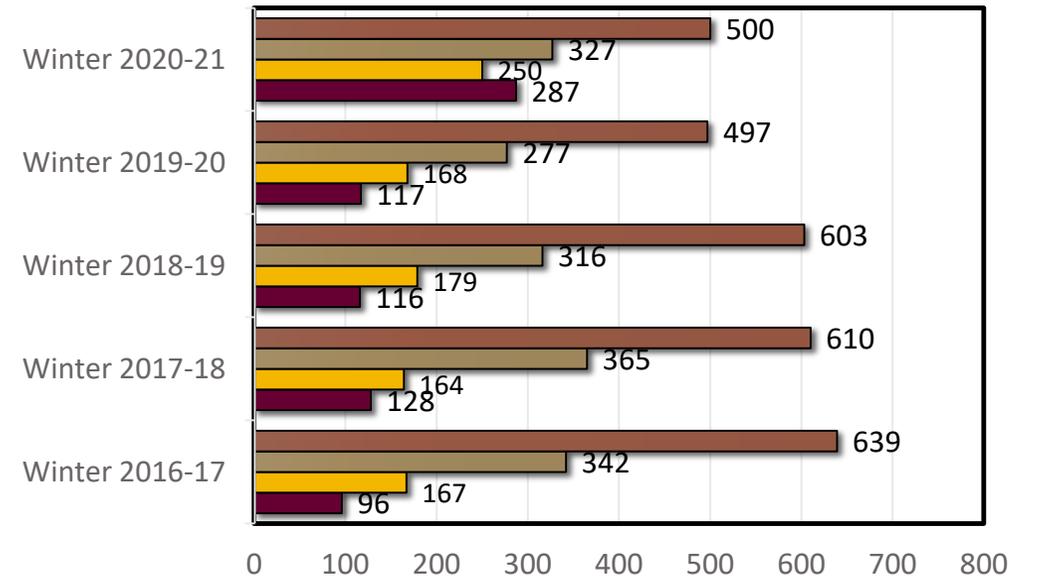
Category	Winter 2016-2017	Winter 2017-2018	Winter 2018-2019	Winter 2019-2020	Winter 2020-2021
Average Credits Scheduled Per Student	3.77	3.81	3.83	3.68	4.04

