Council of Trustees

Committee of the Whole

March 8, 2024







COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

Agenda

President's Remarks

Enrollment Update

DEI Update

Redevelopment Assistance Capital Program (RACP) Briefing

Mansfield SGA

University Senate Update

Middle States Update

Other Updates

President's Remarks

Enrollment Update

Commonwealth University Total Enrollment (UG & GR) Spring 2024 (census)

Campus	2/10/23	2/9/24	Change 23-24	% Change
Bloomsburg	6891	6692	-199	-2.9%
Lock Haven	2713	2473	-240	-8.8%
Mansfield	1617	1104	-513	-31.7%
Commonwealth	11221	10269	-952	-8.5%

Commonwealth University Course Sharing Impact (before Banner)

- In the 2022-23 academic year, course sharing was utilized to offer courses between CU campuses
- Since Banner was not yet implemented, students registered on two campuses had records in each campus student information system
- Any student enrolled on multiple campuses in 2022-23 was counted twice in reporting to PASSHE (approximately 700 for Spring 2023)
- Only headcount numbers were impacted FTE was not affected
- If course sharing students were not counted twice in Spring 2023, the total enrollment decline in Spring 2024 would have been 2.5% rather than 8.5%

Commonwealth University Total FTE (UG & GR) Spring 2024 (census)

Campus	2/10/23	2/9/24	Change 23-24	% Change
Bloomsburg	5962	5983	21	0.4%
Lock Haven	2233	2139	-94	-4.2%
Mansfield	1244	967	-277	-22.3%
Commonwealth	9439	9089	-350	-3.7%

Commonwealth University Total Enrollment by Class Spring 2024 (census)

			Change	%
Class	2/10/23	2/9/24	23-24	Change
Freshman	2046	2297	251	12.3%
Sophomore	1953	1918	-35	-1.8%
Junior	2185	1915	-270	-12.4%
Senior	2668	2412	-256	-9.6%
Graduate	964	1007	43	4.5%
Doctoral	65	82	17	26.2%
Non-Degree	1340	638	-702	-52.4%
Total	11221	10269	-952	-8.5%

First Year Applications Fall 2024

			Change	%
Campus	2/17/23	2/16/24	23-24	Change
Bloomsburg	6139	7064	925	15.1%
Clearfield	263	146	-117	-44.5%
Lock Haven	2575	2842	267	10.4%
Mansfield	1255	1578	323	25.7%
Commonwealth	10232	11630	1398	13.7%

First Year Deposits Fall 2024

			Change	%
Campus	2/17/23	2/16/24	23-24	Change
Bloomsburg	626	667	41	6.5%
Clearfield	9	8	-1	-11.1%
Lock Haven	205	236	31	15.1%
Mansfield	99	124	25	25.3%
Commonwealth	939	1035	96	10.2%

Transfer Applications Fall 2024

			Change	%
Campus	2/17/23	2/16/24	23-24	Change
Bloomsburg	389	540	151	38.8%
Clearfield	39	26	-13	-33.3%
Lock Haven	192	186	-6	-3.1%
Mansfield	111	121	10	9.0%
Commonwealth	731	873	142	19.4%

Transfer Deposits Fall 2024

			Change	%
Campus	2/17/23	2/16/24	23-24	Change
Bloomsburg	43	57	14	32.6%
Clearfield	1	2	1	100.0%
Lock Haven	18	15	-3	-16.7%
Mansfield	7	9	2	28.6%
Commonwealth	69	83	14	20.3%

Commonwealth University Transfer Applications Fall 2024 (2/16/24)

Colleges	2023 Applications
Harrisburg Area Community College	39
Lehigh Carbon Community College	29
Luzerne County Community College	25
Montgomery County Community College	25
Pennsylvania College of Technology	21
Northampton Community College	21
Bucks County Community College	19
Penn State University	15
Corning Community College	12
Indiana University of Pennsylvania	12
Lackawanna College	12
Northampton County Community College	10

