

Lock Haven University Council of Trustees
Academic Affairs and Athletics Department Report
October 31, 2019
Stephen P. Neun, Interim Provost and Vice President

1. Middle States Self-Study

The Middle States Self-Study is progressing nicely with the eight Working Groups meeting regularly to assess the current state of compliance and the Steering Committee monitoring the progress of the entire process. The overall goal for the fall semester is to begin drafting reports for the Self-Study Document. Intended outcomes include: receive reaffirmation of accreditation, collect useful data and insights to inform strategic planning, and facilitate a self-study process that engages the University community in an inclusive and transparent self-appraisal.

Campus engagement in the entire process is strong with over seventy faculty, staff, and students serving on Working Groups and Steering Committee. Dr. Cori Myers and Mr. William Hanelly are currently serving as co-chairs of the Middle States Self-Study.

2. New academic credentials and partnerships

- a. The Substantive Change Proposal for Middle States to add sub-baccalaureate certificates as a new credential level for which the University is accredited has been submitted. Two certificates have been included in the proposal.
 - i. Certificate in Curriculum and Assessment in Early Care and Education: This is a 9-credit certificate that aligns with competencies set out for early care workers by the Pennsylvania Office of Child Development and Early Learning.
 - ii. Certificate in Social Media Marketing: Students who earn this certificate will be ready to bring their company up to speed on social media marketing and connect this marketing approach to the company's ROI.
- b. Certificates and Degrees Under Development include a graduate certificate in Data and Information Visualization; BS in Social Media; BS in Cultural Heritage Management; conversion of the MS in Sport Studies into two free-standing degrees – MS in Sport Psychology and MS in Sport Administration and Management; conversion of the AA in Criminal Justice to an AAS in Criminal Justice with applied concentrations closely linked to entry-level jobs; MS in Criminal Justice Leadership.
- c. The BS in Finance and Risk Management has been reviewed by the Chief Academic Officers and is currently be reviewed at PASSHE under the expedited process.

3. Update on searches and new hires in Academic Affairs and Athletics

Lock Haven University Provost and Executive Vice President, Dr. Donna Wilson, was appointed Pennsylvania's State System of Higher Education's (PASSHE) new vice chancellor and chief academic officer. She left Lock Haven University to take the position in mid-October and Dr. Stephen Neun has been appointed to serve as Interim Provost. The search for a permanent replacement is progressing with the goal of having a new Provost appointed by the start of the Spring semester.

The search for an Associate Provost should come to a conclusion very shortly. This is a new position that will report to the Provost and exercise administrative oversight for various initiatives and processes in Academic Affairs, including post-traditional and online learning, regional accreditations, self-studies, new program development, and collaborations within the University and among State System Institutions.

The search of a Director of Nursing has been difficult as the market for nursing faculty and administrators is highly competitive. At the moment the University is working to hire an Acting Director of Nursing Programs.

The Head Women's Golf Coach has been advertised and finalists will be brought to campus shortly.

4. Library

Stevenson Library is celebrating its 50th birthday this year and will be having a small reception in November.

5. Athletics

At the moment, athletics is transitioning from fall to winter sports. This fall the Men's and Women's Cross Country teams competed in the PSAC Championships with Men's team finishing 2nd and the Women's team finishing 6th. On the men's side, Aaron Pfeil (finished 4th) and Luke Vanderhoff, John Davern, Zack Skrabski all earned All-Conference honors by way of finishing in the top-30. On the women's side Laurel Moyer (finished 3rd), Cadie Kiser (finished 6th) and Karlee Noel earned All-Conference honors. Still on the bubble to make playoffs are Men's Soccer and Field Hockey.

Other updates include the fact that \$15,000 in grants was secured to support Women's Wrestling's operating budget this season. Currently there are four competing student athletes. Women's Tennis just completed their fall season and there are currently eight student athletes on team. Finally, Head Lacrosse Coach Lindsey Reese has been named the 2019 winner of the Kristina Quigley Scholarship.