# Headcount Enrollment Summary

## HEADCOUNT BY STUDENT LEVEL



## HEADCOUNT BY CLASS LEVEL



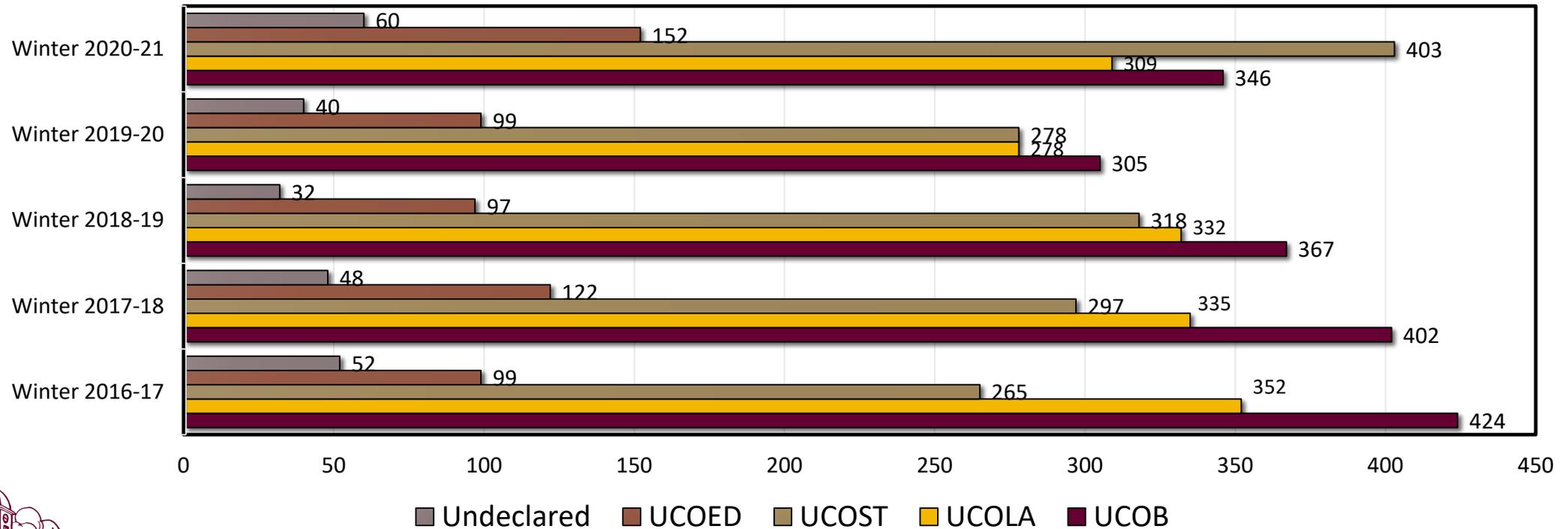
Graduate
  UG Non-Degree
  UG Degree

Senior
  Junior
  Sophomore
  First Year



# Headcount Enrollment Summary

## Undergraduate Degree Headcount By College of Major



# Revenue Trend

	2016-17	2017-18	2018-19	2019-20	2020-21
Revenue-UG	\$1,597,386	\$1,665,144	\$1,583,593	\$1,352,545	\$1,934,753
Revenue-Grad	\$73,178	\$94,550	\$88,200	\$114,540	\$193,800
Revenue-Fees	\$374,561	\$403,870	\$394,422	\$337,139	\$480,992
Total Revenue	\$2,045,125	\$2,163,564	\$2,066,215	\$1,804,234	\$2,609,545



# Salary & Benefit Expense Trend (includes Department Chair Pay<sup>1</sup>)

	2016-17	2017-18	2018-19	2019-20	2020-21
Total Salary & Benefit Expense	\$624,680	\$810,745	\$833,371	\$743,274	\$1,246,285

<sup>1</sup> Winter Session 2020-21 includes salary and benefit compensation for Winter Department Chairs at the equivalent of a 1.5 credit load due to COVID-19 and the resulting altered scheduling (\$245,629).



# Revenue Less Direct Expense<sup>1</sup> Trend (includes Department Chair Pay<sup>2</sup>)

	2016-17	2017-18	2018-19	2019-20	2020-21
Revenue less Direct Expenses	\$1,420,445	\$1,352,819	\$1,232,844	\$1,060,960	\$1,363,260

<sup>1</sup> Direct expense includes teaching faculty salary and benefits and salary and benefits for non-teaching faculty who provide services associated with the winter session.

<sup>2</sup> Direct expense for Winter Session 2020-21 includes salary and benefit compensation for Winter Department Chairs at the equivalent of a 1.5 credit load due to COVID-19 and the resulting altered scheduling (\$245,629).



