Meeting Date: September 14, 2023
Session: AY 2023-24, Meeting I
Time: 4 pm
Location: Via Zoom: https://commonwealthu.edu.zoom.us/j/95071406625?pwd=am5RMmlNMVNIQ1VwUTFNVUlvYUE4QT09&from=addon

Attendance: Appendix A in notes

I. Call to order
   A. Jonathan Rothermel called the meeting to order at 4:02pm

II. Welcome

III. CU Interim Policy Review Process
   A. Jonathan Rothermel reviewed the plan for moving policies from interim to permanent status during the upcoming academic year – this will involve assignment of interim policies to the relevant Standing Committee, prioritization and review by each committee, and an initial batch brought forward to the February 2024 Senate meeting for 1st reading. Brooke Harlowe noted that some policies may need to be distributed to more than one committee for work.

IV. Committee Reports
   A. Academic Policy Committee
      1. Brooke Harlowe reported – Met in spring, working on filling remaining vacancies for the committee
   
   ii. Enrollment Management Subcommittee
      1. Chris Lapos reported – Met in May/August – elected chairperson. New policy expected for February meeting
   
   iii. Information Technology Subcommittee
      1. Matt McKeague (chair) reported – Met in Spring & earlier this September – terms of membership, implementing surveys, created bylaws
   
   B. Advancement Committee
      1. Erik Evans reported – elected chair: Jason Genovese, staggered terms and processes, 2 policies expected for February meeting
   
   C. DEI Committee
      1. Chris Cummings (interim chair) reported – Met in May/Sept - filling vacancies, working on support and processes
   
   D. Finance Committee
      1. Tim Shuey spoke – Met in May & earlier this September – elected Dina Clark chairperson, terms of membership, other action items
   
   E. Student Success and Campus Life Committee
      1. Maegen Borzok spoke – Met 2 times – elected Holly Jackson as chair, terms of membership, filling vacancies, created bylaws, policies on student exempt

   ii. First Year Experience Subcommittee
1. Jennifer Demchak spoke – Met in spring/summer – elected Rebecca Willoughby, Chair, discussed FYS and FYE events

F. Elections Subcommittee
   i. The Elections Subcommittee will begin meeting soon to prepare for Spring elections

V. University Branding Presentation (Bill Walker, Interim Chief Communications and Marketing Officer)
   A. Reviewed branding guidelines, logo usage, wording and mascot usage, etc.
   B. Appendix B in notes

VI. Endorsement Vote of CU Strategic Plan (Dr. Cori Myers, Associate Vice President of Institutional Effectiveness)
   A. Dr. Cori Myers reviewed the strategic plan and any changes made
   B. Plan was reviewed at Local Assemblies this past Spring
   C. Motion to vote for Strategic plan – Motion made by Mark Decker, Eric Hawrelak 2nd the motion – carried.
      i. Voting Reactions: 43 for, 1 against, 1 abstain (I had that 4 abstained -DK)
      ii. Motion Approved
   D. Appendix C in notes

VII. Remarks for the Good of the Order
   A. Jonathan Rothermel – Pickleball clinic next Thursday September 21st at Mansfield
   B. Eric Hawrelak – Spoke about need for an online process by which departments can run their own elections in a safe and secure manner
   C. Gretchen Osterman – Shared information on this year’s Mid Atlantic LGBTQ conference
   D. Charles Morgan – Recommendation to use polls for voting
   E. Carina Howell – Concern about old/non-active social media pages.
      i. Bill Walker noted that Marketing & Communications is aware
   F. Charles Morgan – Question about new shuttle bus on LH campus
      i. Stacy Wagner confirmed this is a loaner bus
         1. Brooke Harlowe – raised concerned about the front of it saying Bloomsburg University
         2. Stacy Wagner to address concern

VIII. Adjournment
   A. Jonathan Rothermel adjourned meeting at 5:02pm

Upcoming Fall 2023 Meetings
   • CU Senate Meetings @4 pm via Zoom: Thursday, 11/9
   • CU Senate Executive Committee Meeting @4 pm via Zoom: Thursday, 11/2
   • Bloomsburg Assembly @3 pm location TBD or via Zoom: Wednesday, 10/11
   • Lock Haven Assembly @ 3 pm location TBD or via Zoom: Wednesday, 10/11
   • Mansfield Assembly @ 4 pm in 163 Butler or via Zoom: Thursday, 10/19
# Appendix A - University Senate

