

**Bloomsburg University**  
**Educational and General (E&G) Fund**  
**June 30, 2018 Carryforward (Unrestricted Net Assets) Planned Use**

**FY 18/19**

**Balance Budget**

	Amount
<b>E&amp;G General Fund:</b>	
E&G General Fund - Use of Institutional Reserves	\$ 3,760,265
<b>Balance Budget-E&amp;G General Fund</b>	<b>\$ 3,760,265</b>
<b>E&amp;G Special Program/Self-Supporting Funds:</b>	
Health/Wellness Center - E&G Special Program/Self-Supporting Fund	\$ 156,024
Audiology Clinic - E&G Special Program/Self-Supporting Fund	37,384
<b>Balance Budget-E&amp;G Special Program/Self-Supporting Funds</b>	<b>\$ 193,408</b>
<b>Total - Balance Budget-E&amp;G</b>	<b>\$ 3,953,673</b>

**Initiatives**

Description	Amount	Responsible Division/College
Stewardship-Pre-campaign (React sessions, events, equipment, etc.)	\$ 106,262	Advancement
Recruitment and retention initiatives to support strategic enrollment management	100,000	Enrollment Management
Campus-wide intercom system	82,615	Academic Affairs
Retainer for grant strategy and writing consultants	60,000	Academic Affairs
Development of electronic forms and additional licensing and consulting fees	60,000	Enrollment Management
Human Resources consultant	50,000	Administration and Finance
Education Advisory Board (EAB)	38,000	Academic Affairs
Anchor program	35,000	C.O.L.A.
"Conversations for the Common Good" in partnership with WVIA	25,000	Office of the President
Support attendance at NASPA-Student Affairs Administrators in Higher Education Convention in Los Angeles, CA	22,000	Student Affairs
Strategic planning initiatives	20,750	Office of the President
Promotion and launch of Innovation Center	20,000	Academic Affairs
Institutional compliance with State Authorization Reciprocity Agreements (SARA)	20,000	Academic Affairs
Department expense requests and investments	20,000	C.O.L.A.
Student curricular initiatives and emerging college initiatives due to Dean transition	16,403	C.O.B.
ZCOB initiatives to promote recruitment and retention	15,000	C.O.B.
Professional development and academic endeavors	15,000	C.O.L.A.
Recruitment and retention	14,890	C.O.L.A.
Professional development for Vice Presidents	14,250	Office of the President
Council for the Accreditation of Educator Preparation (CAEP) development	13,366	C.O.E.
Science, Technology, Engineering, and Mathematics (STEM) Magnet program	12,902	C.O.E.
MarCom Merit software for public relations and reputation marketing	12,000	Advancement
2nd annual reception at NASPA-Student Affairs Administrators in Higher Education Convention	10,000	Student Affairs
Faculty professional development opportunities at international institutions	10,000	Academic Affairs
Graduate program promotion and marketing	10,000	Academic Affairs
American Sign Language tutor	10,000	C.O.E.
Special initiatives in the College of Education	10,000	C.O.E.
Muncy and Mahanoy Prison Pilot / Second Chance Pell programs	10,000	C.O.L.A.
Emerging and continuing college initiatives	10,000	C.O.L.A.
New strategic recruitment initiatives	10,000	Enrollment Management
Moving expenses	10,000	Enrollment Management
Police Department training	10,000	Administration and Finance
Sports Fever televised athletic events	9,000	Student Affairs
Promote scholarly activity and research with seed money for Faculty Scholarly Awards (FSA)	8,000	C.O.S.T.
Student travel opportunities	7,500	Academic Affairs
Classroom furniture - reconfiguration of room #3232 to maximize student learning	7,438	C.O.E.
Professional development - personnel transitions	7,000	Student Affairs
Graduate Professional Seminar (GPS) and undergraduate professional seminar speakers	6,500	C.O.E.
College development activities (annual reports and newsletters)	6,000	C.O.S.T.
MarCom Cision Media monitoring service	6,000	Advancement
MarCom Sports Information Stat Crew software and LiveStats updates	5,000	Advancement
Handshake Marketing mailer/flyers/posters for CPDCE and Alumni and Professional Engagement	5,000	Advancement
Guest lecturers for department seminars	4,305	C.O.S.T.
Sports Information intern	4,298	Advancement
BU Magazine contracting of writers and photographers	1,814	Advancement
Education Advisory Board contract	750	Advancement
<b>E&amp;G General Fund - Office of the President/VP/Dean Planned Use of Carryforward</b>	<b>\$ 952,043</b>	