# Discussion

# Non-instructional Emeritus



**Ms. Wendy Krum**

**Administrative Assistant,  
College of Science and Technology**



# **Mr. Wayne Whitaker** **Assistant Director of** **Diversity and Retention**



# Manager Emeritus



# Ms. Karen Hicks Payroll Coordinator



# **Ms. Nawal Bonomo Director of Global and Multicultural Education**



# Proposed Fee Schedule 2021-2022

Claudia Thrush  
Vice President for Finance and  
Administration



**2021-22**  
**Proposed Fee**  
**Schedule**



# Proposed Room and Board Increase 2021-2022

## Room

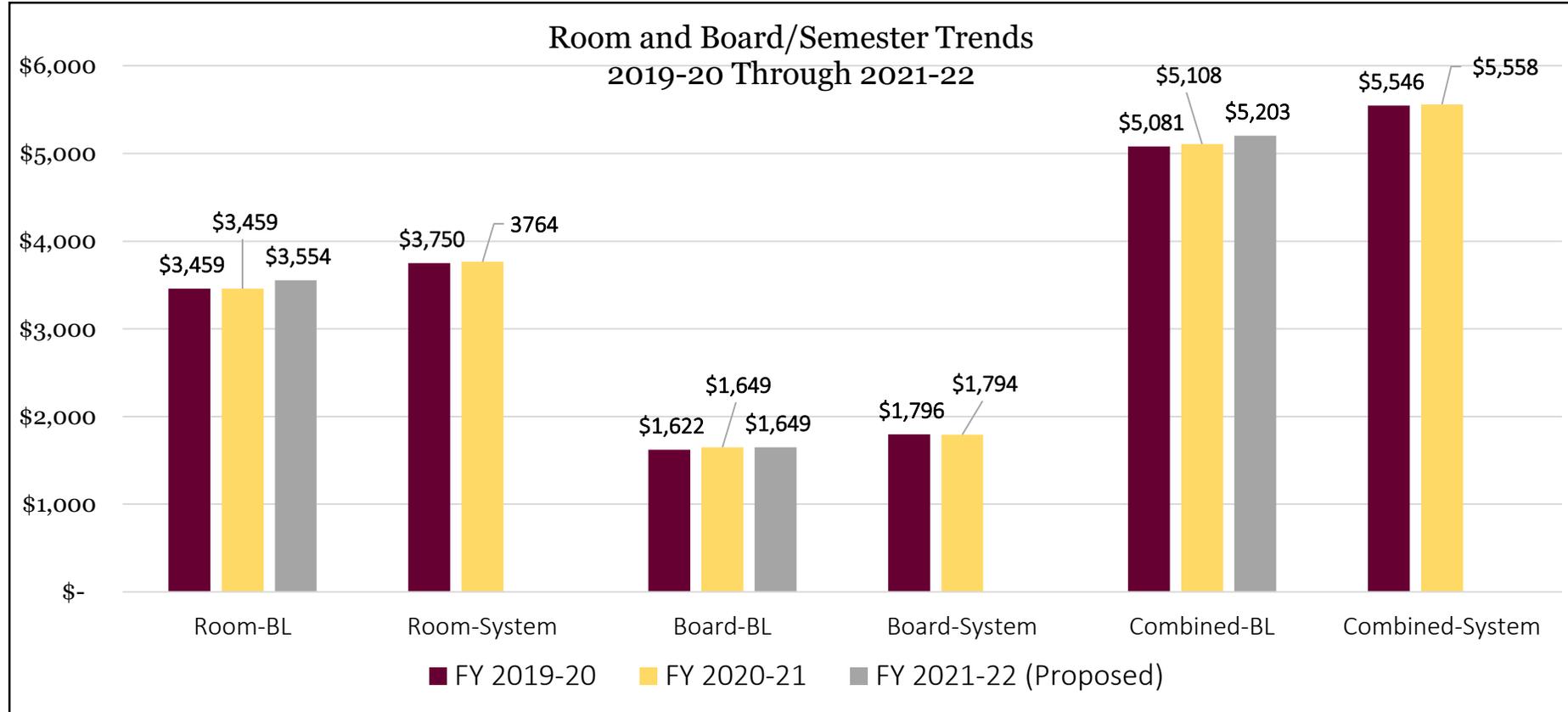
- 2.75% increase proposed (\$95/semester increase for most common housing option)
  - Incremental cost increases (Utilities, supplies, and personnel (custodial, hall staff, administrative))
  - Deferred maintenance funding
  - Contingency/flexibility buffer (i.e. unforeseen pivot to remote educational delivery that would result in refunds)
- Modest increase maintains quality housing offerings and allows BU to remain competitively priced within this space

## Board

- No increase proposed



# Proposed Room and Board Increase 2021-2022 (cont.)



# Proposed Mandatory Fee Changes

## 2021-22

### Community Activities Fee

*Allows students to attend social, athletic, and cultural events on campus at a nominal fee, or, at times, free of charge*