## Membership Listing

<table>
<thead>
<tr>
<th>Senate Position</th>
<th>Name</th>
<th>University Title</th>
<th>University Email</th>
<th>9.14.23 Meeting Attendance</th>
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<tbody>
<tr>
<td><strong>Officers</strong></td>
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<tr>
<td>CU Senate President/Mansfield Assembly President</td>
<td>Jonathan Rothermel</td>
<td>Associate Professor Political Science</td>
<td><a href="mailto:jrotherm@commonwealthu.edu">jrotherm@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>CU Senate Vice President/Bloomsburg Assembly President</td>
<td>Mark Decker</td>
<td>English Professor Department Chair</td>
<td><a href="mailto:mdecker@commonwealthu.edu">mdecker@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>CU Senate Associate Vice President/Lock Haven Assembly President</td>
<td>Rick Goulet</td>
<td>Associate Professor History - Political Science</td>
<td><a href="mailto:rgoulet@commonwealthu.edu">rgoulet@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>Bloomsburg Assembly Vice President</td>
<td>Doreen Jowi</td>
<td>Communication Studies - Associate Professor</td>
<td><a href="mailto:djowi@commonwealthu.edu">djowi@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>Lock Haven Assembly Vice President</td>
<td>Robert Sandow</td>
<td>Professor History - Political Science</td>
<td><a href="mailto:rsandow@commonwealthu.edu">rsandow@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>Mansfield Assembly Vice President</td>
<td>Brad Lint</td>
<td>Associate Professor - Academic Enrichment</td>
<td><a href="mailto:blint@commonwealthu.edu">blint@commonwealthu.edu</a></td>
<td>X</td>
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<tr>
<td><strong>Administrators</strong></td>
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<tr>
<td>CU President</td>
<td>Bashar Hanna</td>
<td>CU President</td>
<td><a href="mailto:bhanna@commonwealthu.edu">bhanna@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>CU Senior Vice President, Academic Affairs</td>
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<td>Erik Evans</td>
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<td>X</td>
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<td><a href="mailto:slees@commonwealthu.edu">slees@commonwealthu.edu</a></td>
<td>X</td>
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<tr>
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<td>Tim Shuey</td>
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<td>X</td>
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<tr>
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<td>Marty Wygmans</td>
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<tr>
<td>CU Vice President University Affairs</td>
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<td>X</td>
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<tr>
<td><strong>At-Large Campus Senators (Faculty, Staff, Coaches)</strong></td>
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<tr>
<td>At-Large Staff Senator - Bloomsburg</td>
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<tr>
<td>At-Large Staff Senator - Lock Haven</td>
<td>OPEN</td>
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<tr>
<td>At-Large Staff Senator - Mansfield</td>
<td>Amy DeLozier</td>
<td>Director of Student Recreation Center</td>
<td><a href="mailto:aletts@commonwealthu.edu">aletts@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>At-Large Faculty Senator - Bloomsburg</td>
<td>Barry Minemyer</td>
<td>Associate Professor Mathematics</td>
<td><a href="mailto:bminemyer@commonwealthu.edu">bminemyer@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>At-Large Faculty Senator - Lock Haven</td>
<td>Jody Russell</td>
<td>Professor Athletic Trainer Education</td>
<td><a href="mailto:jrusse3@commonwealthu.edu">jrusse3@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>At-Large Faculty Senator - Mansfield</td>
<td>Xia Zhou</td>
<td>Assistant Professor - Marketing &amp; Communications</td>
<td><a href="mailto:xzhou@commonwealthu.edu">xzhou@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>At-Large Senator - Clearfield</td>
<td>Curtis Grenoble</td>
<td>Associate Professor - Physician Assistant Department Chair</td>
<td><a href="mailto:cgrenoblin@commonwealthu.edu">cgrenoblin@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>At-Large Coach Senator - Bloomsburg</td>
<td>Michael Collins</td>
<td>Bloomsburg Head Coach, Baseball - Athletics</td>
<td><a href="mailto:mcollin2@bloomu.edu">mcollin2@bloomu.edu</a></td>
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<tr>
<td>At-Large Coach Senator - Lock Haven</td>
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<tr>
<td>At-Large Coach Senator - Mansfield</td>
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<tr>
<td><strong>2 Staff/Mgt Senators from Each Nonacademic Division</strong></td>
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<tr>
<td>Non-Academic Division/Advancement Staff Senator</td>