Colleges	2024 Applications
Luzerne County Community College	39
Lehigh Carbon Community College	39
Penn State University	39
Harrisburg Area Community College	35
Pennsylvania College of Technology	30
Bucks County Community College	18
Northampton Community College	16
Montgomery County Community College	16
Corning Community College	15
Community College of Philadelphia	15
Indiana University of Pennsylvania	15
Lackawanna College	14

Graduate Applications Fall 2024

			Change	%
Campus	2/17/23	2/16/24	23-24	Change
Bloomsburg	404	368	-36	-8.9%
Lock Haven	735	877	142	19.3%
Mansfield	4	18	14	350.0%
Commonwealth	1143	1263	120	10.5%

Graduate Deposits Fall 2024

			Change	%
Campus	2/17/23	2/16/24	23-24	Change
Bloomsburg	48	70	22	45.8%
Lock Haven	101	118	17	16.8%
Mansfield	0	4	4	100%
Commonwealth	149	192	43	28.9%

Bloomsburg Local Territory First Year Applicants Fall 2024

			Change	
County	2/17/23	2/16/24	23-24	% Change
Columbia	299	356	57	19%
Montour	84	89	5	6%
Northumberland	355	447	92	26%
Schuylkill	306	399	93	30%
Snyder	124	145	21	17%
Union	92	121	29	32%
Total	1260	1557	297	24%

Lock Haven Local Territory First Year Applicants Fall 2024

			Change	
County	2/17/23	2/16/24	23-24	% Change
Centre	366	369	3	1%
Clearfield	158	171	13	8%
Clinton	161	176	15	9%
Lycoming	507	487	-20	-4%
Sullivan	33	31	-2	-6%
Total	1225	1234	9	1%

Mansfield Local Territory First Year Applicants Fall 2024

State/County	2/17/23	2/16/24	Change 23-24	% Change
PA				
Bradford	245	290	45	18%
Potter	29	37	8	28%
Tioga	139	192	53	38%
PA Total	413	519	106	26%
NY				
Broome	14	11	-3	-21%
Chemung	36	34	-2	-6%
Schuyler	0	5	5	500%
Steuben	24	30	6	25%
Tioga	7	21	14	200%
Tompkins	2	3	1	100%
NY Total	83	104	21	25%
Territory Total	496	623	127	26%

Commonwealth University First Year Applicants – Race & Ethnicity Fall 2024

			Change	
	2/17/23	2/16/24	23-24	% Change
American Indian	23	34	11	48%
Asian	151	195	44	29%
Black/African American	1163	1521	358	31%
Hispanic	1106	1309	203	18%
International	258	197	-61	-24%
Native Hawaiian/Other Pacific	10	15	5	50%
Two or More	363	433	70	19%
Unknown	137	181	44	32%
White	7021	7745	724	10%
Total	10232	11630	1398	14%

Commonwealth University Transfer Applicants – Race & Ethnicity Fall 2024

	Change			
	2/17/23	2/16/24	23-24	% Change
American Indian	0	2	2	200%
Asian	6	14	8	133%
Black/African American	59	105	46	78%
Hispanic	70	88	18	26%
International	43	42	-1	-2%
Native Hawaiian/Other Pacific	1	1	0	0%
Two or More	34	29	-5	-15%
Unknown	22	10	-12	-55%
White	496	582	86	17%
Total	731	873	142	19%

Enrollment Management Organizational & Operational Review

Executive Summary Report

PASSHE
Commonwealth University

Sarah S. Keating, senior associate consultant

On-campus Visit: October 24-26, 2023



- MAA1: Marketing
- MAA2: Admissions Operation
- MAA3: Financial Aid
- MAA4: Research
- MAA5: Diversity, Equity, and Inclusion
- MAA6: Retention and Student Success



Maturation Model



Figure 2. Graphic representation of Maturation Model for assessment.