- Propose changing the percentage of UG in-state tuition used to calculate the fee from 4.19% to 4.40%
- **Rationale:**
  - no change in percentage used in over a decade
  - declining enrollments (16.8% less annualized FTE than in FY 2010-11)
- A 1% increase in 2021-22 UG in-state tuition would modestly increase the fee by \$9.75/semester, or \$19.50/academic year
- Projected additional annual revenue = \$115K
- Use of additional revenue:
  - Offset costs of club sports trainer
  - Quest
  - Springfest/Husky Leadership Summit
  - Preserve reserves

### Recreation Fee

*Pays for the student recreation center and entitles the students to use the facility for recreational services*

- Propose converting from a flat fee (previously \$91/semester) to a percentage of UG in-state tuition (2.47%)
- **Rationale:**
  - no change in fee in over a decade
  - declining enrollments (16.8% less annualized FTE than in FY 2010-11)
- A 1% increase in 2021-22 UG in-state tuition would modestly increase the fee by \$5.25/semester, or \$10.50/academic year
- Projected additional annual revenue = \$65,000
- Use of additional revenue:
  - Annual operating costs/equipment replacement

Total academic year impact of proposed change to % of UG in-state tuition used to calculate fee = \$26.50



# Proposed Mandatory Fees Schedule Summary

2021-2022 (full proposed fee schedule is included in trustee packet)

## Mandatory Fees (% of UG In-State Tuition)-Change to % Rate:

- **Community Activities:** 4.40% of UG in-state tuition\* (previously charged at 4.19% of UG in-state tuition)
- **Recreation:** 2.47% of UG in-state tuition\* (previously charged at a flat rate)

## Mandatory Fees (% of UG In-State Tuition)-No Change to % Rate:

- **Student Union Operation:** 5% of UG in-state tuition\*
- **Health Services /Wellness:** 3.40% of UG in-state tuition\*
- **Student Success:** 8.29% of UG in-state tuition\*
- **Academic Enhancement:** 10% - 20% of UG in-state tuition\* plus UG in-state Technology Tuition fee

## Mandatory Fees (Flat)-No Change to \$ Rate:

- **Registration/Transcript:** \$5/semester; \$10/academic year
- **Transportation:** \$70/semester; \$140/academic year

## Mandatory Fees-To Be Determined:

- **Technology Tuition:** Set by the Board of Governors in April 2021

*\*Tuition will be set by the Board of Governors in April 2021*



# 2020-2021 vs. Proposed 2021-2022 Billable Cost Scenarios Tuition, Mandatory Fees, Room/Board Undergraduate PA Resident

Billing Category	FY 2020-21	FY 2021-22 1% Tuition/Technology Tuition Increase <sup>1</sup>	FY 2021-22 3.0% Tuition/Technology Tuition Increase <sup>2</sup>
Tuition	\$ 7,716	\$ 7,793	\$ 7,947
Mandatory Fees <sup>3</sup>	3,242	3,296	3,359
Total Full-Time Tuition and Mandatory Fees	\$ 10,958	\$ 11,090	\$ 11,306
Most Common Room and Board <sup>4</sup>	10,216	10,406	10,406
<b>Total Tuition/Fees/Room and Board</b>	<b>\$ 21,174</b>	<b>\$ 21,496</b>	<b>\$ 21,712</b>

<b>% Increase</b>	<b>1.52%</b>	<b>2.54%</b>
<b>\$ Increase</b>	<b>\$322</b>	<b>\$539</b>
\$ Increase Tuition	\$77	\$231
\$ Increase Mandatory Fees/Room/Board	\$245	\$307

*Note: All numbers rounded to the nearest dollar.*

<sup>1</sup> Increase rate tentatively approved by the Board of Governors in April 2021.

<sup>2</sup> For illustrative purposes.

<sup>3</sup> Includes: Student Union Operations, Health Services/Wellness, Academic Enhancement, Recreation, Community Activity, Registration/Transcript, Transportation, Technology Tuition, and Student Success fees.

<sup>4</sup> Double room (air-conditioned) and 14 meal plan with \$250 FLEX



# Approval of Purchasing Activity Under Act 188

Claudia Thrush  
Vice President for Finance and  
Administration



# Other Business



# **Student Trustee McIntyre Recognition Resolution**



# Trustee Comments



**Adjournment**

**Thank you!**