<td>Nichole Lefelhoc, Mansfield</td>
<td>Director of Career Services</td>
<td><a href="mailto:nlefelhoc@commonwealthu.edu">nlefelhoc@commonwealthu.edu</a></td>
<td>X</td>
</tr>
<tr>
<td>Non-Academic Division/Advancement Staff Senator</td>
<td>Lynday Michaels, Bloomsburg</td>
<td>Assoc VP Alumni Professional Engagement</td>
<td><a href="mailto:lmiichael@commonwealthu.edu">lmiichael@commonwealthu.edu</a></td>
<td>X</td>
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<tr>
<td>Non-Academic Division/EM Staff Senator</td>
<td>Robin Rockey, Lock Haven</td>
<td>Project Manager for EM/SA</td>
<td><a href="mailto:rrockey@commonwealthu.edu">rrockey@commonwealthu.edu</a></td>
<td>X</td>
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<tr>
<td>Non-Academic Division/EM Staff Senator</td>
<td>Denise Davey, Mansfield</td>
<td>Financial Aid</td>
<td><a href="mailto:ddsavely@commonwealthu.edu">ddsavely@commonwealthu.edu</a></td>
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<tr>
<td>Non-Academic Division/FA Staff Senator</td>
<td>Julie Cinino, Mansfield</td>
<td>Student Billing Office Manager</td>
<td><a href="mailto:jcinino@commonwealthu.edu">jcinino@commonwealthu.edu</a></td>
<td>X</td>
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<tr>
<td>Non-Academic Division/FA Staff Senator</td>
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<td>Accountant/Budget Analyst</td>
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<tr>
<td>Non-Academic Division/SSCL Staff Senator</td>
<td>Emmy Borst, Lock Haven</td>
<td>Executive Director of Student Success</td>
<td><a href="mailto:eborst@commonwealthu.edu">eborst@commonwealthu.edu</a></td>
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<tr>
<td>Non-Academic Division/SSCL Staff Senator</td>
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<td>Academic Advisor</td>
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<tr>
<td>Non-Academic Division/UA Staff Senator</td>
<td>Daymon Adams, Bloomsburg</td>
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<tr>
<td>Non-Academic Division/UA Staff Senator</td>
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<td>Executive Director of DEI LO</td>
<td><a href="mailto:khall3@commonwealthu.edu">khall3@commonwealthu.edu</a></td>
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<tr>
<td><strong>Academic Department and Unit Senators</strong></td>
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<tr>
<td>Accounting and Business Law</td>
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<tr>
<td>Anthropology, Criminal Justice, and Sociology</td>
<td>Rodger Benefiel (Bloomsburg) and Greg Walker (Lock Haven)</td>
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<tr>
<td>Biochemistry, Chemistry, and Physics</td>
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<td>XX</td>
</tr>
<tr>
<td>History, Political Science, and Philosophy</td>
<td>George Agbango (Bloomsburg) &amp; E. Brooke Harlowe (Lock Haven)</td>
<td>Professor History - Political Science &amp; Professor Sport Studies</td>
<td><a href="mailto:gabango@commonwealthu.edu">gabango@commonwealthu.edu</a> <a href="mailto:bharlowe@commonwealthu.edu">bharlowe@commonwealthu.edu</a></td>
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<tr>
<td>Languages and Cultures</td>
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<tr>
<td>Library</td>
<td>Rick Lilla (Lock Haven)</td>
<td>Professor Librarian</td>
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<tr>
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<tr>
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<tr>
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<td>Media and Journalism</td>
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<tr>
<td>Music, Theatre, and Dance</td>
<td>David Tedford (Bloomsburg) and Eun-Joo Kwak (Mansfield)</td>
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<tr>
<td>Non-Aligned Faculty</td>
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<tr>
<td>Nursing-Graduate</td>
<td>Debbie Minzola (Bloomsburg)</td>
<td>Associate Professor GMC</td>
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<td>Nursing-Undergraduate</td>
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<tr>
<td>Physician Assistant</td>
<td>Jacquelyn Borst (Lock Haven)</td>
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</tr>
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<td>Psychology</td>
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<tr>
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<tr>
<td>Student Success</td>
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<td>Technology, Analytics, and Workforce Learning</td>
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<tr>
<td>Visual Arts</td>
<td>Michelle Lockwood (Mansfield)</td>
<td>Associate Professor</td>
<td><a href="mailto:mlockwood@commonwealthu.edu">mlockwood@commonwealthu.edu</a></td>
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**STANDING COMMITTEE CHAIRS (TBD)**