A rating scale of 0 - 3 was employed as follows:

0-.5 = Deficient or non-existent

.6-1.5 = Developing: there is still major work to be done to improve effectiveness

1.6-2.5 = Accomplished: there is minor work to be done to improve the effectiveness, and

2.6-3.0= Exemplary: meets effectiveness expectations

Commonwealth's overall score is 2.11 (Accomplished), which reflects that the institution has worked extremely hard during the first two years of integration to develop a comprehensive enrollment management model. As demonstrated in the specific assessment notes in the detailed report, some areas of enrollment management are exemplary (admissions), while others are accomplished or developing. It is extremely important to view the maturation scores for this assessment in the context of integration, but more importantly regarding the implementation of the Slate CRM and OneSIS Banner system across three institutions simultaneously. A tremendous amount of work has been done in the past 18 months across every area including enrollment management, student success, and academic affairs (new program array) and that should not go unnoticed.

Marketing

- The institution's marketing and strategic communications team has strong leadership and staff that works proactively to promote the institution
- Communicate with the campus community the plan and process for launching the new website in June 2024 and the process for building academic content
- Starting in year four (FA24), conduct student focus groups to measure the effectiveness of current communications
- Work closely with academic programs and departments to identify key differentiators by program along with student stories and profiles

Admissions

- All admissions operational staff and recruitment staff were organized into teams across the three campus locations in order to prevent silos and work collaboratively
- The enrollment division has a written Annual Recruitment and Marketing Plan in place for the 2023-2024 recruitment cycle
- Slate is the best-in-class CRM tool
- Build more robust parent and influencer communications, including strong affordability messaging, outcomes, and information regarding Pathway programs to graduate studies
- Create a formal planning group that includes others outside of admissions, including financial aid, orientation, current students, athletics, and faculty

Financial Aid

- The financial aid team has sound management with solid data analysis skills to understand effective leveraging of financial aid and institutional scholarships
- The Office of Financial Aid is operating with a lean, but well-seasoned staff. In addition to the integration, they simultaneously implemented Banner, CampusLogic, and Slate
- To accommodate FAFSA changes, ensure the True Cost Calculator (TCC) is updated and accessible on the website
- Implement a central phone system to support the financial aid offices across all three campuses

Research

- CU has a highly skilled and effective Institutional Research team that works collaboratively with the enrollment division
- The Enrollment Management team at Commonwealth has all the data it needs from a decision standpoint
- Develop cross-functional working groups to support the full implementation of Banner,
 Degree Works, and CU Succeed
- Plan to conduct a brand and perception study after 3-4 years of integration to better understand the market and measure the effectiveness of efforts to date

DEI

- A new DEI structure has opened doors that allow for creativity, rethinking shared resources, and the development of SMART goals for all DEI initiatives
- The Chief Diversity Officer and his team have a prescriptive plan in place to ensure DEI is folded into every aspect of the student, staff, and faculty experience
- Replicate the Basic Needs Shoppe (Bloomsburg campus) to Lock Haven (Haven Cupboard) and Mansfield for students to shop for cultural products (i.e., hair products)
- Continue to build on the community outreach initiatives rolled out at the Mansfield location between Commonwealth and local school districts and the Bloomsburg model rolled out with local Head Start Programs as well as support of local community days
- Engage alumni to brainstorm and support DEI initiatives in terms of time/treasure/talent

Retention and Student Success

- The division is evaluating roles, responsibilities, staff capacity and needs at each of the campus locations so that it can more effectively drive all aspects of student success programming
- Student success specialists serve as a one-stop-resource
- Continue to improve the orientation experience across all three campuses to ensure consistent programming with nuances at the various locations
- Move to a more prescriptive scheduling process and a consistent timelines for assigning advisors to first-year students

Integration Challenges

- The impact of integration on the implementation of Banner was sorely underestimated
- The general timing to complete full integration by Fall 2024 (3-year plan) was entirely too short to achieve full integration
- The impact of integration on the CPP process is only beginning to be understood.
 Applying the same logic and history as a singular institution is not an effective way to budget and create projections for an institution with four distinct campus locations
- Morale with athletics is low. Consistent themes that were heard from all three campuses were a lack of resources yet pressure to recruit to fill and exceed NCAA roster benchmark