Finance & Administration Division
Report for the Council of Trustees Meeting
November 22, 2019

Division Highlights

Financial Statements

The annual financial audit was completed over the summer and the financial statements will be reviewed by the outside audit firm, CliftonLarsonAllen (CLA) at the COT meeting. Key aspects of the financial results for the year include:

- Operating revenues declined by about \$5 million due to enrollment declines.
- Operating expenses were lower by \$4.7 million.
- Net nonoperating revenues increased by about \$1 million.
- Overall, Lock Haven's net position decreased by a modest (\$389,000).
- LHU's cash balance remained solid at \$62.5 million, but is down \$4.2 million from the previous year end.

With Dr. Wilson's move to the Office of the Chancellor, I am now currently serving as Co-Chair of the Middle States Self-Study Steering Committee with Dr. Cori Myers. In that capacity, I will be providing updates on the progress of the self-study to the COT each quarter. The self-study will be structured around the seven standards for accreditation. There is a working group assigned to each of the seven standards and they are meeting regularly during the fall semester to review and document Lock Haven's compliance with the standard, to gather evidence of compliance, and to document any compliance or documentation gaps, if applicable. Closing of any compliance gaps will be monitored by the Steering Committee co-chairs. An eighth working group is assigned to verifying that we are in compliance with the Requirements of Affiliation, including federal laws and regulations (e.g., Title IV and the Higher Education Act).

Department Reports

Facilities Department

Director of Facilities, Scott McCall

- Zimmerli - Team Rooms for Women's Lacrosse and Women's Tennis (100% Complete). Team rooms were added for the two listed women's teams to allow for team meetings and places for relaxation.
- Clearfield Furnace Re-piping (100% Complete). Replace rusting and damaged piping prior to the heating season.
- Stevenson Elevator Upgrade – Complete replacement of elevator controls and drive components. Project Complete. Project Cost \$71,820.
- Main Water Line Repair (Himes Hall) – Repair/Replace main water line inside Himes Hall basement. Project Complete. Project Costs \$8,700.
- Paving Projects - Open contract for miscellaneous paving projects throughout the summer season. Cost \$75,000

- Concrete Projects – Open contract for miscellaneous concrete projects throughout the summer season. Cost \$75,000.

Upcoming Projects:

- RLC / Space Utilization Study – This is a feasibility study for RLC capital project as well as a mini master plan study of space utilization, adjacencies and future learning environment needs. The design proposal report by the architectural firm completed August 2019. This design will be used to plan preliminary projects necessary for the completion of the RLC Project.
- RLC Enabling Projects:
 - Smith Hall Basement Conversion – Converting the existing dorm rooms into offices for the IT Department. Project Cost \$100,000.
 - Stevenson Library IT Help Desk – Creating an IT Help Desk in the library, along with the supporting offices.
 - Temporary TV Studio / Radio Station Move to Sloan room 321
 - Temporary move of “Black Box” to Sloan Auditorium
- Electrical Infrastructure Upgrade – Capital project through DGS. Budget \$6,000,000: The project bids have been received by DGS. LHU is awaiting the financial review by DGS and the awarding of the project. The first phase of construction to commence in January of 2020.
- Repointing Masonry at Akeley (100% Complete) – The exterior mortar joints at Akeley have been repointed and caulked to eliminate water from transmitting through the exterior walls.
- East Campus Gym Renovation Project – Funding Grants have been submitted with a proposed project cost of \$4,000,000 including complete gymnasium renovation with new bleachers, flooring, gym equipment, score boards, sound system, locker rooms and building renovations. Proposed completion is January 2021.
- Campus Appearance Improvement Projects – Campus visual improvement projects such as tree and flower planting, brush clearing and general cleanup.
- Fire Alarm Upgrades - Five Buildings on campus have outdated fire alarm systems that need upgraded. Buildings include: Glennon Public Safety, Price Performance Center, Thomas Field House, Akeley Hall and PUB. Akeley and Glennon are complete, with Price, Thomas Field House and the PUB to be completed at Christmas break.
- Building Demolition – Capital project to demolish High Hall and McEntire Hall. 6/1/2020.