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<tr>
<th>Academic Policy Committee</th>
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<tbody>
<tr>
<td>Advancement Committee</td>
<td>Jason Genovese</td>
<td>Associate Professor Media&amp;Journ Dept Ctr</td>
</tr>
<tr>
<td>Diversity, Equity, and Inclusion Committee</td>
<td>Chris Cummings</td>
<td>Assistant Professor</td>
</tr>
<tr>
<td>Finance Committee</td>
<td>Dina Clark</td>
<td>Associate Professor</td>
</tr>
<tr>
<td>Student Success and Campus Life Committee</td>
<td>Holly Jackson</td>
<td>Assistant Professor</td>
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**STUDENT GOVERNMENT PRESIDENTS & GRADUATE STUDENTS**

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<thead>
<tr>
<th>SGA President - Bloomsburg</th>
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<tr>
<td>SGA President - Lock Haven</td>
<td>Loren Glossner</td>
<td>Lock Haven</td>
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<tr>
<td>SGA President - Mansfield</td>
<td>Ashley Newell</td>
<td>Mansfield University</td>
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**CBA UNIT PRESIDENTS (OR DESIGNEE)**

<table>
<thead>
<tr>
<th>AFSCME Bloomsburg</th>
<th>Shawn Maker</th>
<th>Equipment Operator B</th>
<th><a href="mailto:smaker@commonwealthu.edu">smaker@commonwealthu.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>AFSCME Lock Haven</td>
<td>Shawn O’Dell</td>
<td>Clerical Assistant 3</td>
<td><a href="mailto:sodell@lockhaven.edu">sodell@lockhaven.edu</a></td>
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<tr>
<td>AFSCME Mansfield</td>
<td>Mike Wilson</td>
<td>High VoPage Scan</td>
<td><a href="mailto:mwilson@mansfield.edu">mwilson@mansfield.edu</a></td>
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<tr>
<td>Senate Position</td>
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<td>University Title</td>
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<tr>
<td>APSCUF Bloomsburg</td>
<td>Eric Hawrelak</td>
<td>Professor BioChem Chemistry</td>
<td><a href="mailto:ehawrela@commonwealthu.edu">ehawrela@commonwealthu.edu</a></td>
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<tr>
<td>Coaches Bloomsburg</td>
<td>OPEN</td>
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<tr>
<td>Coaches Lock Haven</td>
<td>Aaron Russell</td>
<td>Head M&amp;W CC &amp; Ind/Out T&amp;F Coach</td>
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</tr>
<tr>
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<td>Head Coach Field Hockey</td>
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<tr>
<td>PDA Bloomsburg</td>
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<tr>
<td>POA Bloomsburg</td>
<td>Vernon Petty</td>
<td>Patrol Officer</td>
<td><a href="mailto:vpetty@commonwealthu.edu">vpetty@commonwealthu.edu</a></td>
</tr>
<tr>
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<td>Matthew Coxford</td>
<td>TWOC Interim Police Chief</td>
<td><a href="mailto:mcoxford@commonwealthu.edu">mcoxford@commonwealthu.edu</a></td>
</tr>
<tr>
<td>POA Mansfield</td>
<td>Eric Barnett</td>
<td>??</td>
<td><a href="mailto:ebarnett@commonwealthu.edu">ebarnett@commonwealthu.edu</a></td>
</tr>
<tr>
<td>OPEIU Bloomsburg</td>
<td>Terina Oman</td>
<td>Univ Cert Registered Nurse Practitioner</td>
<td><a href="mailto:roman@commonwealthu.edu">roman@commonwealthu.edu</a></td>
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<td>OPEIU Lock Haven</td>
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<tr>
<td>SCUPA Bloomsburg</td>
<td>Gretchen Osterman</td>
<td>Academic Advisor</td>
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<tr>
<td>SCUPA Lock Haven</td>
<td>Kim Harris</td>
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</tr>
<tr>
<td>SCUPA Mansfield</td>
<td>Judi Brayer</td>
<td>Coordinator Sayre Stdt Serv &amp; NS Orient</td>
<td><a href="mailto:jbrayer@commonwealthu.edu">jbrayer@commonwealthu.edu</a></td>
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APPENDIX B

COMMONWEALTH UNIVERSITY OF PENNSYLVANIA

BRAND IDENTITY STYLE GUIDE
THE POWER OF THREE

The integration of Bloomsburg, Lock Haven, and Mansfield, together as Commonwealth University, is a bold investment in the communities and people of Pennsylvania. Our mission is to expand high-quality, affordable academic opportunities to support the needs of all learners.