DEI Update

DEI Updates Data assessment and review

Review of DEI campus activities/trainings/programs - Fall 2023

- 19 DEI specific events/programs/trainings across the CU campus locations
 - 65% indicated that the current campus climate is welcoming and inclusive and moving in the right direction
 - 32% indicated things are improving but there is still work to be done
 - 96% of attendees indicated the events/programs/trainings were either excellent or good

Review of DEI Mini grant program – Fall 2023

- \$91K in mini grant award money for 23/24 AY supporting 22 grant proposals (34 submitted)
 - 10 of the 22 awarded programs took place during the Fall 2023 semester across CU campus location
 - 54% indicated that the current campus climate is welcoming and inclusive and moving in the right direction
 - 36% indicated things are improving but there is still work to be done
 - 97% of attendees indicated the events/programs/trainings were either excellent or good

Continuation of DEI mini grant program

- RFP announced in March for new applications; supporting 24-25 AY
 - Reviewing current programs to determine re-investment based on effectiveness and alignment with CU strategic plan goals

DEI Updates Senator Haywood Response

In response to Senator Haywood's report, Enough: Listening Tour to End Racism on PASSHE Campuses, below is a summary of 3 actionable initiatives that are being implemented during this spring 2024 semester at Mansfield.

- Deliver 3 DEI training workshops at CU-Mansfield campus specifically for faculty, staff and students covering the following topics
 - Implicit Bias; March 19 and March 22
 - Microaggressions; April 3 and April 4
 - Allyship; April 17 and April 18
- Conduct specific outreach activities targeting URM student population at CU-Mansfield campus
 - Campus tabling activities promoting DEI resource centers and support services for throughout Mansfield campus;
 - DEI night Mansfield women's and men's home basketball game 1/21
 - DEI 101 presentations to first year seminar (FYS) classes Spring 2024
 - Rollout of Emerging Scholars program; academic support and social engagement mentoring program Spring 2024
- Develop and implement new opportunities focusing on supporting a welcoming and inclusive CU-Mansfield campus environment
 - Establish Student Athlete social activism group within Mansfield Athletics Spring 2024/Fall 2024
 - DEI graduation/recognition ceremonies at Mansfield campus Spring 2024

Redevelopment Assistance Capital Program (RACP) Briefing

RACP Stages

Step 1

- Legislative:

 Project Line
 Item in Capital
 Project
 Itemization Bill
- CU & Bloomsburg Campus

Step 2

- Application: At Governor's Discretion, Applications Accepted for Funding Round
- Mansfield Campus

Step 3

- Award:

 Applicant
 Receives
 Award

 Notification
- Lock Haven
 Campus

Lock Haven Campus (At Step 3 - Utilization)

- \$2 million in funding both itemized (Step 1) & Authorized for Release (Step 2)
- Thomas Field House Project: Phase 1 = \$4.375 Million
 - Gym Air Conditioning
 - Mechanical Systems Replacement
 - ADA Upgrades
 - New Multi-Sport Court Flooring (Potential Donor Support Identified)
 - Architecture & Engineering Services
- Status: PA Budget Office Reviewing Submitted Materials

Mansfield Campus (At Step 2 - Application)

- Governor Shapiro opened a RACP funding round in late 2023
- \$2 million application submitted during application window for North Hall Improvement Project utilizing Develop Tioga Itemization
 - \$9.03 Million Project in 4 Phases
 - \$2 million application would allow for completion of Phases #1 & #2
 - Phase #1 estimated \$2.6 million
 - Phase #2 estimated \$2.2 million
 - Total \$4.9 million (\$2 million RACP; \$2.9 million university)
- Status: Awaiting Funding Decision

Space & Facilities

Campus Space Stats

- •Bloomsburg current E&G 1,199,672 gsf
 Total space is adequate, need to repurpose
- Lock Haven current E&G 884,376 gsf
 52% or 465,748 surplus square footage, reduce and repurpose
- •Mansfield current E&G 605,440 gsf 59% or 354,563 surplus square footage, reduce and repurpose