Procurement Department

Director of Procurement, Becky Proctor

- The Construction Support Office (CSO) developed an Office of the Chancellor Procedure/Standard that formally requires universities to use the Construction Contractor Performance Evaluation System (CCPES). This is Procedure/Standard Number 2019-01, dated October 9, 2019.
- CSO did final training on the CCPES at the Contract Specialists Conference in September 2019 and will do final training at the Facilities Directors meeting in October 2019.
- Implementation of the CCPES is November 4, 2019. This means that the CCPES is effective for any procurement/contract for which the pre-bid conference is held November 4, 2019, or later.

Financial Operations

Controller, Amy Dicello

- The EADA (Equity in Athletics Disclosure Act) Report was submitted to the U.S. Department of Education. The report was due October 31, 2019 and is available to the public via Lock Haven University's website at http://www.lockhaven.edu/about/documents/EADA_Report_2019_FINAL.pdf
- The Business Office and Student Accounts Office staff attended the PASSHE Budget and Accounting Director's meeting on November 7th and 8th at the Hilton in State College. Accounting and Bursar office staff from the fourteen PASSHE universities attended the conference. There were multiple breakout sessions throughout each day that participants could attend according to their professional area.
- Student Accounts has been participating in the Fall Open Houses by handing out information and collecting deposits.
- Staff from Financial Operations have participated on focus groups and fact-finding groups for System Redesign and are currently participating on the Middle States Self Study Working Group VI for reaccreditation.
- The Business Office has continued to work with our independent audit team, CliftonLarsonAllen, to complete the University's financial review. The review has gone well and the university's financial statements will be issued soon.

Office of Human Resources and Social Equity

Associate Vice President of Human Resources, Deana Hill

Title IX

- On Wednesday, October 5th, Haven Activities Counsel (HAC) had an It's On Us pledge signing. Students were asked to sign the It's On Us pledge and were given handouts of additional resources on and off campus.
- On Thursday, October 9th the HOPE Center hosted the annual Domestic Violence Awareness Vigil. Shelley Ackley was this year's guest speaker. Shelly was a member of the Board of Directors of the Pennsylvania Coalition Against Domestic Violence and a former board member of our local Clinton County Women's Center.
- On Tuesday October 15th George Rusczyk, Associate Director of Student Life held two Step Up Bystander Awareness trainings for sororities on campus and held another training at Campus village.
- The Pennsylvania Coalition Against Domestic Violence and the Pennsylvania Coalition Against Rape presented information about Dating Violence, Healthy Relationships, Sexual Assault, Stalking and Consent to approximately 250 Student Athletes and 50 coaches and administrative staff. Athletes were made aware of resources and accommodations on and off campus, bystander awareness programs, options for reporting Title IX incidents, and the procedures for handling a Title IX case. This educational program fulfills NCAA requirement regarding sexual misconduct education for our student athletes and coaches.
- Senator Casey worked to ensure rigorous protections against sexual assault, dating violence, domestic violence and stalking for students, and to create appropriate guardrails to ensure that colleges and universities are taking action to protect all students. Casey's office requested that colleges and universities

provide information regarding institutional policies, practices and procedures. Lock Haven University submitted information on September 15th to be used for a coordinated System-wide response for all 14 state institutions

Benefits

- **LHU Community Health Fair**

The annual health fair was held on October 11, 2019 from 1-6 pm on Ivy Lane. This year's fair was expanded to include LHU Employees, LHU Students, and the Greater Lock Haven Community. This year's event was also held outdoors instead of inside Rogers Gymnasium. 26 vendors participated in this year's event. Some of those vendors were UPMC Susquehanna, Geisinger Health and Wellness, The Meadows, Schuchert Orthodontics, Rite Aid Pharmacy, PSECU, and Be One Fitness Center. More than 250 individuals attended this year's event. Free health screenings and flu shots were offered at the health fair. New this year was the addition of fitness classes and activities including: Pound, Barre, and Kickboxing offered by Be One Fitness Center and Fly-Fishing Demonstrations, Leisure Education Game/Jenga, and a Nature Trail Hike offered by the Recreation Department.