Powerful ideas start here, carried by dynamic stories and voices, resulting in empowered students. Together, we provide financially responsible degree options that maximize experiential learning, career preparation, and efficient time to degree completion.

We're Honoring our History by preserving the founding principles of each campus and continuing our vibrant on-campus student experience, serving as pillars of our communities, supporting students and our neighbors alike.

We're Investing in Today by answering the greatest challenges facing higher education: accessibility, cost, quality, and relevance through the combined strength and resources of our storied institutions and multiple locations.

We're Building a Powerful Tomorrow by boldly changing the trajectory of public higher education to position ourselves for growth, increased access, and to meet economic and workforce development needs in our region, across Pennsylvania and beyond.

THAT'S THE POWER OF THREE.
University Naming

*Commonwealth University of Pennsylvania* is the legal name of the integrated Bloomsburg, Lock Haven, and Mansfield universities.

*Commonwealth University of Pennsylvania* or *Commonwealth University* should be used when referring to the university at large, academic programs and units, departments, etc.

**Correct Abbreviations**

- Commonwealth U
- CU

**Incorrect Abbreviations**

- CUPA
- CUPa
- CWU
- CUP
- CommU
University Naming

Per our accreditor, the Middle States Commission on Higher Education, the word "university" should only be applied in reference to Commonwealth University.

The word "university" should not be used in reference directly to Bloomsburg, Lock Haven, or Mansfield as it was prior to the official integration of Commonwealth University on July 1, 2022.

Exceptions include:

- Apparel and hard goods sold at campus bookstores/spirit stores or through licensed vendors.
- Auxiliary organizations that legally use a legacy university name (e.g. The Bloomsburg University Foundation).
- Temporarily in certain instances when an academic program's accreditor recognizes only the legacy university accreditation and not yet Commonwealth University.
University Naming - Locations

When referring to an individual location of Commonwealth University, use:

First Reference:
- Commonwealth University-Bloomsburg
- Commonwealth University-Lock Haven
- Commonwealth University-Mansfield
- Commonwealth University-Clearfield

Second Reference or Short Form:
- CU-Bloomsburg
- CU-Lock Haven
- CU-Mansfield
- CU-Clearfield
- Bloomsburg
- Lock Haven
- Mansfield
- Clearfield
The NCAA approved Commonwealth University to retain its full complement of athletic programs at each location. Each Athletic Department will retain its separate and distinct brand and identity as Huskies, Bald Eagles, and Mountaineers.

Athletic departments should not use the word "university" in reference to their campus names and instead use the location name with mascot on first reference:

- Bloomsburg Huskies
- Lock Haven Bald Eagles
- Mansfield Mountaineers (or Mounties)

Example: The Lock Haven Bald Eagles tennis team begins its season next week.

Campus name or mascot are acceptable on second reference or for short form use. (e.g. Mansfield Field Hockey, Huskies Baseball)
The CU seal is the most formal mark of the Commonwealth U brand. It is used on diplomas, certificates, and other official documents.

When the red gradient cannot be used, the CU red, black, or white version is acceptable.

Permission from the Marketing & Communications Department is required to use this mark.

Legacy seals for Bloomsburg, Lock Haven, and Mansfield should not be used in an official capacity. The CU seal is the official representation of all locations.
The CU primary mark brings together the three legacy university logos with the Commonwealth University of Pennsylvania text below.

This should be used as the primary logo to represent Commonwealth U in external and internal uses and on formal documents. This mark should be used outside of Pennsylvania and in locations where there is less familiarity with Bloomsburg, Lock Haven, and Mansfield.
The CU primary alternate mark brings together the three legacy university logos with Commonwealth University below.

This alternate version removes "of Pennsylvania" for uses where the full text may not be legible or easily read.

This version should be reserved for primarily internal use.
The Bloomsburg mark pairs the legacy Bloomsburg logo with the full Commonwealth University of Pennsylvania text below.