Campus Gateway Project (use of Institutional Reserves)	\$ 650,000	E&G Operations
Branding Campaign-Year 1 (use of Institutional Reserves)	504,000	E&G Operations
Third floor Greenly buildout to house Advancement division	500,000	E&G Operations
Software maintenance licensing and consultant services	200,000	Academic Affairs
Software and hardware maintenance licensing	184,842	Academic Affairs
Develop/implement electrical load shedding program for campus energy management system	150,000	Administration & Finance
Grey Heller security add-in for student information system	97,909	Academic Affairs
Capital equipment replacement	87,438	Administration & Finance
Stadium project (use of Institutional Reserves)	50,000	E&G Operations
DUO multifactor authentication system	26,000	Academic Affairs
<b>E&amp;G General Fund - Miscellaneous Planned Use of Carryforward</b>	<b><u>\$ 2,450,189</u></b>	
Initial equipment purchase for new Waller Administration Building (AV,computers, and telecommunications)	\$ 520,000	Academic Affairs
Haas classroom sound study, EGGs upper campus preserve/field study, and downtown Moose building	450,000	Academic Affairs
Lifecycle replacement of classroom lab technology equipment	395,026	Academic Affairs
Innovation Curriculum and GenEd Task Force	60,000	Academic Affairs
Athletic team travel	58,000	Student Affairs
New furniture, carpeting, display, and technology for Gathering Space	51,452	Academic Affairs
Lifecycle equipment replacement	30,000	Academic Affairs
Programs, software solutions, and services to support, enhance, and increase retention rates	23,959	Enrollment Management
Replacement vans for Facilities	21,724	Finance and Administration
Sports Information intern	21,000	Student Affairs
New recruitment opportunities and planning events	20,000	Enrollment Management
Additional high school visitations to campus for recruitment purposes	20,000	Enrollment Management
Specific marketing materials development and printing (based on Strategic Enrollment Plan recommendations)	20,000	Enrollment Management
Programs, software solutions, and services to increase retention rates	20,000	Enrollment Management
India initiative (Global Education)	15,000	Enrollment Management
Program review expense	10,000	Student Affairs
Orientation software package	10,000	Student Affairs
Recruitment for new international students	8,000	Enrollment Management
CPDCE furnishings and computers	4,000	Advancement
Recruitment visit to Financial University of Russia and other international partners	4,000	Enrollment Management
FLTs and American Studies Summer Program	4,000	Enrollment Management
CPDCE marketing and training materials	1,500	Advancement
Leadership Central Penn staff development	1,000	Student Affairs
<b>Academic Enhancement E&amp;G Self-Supporting Fund- Planned Use of Carryforward</b>	<b><u>\$ 1,768,661</u></b>	
<b>Grand Total - E&amp;G Fund Planned Use of Carryforward Funds FY 18/19</b>	<b>\$ 9,124,566</b>	

**Bloomsburg University**  
**Educational and General (E&G) Fund**  
**June 30, 2018 Carryforward (Unrestricted Net Assets) Planned Use**

FY 19/20

**Balance Budget**

	Amount
<b>E&amp;G General Fund:</b>	
E&G General Fund - Use of Institutional Reserves to Cover Costs Associated with New Positions for Which there is no Revenue Source	\$ 394,434
<b>Balance Budget-E&amp;G General Fund</b>	<b>\$ 394,434</b>

**Initiatives**

Description	Amount	Responsible Division/College
Retainer for grant strategy and writing consultants	\$ 60,000	Academic Affairs
Strategic planning initiatives	50,454	Office of the President
Education Advisory Board (EAB)	38,000	Academic Affairs
Support travel to national conferences and workshops for staff	30,000	Student Affairs
Stewardship-Pre-campaign (React sessions, events, equipment, etc.)	15,000	Advancement
Promotion and launch of Innovation Center	13,536	Academic Affairs
Faculty professional development opportunities at international institutions	10,000	Academic Affairs
Graduate program promotion and marketing	10,000	Academic Affairs
John Deere Gator utility vehicle	8,000	Student Affairs
MarCom Merit software for public relations and reputation marketing or new NCAA software for Sports Information	7,557	Advancement
Muncy/Mahanoy Prison Pilot / Second Chance Pell programs	3,000	C.O.L.A.
New building preparation	3,000	C.O.L.A.
Institute for Culture and Society (ICS) - Vermont Studio	3,000	C.O.L.A.
Anchor program (continued expansion)	2,000	C.O.L.A.
BU Magazine contracting of writers and photographers	2,000	Advancement
Handshake Marketing mailer/flyers/posters for CPDCE and Alumni and Professional Engagement	950	Advancement
<b>E&amp;G General Fund - Office of the President/VP/Dean Planned Use of Carryforward</b>	<b>\$ 256,497</b>	
Branding Campaign-Year 2 (use of Institutional Reserves)	\$ 748,000	E&G Operations
Capital equipment replacement	215,000	Administration & Finance
Replacement of older lighting fixtures with LED fixtures	65,977	Administration & Finance
<b>E&amp;G General Fund - Miscellaneous Planned Use of Carryforward</b>	<b>\$ 1,028,977</b>	
Phase 2 funding for Haas classroom sound study, EGGs upper campus preserve/field study, and downtown Moose building	\$ 300,000	Academic Affairs
Athletic team travel	58,000	Student Affairs
Support for interns and technology upgrades	17,000	Student Affairs
Program review expense	10,000	Student Affairs
CPDCE marketing and training materials	\$ 1,051	Advancement
<b>Academic Enhancement E&amp;G Self-Supporting Fund- Planned Use of Carryforward</b>	<b>\$ 386,051</b>	
<b>Grand Total - E&amp;G Fund Planned Use of Carryforward Funds FY 19/20</b>	<b>\$ 2,065,959</b>	