Human Resources and Social Equity

- **Employee Searches**

We have completed several staff searches in key areas: Associate Provost for Academic Administration, Database Manager and Prospect Researcher, Athletic Communications Assistant, and Senior Director of Development. We are also beginning the search for several tenure track positions for the 2020/21 Academic Year: Business – Finance and Economics, Marketing, Communication and Social Media, Communication – Digital and Electronic Media, Computer Science – Data Science/Analytics, Health and Physical Education, Librarian (Clearfield Campus), Nursing, Social Work, Special Education – Autism.

- **Employee Engagement**

- **#takeyourpresidenttowork**

The President participated in a job shadowing activity during the fall semester with one employee from each division to provide him the opportunity to experience first-hand the valuable work of our employees. The events were seen as a huge success and the program was featured at the fall employee retreat. It is anticipated that a similar program will occur in Spring 2020.

- **Fall 2019 Day of Service**

On October 5, the University faculty, staff and students participated in a fall day of service. This event was based off our successful spring event in honor of Dr. Martin Luther King, Jr. Approximately 30 Lock Haven University students, faculty, staff and their family members participated in the Haven Day of Service. Multiple service projects were available to participate in throughout the Lock Haven area. Participating organizations and their activities included Circle K Jared Box Project at UPMC Lock Haven Hospital, creating greeting cards for local veterans with the Clinton County Office of Veterans Affairs, cleaning at the Heisey House Museum with the Clinton County Historical Society, organizing and cleaning the Clinton County Women's Center food pantry and kitchen, prepare holiday decorations at Lock Haven Downtown Inc., clean and organize the play shed at the YMCA child care centers, assist with open house event at the Salvation Army Thrift Store and assist with the Clinton County SPCA's Pet Extravaganza event at Riverview Park.

- **Fall 2019 Employee Retreat and Employee Awards– October 31, 2019 - Employee of the Year**
On October 31, 2019 The University held its second annual Employee Engagement Retreat. This was an all-day event open to all staff and faculty which provided a series of workshops focused on both professional and personal development. There were a total of 16 events held throughout the day and over 150 employees participated at some level. Workshops and trainings were largely presented by fellow faculty and staff.

We once again recognized the exemplary service of our employees during a luncheon with individual awards for those who have demonstrated efforts toward advancing our mission in an extraordinary manner to support student success and one team award will be presented for the University. We also announced our first ever Employee of the Year from our individual service award winners from last year.

Information Technology

Director of Information Technology, Boise Miller

- **PASSHE Common Student Information System:** Several of the IT Department staff have been involved in the PASSHE system redesign effort, specifically the exploration of a common Student Information System. At the direction of the Chancellor, this project is moving forward and will go through a competitive RFP process, with an expected implementation start in October 2020. Lock Haven IT staff as well a staff from several other functional areas will be engaged in the design and implementation of the Common SIS.
- **Online Bookstore and First Day Access:** The IT Department continues efforts to refine the online bookstore and first-day/inclusive access programs. There will be a slight change in direction for the Spring 2020 term that we expect will make the process function more smoothly.
- **Centralized Computer Systems Upgrade:** Two of our central servers used for the virtualized desktop environment were upgraded to the latest generation hardware. Additionally, all employee virtualized desktops have been enabled to use centralized GPU functionality, greatly improving the performance and user experience.
- **Campus Wireless Systems Update:** The current campus WiFi infrastructure is nearing the end of its functional life and needs to be upgraded to the latest hardware and software. The IT Department is currently exploring technologies from various manufacturers and expects to engage in an RFP process near the beginning of the calendar year. Additionally, the IT Department, in cooperation with other campus offices, is exploring managed solutions for our residential wireless networks to increase the service level in our residential facilities.
- **Departmental Relocation:** IT Department staff are working with members of the Facilities Department and others on campus to facilitate the move of the department from Robinson Learning Center to other space on campus. This move is to enable the major renovation work that will be happening in Robinson Hall.