This mark should be used when referring specifically to the Bloomsburg location of Commonwealth University.
The Bloomsburg mark pairs the legacy Bloomsburg logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Bloomsburg location of Commonwealth University.

This version should be reserved for primarily internal use.
The Lock Haven mark pairs the legacy Lock Haven logo with the Commonwealth University of Pennsylvania text below.

This mark should be used when referring specifically to the Lock Haven location of Commonwealth University.
Lock Haven + CU Mark

The Lock Haven mark pairs the legacy Lock Haven logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Lock Haven location of Commonwealth University.

This version should be reserved for primarily internal use.
The Mansfield mark pairs the legacy Mansfield logo with the *Commonwealth University of Pennsylvania* text below.

This mark should be used when referring specifically to the Mansfield location of Commonwealth University.
Mansfield + CU Mark

The Mansfield mark pairs the legacy Mansfield logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Mansfield location of Commonwealth University.

This version should be reserved for primarily internal use.
The Clearfield mark pairs a distinct Clearfield logo with the Commonwealth University text below.

This mark should be used when referring specifically to the Clearfield location of Commonwealth University.

Clearfield is no longer a branch campus of Lock Haven and should stand on its own under Commonwealth University.
The Clearfield mark pairs a distinct Clearfield logo with the Commonwealth University of Pennsylvania text below.

This mark should be used when referring specifically to the Clearfield location of Commonwealth University.

Clearfield is no longer a branch campus of Lock Haven and should stand on its own under Commonwealth University.

This version should be reserved for primarily internal use.
The CU wordmark represents each location in text rather than with a logo and pairs it with the Commonwealth University text below.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.
The CU wordmark represents each location in text rather than with a logo.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.
The CU wordmark represents each location in text rather than with a logo and pairs it with the Commonwealth University text below.

The Power of Three marks speaks to the benefit of three historic universities coming together to expand opportunities for students.

The wordmark should be used as a secondary mark or an internal mark since it does not have the brand recognition of the legacy logos.
The Tri-Mascot mark is an informal way to represent Commonwealth University using each campus’ spirit mark.

The mark should be used as a secondary mark or an internal mark since it does not write out Commonwealth University or the campus names.
The Bloomsburg spirit mark is an informal way to represent CU-Bloomsburg and the Huskies.

The mark comes from the Bloomsburg Athletics brand which will continue to be used to represent Husky intercollegiate athletics.

Please refer to the Bloomsburg Athletics style guide or the CLC artsheet for the full complement of athletic marks.
The Lock Haven spirit mark is an informal way to represent CU-Lock Haven, CU-Clearfield and the Bald Eagles.

The mark comes from the Lock Haven Athletics brand which will continue to be used to represent Bald Eagle intercollegiate athletics.

The Bald Eagle mark continues to represent students at Clearfield, who were formally a branch campus of Lock Haven.

Please refer to the Lock Haven Athletics style guide or the CLC artsheet for the full complement of athletic marks.
Mansfield Spirit Mark

The Mansfield spirit mark is an informal way to represent CU-Mansfield and the Mountaineers.

The mark comes from the Mansfield Athletics brand which will continue to be used to represent Mountaineer intercollegiate athletics.

Please refer to the Mansfield Athletics style guide or the CLC artsheet for the full complement of athletic marks.
Strategic Plan Framework

*presented to the*

Commonwealth University Senate

September 14, 2023
Strategic Planning Timeline

**AUG – SEP 2022**

Prepare, design, and engage

**OCT – DEC 2022**

Gather data and develop initial plan

**JAN – MAR 2023**

Refine and validate

**APR – SEP 2023**

Finalize, share, and prepare for implementation
High-level Strategic Plan Framework

**MISSION**
Our hard-working and determined students are at the heart of everything we do. Commonwealth University leverages the power of Bloomsburg, Lock Haven, and Mansfield to provide affordable, high-quality education emphasizing high-impact practices, personal and career connections, and inclusivity supporting all learners to succeed in our region and beyond.

**VISION**
Commonwealth University will be a premier regional public institution that supports and prepares all students for success in the global workforce by providing an accessible and transformative educational experience.