Residence Halls Stats

- •Bloomsburg Total 3,556 beds available
 - •3,400 required for 1st & 2nd year
 - •314 typically requested, 3rd & 4th year students
 - •Shortfall of 158 beds
- Lock Haven Total 1,480 beds available
 - •409 required for 1st & 2nd year
 - •339 typically requested, 3rd & 4th year students
 - Excess of 732 Beds
- •Mansfield-Total 1,263 beds available
 - •259 required for 1st & 2nd year
 - •459 typically requested, 3rd & 4th year students
 - Excess of 545 beds

Bloomsburg | Lock Haven | Mansfield

Space Alignment Vision

- Create zones of energy
 - Academics
 - Resident Life
 - Athletics

Increase student interactions

Space & Facilities Subcommittee

Membership includes

- •VP of University Affairs (designee is Stacy Wagner, Chief Facilities Officer)
- Faculty from each campus
- Campus Administrator
- Chief Facilities & Safety Officer
- Director of Planning & Construction
- •VP of Advancement
- Chief Information Officer (or designee)
- Student from each campus
- Student Success and Campus Life representative
- Member of Athletics from each campus

Mansfield Student Government Association



Our Student Government Association

- Meetings:
 - Tuesdays at 6pm in Alumni 307
 - Open to the public
- Goals and Responsibilities:
 - Plan and put on events
 - Represent the student body
 - Serve as a liaison between students and campus administration





Upcoming Plans

- Party with Marty!
- Spring Fling
- Budgeting

Student Activity Fee

- Significantly lower than in previous years for our campus
- Thankfully we received additional supplemental funding
- Students appreciate affordability of higher education,
 but not at the expense of their activities
- Athletics received approximately \$400,000 this fiscal year — 40% of the student activity fund
- Without supplemental income, we could potentially expect a student activity fund of around \$700,000
 - If we continue to support athletics at a similar capacity (40%), that would be \$280,000, which is a 40% cut in funding.
 - This would happen to other areas like Music, MLK
 Center, Student Activity Office, Sayre Campus, etc.

How can we reach a compromise to best accommodate affordability with quality programming?

Obviously enrollment plays a major role in revenue from the Student Activity Fee, but opportunities provided by student activities drive enrollment

Questions From Students

Contact The Executive Board

- President Ashley Newell
 - newelljt28@mansfield.edu
- Vice President Anna Duncan
 - duncanae12@mansfield.edu
- Treasurer Carson Witherite
 - witheritecj17@mansfield.edu
- Secretary Oakley Gorman
 - gormanom25@mansfield.edu
- Parliamentarian Daniel Teeter
 - teeterdr09@mansfield.edu
- IT Director Brittany Tiffany
 - <u>tiffanybm08@mansfield.edu</u>
- PR Director Mayson Bryant
 - bryantma31@mansfield.edu

University Senate Update

University Senate Updates

- Planned COT Updates: September & March Quarterly Meetings
- Brief Refresher on Shared Governance Structure & Existing Policies
- Policy-Writing Training for University Senate Committees
- Policies currently moving through University Senate in the Spring
 - Policy on Policies (Senate Executive Committee)
 - First Year Seminar Exemption Policy (Senate FYE Subcommittee)
 - Academic Integrity Policy (Senate Academic Policy Committee)
- Next Steps: Prioritizing Policies for 2024/25 Updating & Approval
- www.commonwealthu.edu/commonwealth-university-senate

Commonwealth University Middle States Commission on Higher Education (MSCHE) Update