Small Business Development Center

Director of the Small Business Development Center, Tim Keohane

- The Lock Haven SBDC raised and secured \$57,500 in contribution commitments from area banks for

the Department of Community and Economic Development's Neighborhood Assistance Program, submitted by the Lock Haven University Foundation, in partnership with the SBDC and Downtown Lock Haven. The proposal amount was for \$50,000 for FY 2019/20 to support the Launch From The Haven (LFTH) initiative. LFTH will target nascent low-income entrepreneurs residing within the City of Lock Haven commercial business district who are identified as having high potential of being successful entrepreneurs. The LFTH program addresses the problem of the low rate of business startups from low-income individuals and the slow rate of growth among existing low-income business owners in the City. The purpose of this program is to begin to lay the foundation for an entrepreneurial ecosystem in the City of Lock Haven, focusing initially on the commercial business district within the downtown area while serving the low-income individuals with entrepreneurial training, education and consulting. In addition, this program will serve as a catalyst for an eventual anticipated Neighborhood Partnership Program request to be submitted a year from now. As entrepreneurial programs and resources are being built out over the next year, community partners will continue to be engaged in preparation for the Year 2 proposal focused on the development of a strategic plan that will improve the quality of life for the residents of the City of Lock Haven through economic and workforce development programming. The proposed award determination should be communicated by DCED in the very near future.

- During the 3rd Quarter of 2019, the SBDC director assisted the feasibility consultants from Axcel Innovations with identifying numerous entrepreneurs, small business owners, economic development representatives, elected officials and university faculty and administrators, for the purpose of conducting interviews to help determine the demand for an incubator resource in Lock Haven. The next step for the incubator feasibility study is to visit potential locations within the City of Lock Haven and/or in or adjacent to the LHU campus. Upon completion of that review of physical sites, the consultants will compile a final report to be presented to University leadership by the end of the 2019.
- The Lock Haven SBDC attended the Pennsylvania SBDC's Performance Success Celebration on October 23rd at Kutztown University, and was recognized as one of the 11 Centers in the Network to receive the Center Performance Award. The award was in recognition of the Center's achievement in meeting all five SBA goals for FY 2019. Specifically, the Lock Haven SBDC served 232 clients who supported over 1,400 jobs and assisted with the start-up or acquisition of 16 new businesses, and secured in excess of \$8.6 Million in capital for their business start-up or expansion projects during the fiscal year.

Special Events and Projects

Manager, Tara Remick

CAMPS/CLINICS/TOURNAMENTS and CONFERENCES

Camps/Clinics/Tournaments/ Conferences:

- Upcoming CCTs:
 - January 26, 2020: Softball Winter Prospect

DACC RECENT EVENTS:

- October 15: Clinton County Economic Partnership Annual Dinner
- October 31: Employee Fall Retreat
- November 2: Student Retention Fund Fundraiser
- November 14: Jersey Shore State Bank Medicare Presentations
- November 18: Giving Thanks Veteran's Dinner

DACC UPCOMING EVENTS:

- December 5: Puy du Fou Forums and Reception
- December 6: Employee Holiday Luncheon
- December 6: Wrestling White Out Social
- December 9 – 12: FQ Employee Holiday Parties
- December 13: Susquehanna Transit Holiday Party
- December 14: Post-commencement Reception
- December 16: President's Community Reception

2020 SECA Campaign (September 3 – October 25):

- Approximately 50 LHU employee participants
- Approximately \$17,000 donated

Public Safety

Director, Tim Stringer

- Parking-upgrading Cardinal Ticket Trak to a new version to be compatible with Microsoft 10. New features for the upgrade: As long as the handheld units connected to Wi-Fi any data entered into the PC within the office or the handheld out in the field will automatically upload to the proper device. The go live date is set for the week of January 13, 2020.
- 2019 Lock Haven University Annual Fire and Security Report published on September 30, 2019. This report is available at <http://www.lockhaven.edu/publicsafety/2019ASR.pdf>.
- On October 15, 2019, Public Safety provided LHU Campus Security Authority the annual training material. A Campus Security Authority employee is an official of an institution who has significant responsibility for the student and campus activities, including, but not limited to, student housing, student discipline and campus judicial proceedings. The training material includes a PowerPoint presentation on: What is the role of a CSA, and How to complete the online CSA incident report form. This training is available at https://community.lhup.edu/public_safety/csa/.
- The Public Safety Department is in the process of hiring two new patrol officers.
- The Public Safety Department has prepared a Response to Active Shooter training. This training will be delivered to Lock Haven University staff and faculty on October 31, 2019 at the Human Resources Employee Retreat. The presentation will also be recorded for other faculty and staff to be able to view the training. The training will also be delivered to the Clearfield campus in November as well as being delivered to the students in the Residence Halls.
- The Public Safety Department is working with facilities to identify types of locking devices on each door on campus to ensure security of students, faculty and staff in each room on campus.
- The Public safety department recognized members for years of service benchmarks: Sherry Herritt, thirty years of service, Scott Bissman, twenty-five years of service, Robert Hall, twenty years of service, Angela Howard, fifteen years of service, Jason Wertz, Matt Coxford and Frank Shoemaker for ten years of service. Frank Shoemaker was recognized for outstanding service while acting as the interim Director of Public Safety.