**VALUES**
- Student-Centered
- Welcoming & Inclusive
- Accessible
- Innovative & Exceptional
- Collaborative
- Resilient

**STRATEGIC PRIORITY AREAS**

- **Academic Excellence and Innovation**
  Provide an innovative and transformative educational experience that prepares graduates and credential earners to succeed in meaningful careers and beyond

- **Student Success**
  Provide holistic and inclusive support to meet the needs of all students and prepare them for personal and professional success

- **University Success**
  Ensure fiscal sustainability, increase enrollment, and develop cutting-edge systems and processes to attract and retain diverse students, faculty, and staff

- **Welcoming and Inclusive Community**
  Create an inclusive and welcoming university culture while developing and strengthening connections among our multiple locations and within our local communities

**Core Commitments**

- **Diversity, Equity, Inclusion, and Belonging (DEIB)**
  Serve as central guiding principles and efforts that ensure all students and university personnel can feel valued, supported, and empowered.

- **Strategic Communications**
  Ensure effective communication across the organization while elevating our reputation externally.

- **Thriving Students, Faculty, and Staff**
  Foster a culture that embraces growth and wellbeing so that students and university personnel can thrive.
Overall goal
Provide an innovative and transformative educational experience that prepares graduates and credential earners to succeed in meaningful careers and beyond

Initiatives
• Ensure transformative academic offerings that incorporate high-impact practices, accelerated programs, and innovative credentialing opportunities to attract and retain diverse populations of students at each campus
• Develop and support exemplary pedagogy to ensure effective curricular delivery across multiple locations to meet the needs of diverse learners
• Enhance and support student-faculty engagement through the expansion of scholarly and creative works
• Invest in employee professional development to advance scholarship and creative works, innovation, and effectiveness

Selected metrics
• Program enrollment, retention, graduation, and employment rates
• Student participation rates in applied learning opportunities and high-impact practices
• Number of workforce credential programs launched
• Number of faculty and staff participating in professional development opportunities that achieve institutional goals
Student Success

Overall goal
Provide holistic and inclusive support to meet the needs of all students and prepare them for personal and professional success

Initiatives
• Deliver a high-quality, accessible, and affordable educational experience
• Provide meaningful opportunities for networking, mentoring, and career readiness for all learners
• Create and provide exemplary and holistic student services
• Develop a comprehensive process to create a successful transition from student-to-alumni
• Comprehensively embed financial literacy to enable informed decision-making regarding financial aid packaging, scholarships, and student employment opportunities

Selected metrics
• Average unmet need and average net price as compared to PASSHE average
• Placement rates of graduates
• Average survey ratings of student advising experience
• Number of students served through mental health initiatives
• Number of students served in Success Centers
University Success

Overall goal
Ensure fiscal sustainability, increase enrollment, and develop cutting-edge systems and processes to attract and retain diverse students, faculty, and staff.

Initiatives
• Connect enrollment, retention, and graduation rates to fiscal decision-making and sustainability
• Implement employee recruitment and hiring strategies that attract a broad candidate pool to support a diverse student body
• Develop and implement comprehensive onboarding procedures for all university personnel
• Identify and align efficient and effective processes and workflows to ensure appropriate resource allocation and fiscal sustainability
• Market Commonwealth University effectively to students, alumni, and other key constituents
• Develop and implement a comprehensive campaign to support strategic priorities

Selected metrics
• Student enrollment and persistence (including URM, high financial need, and veterans) to maximize appropriations funding
• A positive net operating margin and cash reserves
• Average number of diverse applicants per applicant pool
• Yield of employment recruitment efforts for diverse applicants
• Time from position approval to employee onboarding
• Time to completion of workflows
• Market research measures of effectiveness of communications and marketing strategy
• Overall giving
Welcoming and Inclusive Community

Overall goal
Create an inclusive and welcoming university culture while developing and strengthening connections among our multiple locations and within our local communities.

Initiatives
- Create a Commonwealth University culture that embraces change and supports and values employees.
- Improve communication and effectively cascade information to inform, engage, and include appropriate stakeholders.
- Support student organizations, athletics, and affinity groups in creating an engaged community and sense of belonging.
- Develop and expand mutually beneficial town-gown and strategic relationships.

Selected metrics
- Average ratings on the climate survey.
- Frequency, timing, and mode of communications to engage with key stakeholders including students, faculty, staff, and alumni.
- University engagement with local communities.
- Student engagement.
Wrap-up

• Review the Strategic Planning web site for more information on the process
  https://www.commonwealthu.edu/strategic-planning
• View the Strategic Plan Visual
• Ask final questions
Thank you!