MMONWEALTH UNIVERSITY OF PENNSYLVANIA

MSCHE Timeline Overview

AUGUST - DECEMBER 2022



Learn and Plan

JANUARY -JULY 2023



Design Approach AUGUST 2023 -JULY 2024



Collect, Study, and Write

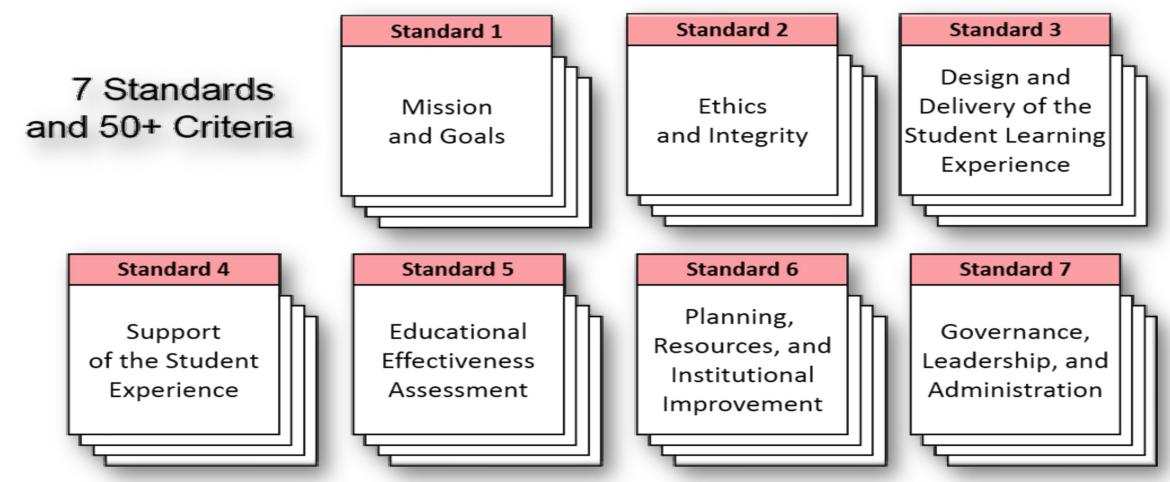
AUGUST 2024 -JUNE 2025



Finalize, Host Visit, and Respond

Bloomsburg | Lock Haven | Mansfield

MSCHE Standards and Requirements



Bloomsburg | Lock Haven | Mansfield

CU's Self-Study Institutional Priorities

Institutional Priority	Link to Standards for Accreditation and Requirements of Affiliation	Link to CU Strategic Plan Priority Areas
Academic Programs and Support Explore curricular innovations, career pathways, high-impact practices, and holistic student support strategies designed to address goals for	Standards I, II, III, IV, V, VI Requirements 7, 8, 9, 10, 14, 15	Academic Excellence and Innovation Student Success University Success Welcoming and Inclusive Community
Diversity, Equity, and Inclusion Analyze survey results, studies, and data to inform institution-wide DEI initiatives designed to attract a more broadly diverse employee	Standards I, II, III, IV, V, VI, VII Requirements 5, 6, 7, 8, 9, 10, 14, 15	Academic Excellence and Innovation Student Success University Success
complement and student body and cultivate a more welcoming community Financial Sustainability Evaluate possible revenue generation and cost containment measures to	Standards I, II, III, IV, VI, VII	Welcoming and Inclusive Community Academic Excellence and Innovation Student Success
achieve greater financial sustainability	Requirements 8, 10, 11, 12, 14, 15	University Success Welcoming and Inclusive Community
Communication Examine survey data and strategies that will promote more effective communication with internal and external constituencies Bloomsburg Lock Haven Mansfield	Standards I, II, III, IV, V, VI, VII Requirements 4, 5, 6, 7, 10, 14	Academic Excellence and Innovation Student Success University Success Welcoming and Inclusive Community

Key Discoveries

- What is working well?
 - Remaining on schedule
 - Making excellent progress on working group reports
 - Involving students on the Steering Committee and Working Groups
 - Identifying evidence and compliance gaps and learning about progress made
- What work is in progress?
 - Continuing to address gaps
 - Engaging students and soliciting feedback
 - Collecting examples of successes and assessment-driven changes
 - Continuing to verify information
 - Having a common vocabulary

Next Steps

- Keep MSCHE in conversations, especially with students to create awareness and educate them about the process
- Continue to request information, evidence, and examples to demonstrate compliance
- Communicate with key stakeholders and solicit feedback



Questions?

Lunch Break

Executive Session