- The Public Safety Department created a new Field Training Program for new patrol officer employees. Officer Jason Wertz went to Field Officer Training Officer class in Wilkes-Barre.

Report of the Vice President for Enrollment Management and Students Affairs to the Council of Trustees for the November 22, 2019 Meeting.

Application processing for fall 2020 undergraduate and graduate students has been in operation for over a month. Application processing is now occurring in Slate (CRM), which has streamlined processing and improved efficiency. As an additional enhancement, unofficial transcripts and test scores are being used to render admissions decisions. This change expedites review of the application materials and reduces the time that an application is in review.

Applications and Deposits (10/30/19) – Fall 2020

Undergraduate First time Freshman	
Metric	Fall 2020
Inquiries	4391
Applicants	1068
Deposits	43
Undergraduate Transfer	
Metric	Fall 2020
Inquiries	1064
Applicants	44
Deposits	1
Undergraduate International	
Metric	Fall 2020
Inquiries	17
Applicants	6
Deposits	
Undergraduate International Transfer	
Metric	Fall 2020
Inquiries	6
Applicants	1
Deposits	

The fall semester application and recruitment season has begun. Admissions Counselors have been on the road recruiting throughout Pennsylvania since early September; while recruitment programming is in full swing.

On-Campus Programs

VIP Day (32 students attended). At this program, students who were admitted early were invited to a personalized day of activities at LHU. The day included campus tours, meetings with academic departments, student panels and lunch.

Instant Decision Day (54 students attended). At this program, students were offered an admissions decision on the spot. In addition, the day included campus tours, meetings with academic departments, student panels and lunch.

October Open House (93 students attended). At this program, students were able to learn about LHU from a variety of faculty, staff, administrators and students. The program included an information fair

with representation from student life and academics, a campus tour, a meeting with faculty, lunch, and a Free Application for Federal Student Aid workshop (where students completed the FAFSA on the spot).

Other Enrollment Management and Student Affairs activities

STEM (Science, Technology, Engineering, Math) Career Day

In collaboration with Admissions, LHU Science Department Faculty hosted a STEM careers program at Central Mountain High School. During the day, all Central Mountain High School Students participated in short lectures on the various disciplines of STEM and the associated career opportunities. For the night session, parents were invited to meet with LHU faculty to learn more about undergraduate degrees and careers in STEM. Admissions counselors were available during both sessions to meet with students and parents.

Demand Builder (RNL)

Admissions continues to work with Ruffalo Noel Levitz on outreach to prospective students. To date, 39,400 seniors have received a sequence of emails, brochures and phone calls from RNL. An expansion of the campaign to include juniors and sophomores will be launched soon and it will include 50,000 students. The Demand Builder campaign builds awareness of LHU and helps to increase the number of students who apply for admission.

Financial Aid Optimization

Merit-based scholarships are now being included in offers of admission, which is a significant enhancement to messaging about financial aid. To date, the following awards have been included for first-time freshmen:

Metric	Fall 2020 Merit-Based Scholarships
Tier 1 Scholarship	70
Tier 2 Scholarship	132
Tier 3 Scholarship	254
Tier 4 Scholarship	93
Out of State Tier 1 Scholarship	2
Out of State Tier 2 Scholarship	9
Out of State Tier 3 Scholarship	6
Out of State Tier 4 Scholarship	6

Academic Department Meetings

Stephen Lee has been meeting with academic departments to strategize and plan recruitment activities and initiatives. To date, meetings have been coordinated with the following departments: English, Biology, Geology, Physics, Health Sciences and Liberal Arts and Education. Additional meetings are scheduled for the next month. At the meetings, faculty provide feedback on recruitment plans and brainstorm new recruitment initiatives to implement this year.

Lock Haven University Council of Trustees Report

University Advancement

November 22, 2019

Joe Fiochetta, VP for University Advancement

Advancement Office

The Advancement Office supports the University's priorities in three ways:

- Help increase enrollment.
- Help increase private support.
- Help increase visibility and University brand.

The Advancement team works with internal and external partners as well as volunteer leaders to develop plans and programs that reach, relate, engage, and connect with our audiences.

Alumni Affairs	Development/Fundraising	Strategic Communications
<ul style="list-style-type: none">• Constituent Engagement• Alumni & Donor Management• Donor Cultivation & Stewardship	<ul style="list-style-type: none">• Foundation Relations• Scholarship & Endowment Management• Asset Management	<ul style="list-style-type: none">• Brand & Message Development• University Marketing• University Relations• Athletic Communications

Volunteer Leadership Meetings

- The Alumni Board met on Thursday, September 18.
 - The Foundation Board met on Friday, October 18.
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Alumni and Community Engagement - Activities

- A Softball Alumnae Event was held Friday, September 27 to celebrate the 10th Anniversary of the 2009 Championship Team.
- Homecoming Week was held September 23-29 with exciting initiatives and events including: LHU/KCSD Joint Parade downtown, LHU Alumni Golf Classic, expanding tailgating, and the Athletic Hall of Fame event.
- An Alumni Happy Hour was held in Pittsburgh at the Southern Tier Brewing Company on October 10.
- A Community Health Fair was held on campus October 11.
- The annual James Reeser Scholarship brunch was held on October 20 and brought together more than 160 donors and their scholarship recipients.
- Peace, Love, & Retention – our grooviest fundraising event to support the Student Retention Fund – was on Saturday, November 2.
- President Pignatello performed at the Broken Axe on Saturday, November 9 to support the Student Retention Fund.
- The Annual Giving Thanks Veteran's Dinner was held November 18 at the Durrwachter Alumni Conference Center.

Upcoming Initiatives

- An alumni social prior to the Whiteout Wrestling match on December 6.
- A reception at the DACC following Winter Commencement on December 14.
- The 150th Founders Day event will take place February 14, 2020.
- The staff is planning the Spring 2020 calendar of events.

Personnel

- A new Database Manager and Prospect Researcher, Paul Wilson, was hired. Paul started on Monday, November 11.
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Fundraising - Activities

- Our new giving societies have launched and information will be sent to donors over the next month.
- The Teacher Box Fundraising project is about to close. LHU Alumni who are teachers that filled out our survey will be sent a box of supplies for their classroom that includes LHU branded merchandise.
- The Class of 1966 Bald Eagle Statue Fundraiser is underway and another solicitation letter was sent out in October. We hope to reveal this statue at Homecoming 2020.
- Our goal is to increase overall performance in several key areas from year to year: overall contributions, scholarship and endowment production, unrestricted revenue, and donor counts.

Upcoming Initiatives

- The team is working on a schedule of appeals for the remainder of the fiscal year and integrating our 150th celebration into our messaging.
- We are working with the Veritus Group to help strategize our fundraising goals and plans. This partnership is new for our staff and will begin immediately.
- Our All In Day of Giving will happen again in the Spring of 2020. We will be using an outside platform this year called GiveGab. This will allow us to include all areas of campus for our day of giving as well as add crowdfunding initiatives throughout the year.
- We will continue to partner with academics and athletics to increase scholarship production.

Personnel

- We are in the final phases of hiring a Senior Director of Development to help grow individual and corporate philanthropic support.
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Communications - Activities

- Newsletters: Two newsletters per month are produced. *LHU and You* highlights campus and community news and events and spotlights local businesses. *LHU and You* is distributed to over 1,200 subscribers. *From the President's Desk* is distributed internally to faculty and staff and contains important University news, updates, and coming events.

- The Haven magazine: The summer 2019 issue of The Haven magazine hit mailboxes in September and spotlights LHU Alumni Veterans.
- Social Media: The University's social media presence continues to grow. If you don't already, be sure to follow the university, alumni, LHU President, and athletics on Facebook, Instagram, and Twitter.
- Public Relations: Media advisories sent on a local and regional base that promote newsworthy current events about the University, faculty, events, and programs.
- 150th Anniversary Celebration: The 150th Anniversary Spirit Day kicked off on October 24 in Rogers Gym. More than 800 university faculty, staff, and students stopped by to learn more about our 150th Anniversary celebration plans and to unveil several logos that will be used through the anniversary year.

Upcoming Initiatives

- The team is developing updated brand guidelines.
- As part of our brand update, the team is working on articulating strategic messages and themes to share with the University community.
- The team is in the early stages of evaluating partners to help with a redesign of the LHU website.

Marketing - Activities

- Brand Marketing: Activities developed to increase awareness and visibility for the University among prospective students and their parents.
 - Billboards: LHU billboards are in place throughout Centre, Clinton and Lycoming counties with several permanent boards installed along route 220 in Williamsport and Route 80 in Centre County. Additional boards will be on rotation throughout the three counties through February of 2020.
 - Radio: LHU partners with local radio station WSQV to promote enrollment and key campus events. Executive Director of Strategic Communications, Elizabeth Arnold, appears bi-monthly on the morning show to promote upcoming events and initiatives.
 - Bus Billboards: New boards are being installed on 10 RVT buses that travel between Lycoming and Clinton counties with new routes being added in the near future.
 - Campus Signage: New signage was recently installed on campus at the intersection of Fairview and Campus Drive. The sign carries the same design as our billboard ads with the tagline Soar Higher at The Haven.
 - Admissions Collateral: Admissions collateral to prospective students (brochures, viewbooks, website text, and program-specific pieces) were updated to help message the value of a Lock Haven education.
- Lifecycle (Funnel) Marketing: Direct response communications designed to move prospective students through the admissions funnel including direct mail pieces, email communications, phone scripts, and text messages.

Upcoming Initiatives

- The team is working with Admissions to revamp and re-brand new admissions collateral.
- Campus banners will be updated to reflect new branding guidelines and our 150th anniversary celebration.
- Developing marketing and investment plans for high-profile program areas.
- Expanding and augment marketing channels, especially in the admissions cycle.

Personnel

- We are in the final phases of hiring a Director of Marketing to support an increased focus on data-driven decision-making in support of critical areas like admissions.
-

Athletic Communications and Marketing - Activities

- Now supporting 20 sports with the addition of women's tennis, women's wrestling and women's golf with social media posts and media advisories across multiple platforms, including golhu.com.
- Designed, developed and produced schedule cards for the fall sports seasons.
- Expanded radio coverage during the fall of 2019.
 - Restructured the weekly LHU coaches' show and coordinated network's plan for online and professional radio streams for football, men's soccer, women's soccer, field hockey and volleyball.
- Launch Haven Vision – a new platform via www.GoLHU.com that allows us to highlight LHU athletics through video (*includes highlights and interviews*).
- Augmented our social media capabilities including: Instagram stories during events, producing and promoting more in-game graphics, and real-time game photos and replays.
- Coordinated and promoted Pink-Out events for football and volleyball, among many other special game day promos and events for a number of sports.
- Promoted and marketed LHU wrestling's annual Midday Matness outdoor wrestling event and the annual LHU Fieldhouse Frenzy for the winter sports teams.

Upcoming Initiatives

- In the process of finalizing winter schedule cards.
- In the process of promoting the first-ever season of LHU varsity women's wrestling.
- Working to improve overall coverage in the Express and in all local and regional outlets.
- Working on photography enhancements that allow us to provide professional high quality head shots for head coaches, student-athletes and staff, as well as better promotional photo shoots, which will enhance the overall marketing of athletics.

Personnel

- A new Athletic Communications Assistant, Rebekah Mohrmann, was hired. Rebekah started on Monday, November 4.