

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

May 2, 2025

Below are University highlights since the Council of Trustees last met in March 2025.

Academic Affairs

- In the Fall 2024 semester, 30 CU-LH TRIO SSS students received TRIO Scholarships ranging from \$850-\$2000, totaling \$31,400. In the Spring 2025 semester, an additional 25 scholarships were awarded, ranging from \$250-\$2000, totaling \$15,260. In summary, 55 TRIO scholarships will be awarded across the 24-25 AY for a grand total of \$46,660. All scholarship recipients are active members of TRIO SSS in good academic standing and currently receive a Pell grant.
- Undergraduate Research, Scholarship, and Creative Activities grants were awarded to 12 undergraduates who will work with a faculty mentor in Summer 2025 to complete their proposed project. The awards span all three campuses and involve a wide range of disciplines.
- Lauren Sperle, Nursing major at Bloomsburg, has been selected to receive the \$2,500 Assunta Paslillo Memorial Scholarship.
- Ten CU students presented their research at the National Conference on Undergraduate Research (NCUR) 2025 in Pittsburgh on April 7-9.
- The Zeigler College of Business hosted the Husky Dog Pound and majors fair on March 27 in Sutliff Hall on the Bloomsburg campus. The shark tank-style competition welcomed nearly 700 high school and middle school students from 70 school districts across Pennsylvania. Six college-level teams competed from the Bloomsburg and Lock Haven campuses. This was the largest Husky Dog Pound to date. Congratulations to Dr. Christina Force, Brooke Faus, Dean Todd Shawver, faculty and staff for an amazing event.
- The Biological and Health Sciences department in the College of Health, Science, and Technology, hosted the Commonwealth of Pennsylvania University Biologists (CPUB) 56th Annual Meeting. The meeting was well attended with students and faculty from 11 of the 14 PASSHE campuses represented. 61 students presented their research findings to PASSHE faculty and student peers.
- 27 CU faculty completed the Association of College and University Educators 25-week Effective Online Teaching Practices certification this spring.
- Bloomsburg Professional Sales students Katie Eisenhofer, Sarah Wagner, and Alexis Urbassik competed at the National Collegiate Sales Competition held at Kennesaw State University in Georgia in March. Thank you to Dr. Monica Favia and Mr. Michael Huben for mentoring our students in this competition.
- Bloomsburg Professional Sales students Katie Eisenhofer and Melissa Tuttle competed in the Russ Berrie Institute National Sales Challenge at William Paterson University in New Jersey. Their combined performance resulted in Commonwealth University – Bloomsburg finishing in the Top 5 of colleges and universities at the event.
- Two Bloomsburg Nursing seniors, Wilson Sheker and Isabella Cole, presented a poster presentation at the Frederick Douglas Institute Conference at Penn West-Clarion. This was

collaborative work with Dr. Allison Maloney and Dr. Meghan Pontz in the Breiner School of Nursing.

- Mansfield Political Science major Will Gowin (25'), currently an intern for both PA State Representatives Tina Pickett and Clint Owlett, served as moderator for the Human Trafficking in the Digital World event. This event was held in Wellsboro in April and included several panel quests.

Advancement

Bloomsburg University Foundation:

- Anna Bergalis, wife of George Bergalis '71, established the Anna K. & Kim Bergalis and George Bergalis scholarship with a future gift of \$100,000.
- Duane '72 and Sue '72 Greenly converted their future gift intention to immediate cash for Duane and Susan Greenly Professional Experience Grants.
- Thomas Holly '86 committed \$125,000 to increase the endowment for the Thomas J. Holly, III '86 Accounting scholarship.
- Journey Bank renewed their support with a pledge of \$227,000 for Athletic sponsorships, Journey Bank Athletic Scholarship, Arts in Bloom and the EITC programs.
- Jack '66 and Kathy '68 Mulka pledged \$50,000 for continued support of the Matzko-Mulka Endowed Scholarship and the John and Katherine Mulka Professional Experience Grant.
- Joel '96 and Kelly '96 Showalter pledged \$75,000, which will be matched by his company, for the Joel and Kelly Showalter Accounting Scholarship.
- George '79 and Laura '79 Antochy pledged \$25,000 to establish the Laura Adolphson Antochy Education Scholarship.
- Greg '01 and Jennifer '02 Bowden pledged \$15,000 and increased their future gift by \$16,000 for the Bowden Family Leadership Scholarship and ZIPD Sponsorships.
- Alicen Dingman '08 established a scholarship in memory of her mother, Patricia Cyganowski Slygh '79 with a \$25,000 gift.
- Charles "Chip" Gillespie established a new scholarship for criminal justice, sociology or psychology students with an outright gift of \$25,000.
- Michael Perfetto '82 established the Michael '82 and Nancy Perfetto Scholarship with an outright gift of \$25,000.
- Susan Rarick '90 established the Dr. Susan Rarick Psychology Scholarship with an outright gift of \$25,000.
- Matthew Thran '84 pledged \$25,000 to create the Thran Family Biology Scholarship.
- Bloomsburg's All In Day of Giving exceeded its goals with more than 2,800 donors contributing more than \$300,000.

Lock Haven University Foundation:

- Jim Berkebile '59 established The Jim Berkebile Science Scholarship for Lock Haven students with a gift of \$31,000 including early activation.
- Ron Bowes '66 and the family of Rodger Cook established the Rodger Cook Wrestling Scholarship at Lock Haven with a gift of \$30,000 including early activation.
- Jim Berkebile '59 committed \$25,000 to the McCollum Gate project at Hubert Jack Stadium.
- Terri Cheshire established The Neil and Barbara (Macek) '60 Kemp Health and Physical Education Scholarship along with her siblings in honor of her parents in the amount of \$27,000 with early activation.

- Lock Haven's All In Day of Giving exceeded its goals with more than 1,250 donors contributing more than \$250,000.

Mansfield Philanthropy:

- Janice '72 and Tom '71 Stephens established the Stephens Family Scholarship for School Teacher Education with a gift of \$26,000 including early activation.
- Rod Pursell '88 committed a \$30,000 gift to the Stadium Campaign.
- Richard Horton '68 committed a future, unrestricted gift of \$500,000.
- Mansfield's All In Day of Giving had 450 donors contributing more than \$80,000.

Enrollment Management and Student Affairs

Admissions

- The recruitment team is laser focused on yielding our Fall 2025 class. In addition to visiting over 250 high schools this spring, they actively engaged with incoming recruits by making over 3,000 phone calls, sending 4,000 text messages, and hosting over 500 one-on-one counselor meetings.
- In addition, the enrollment communications team has been busy setting the stage for future recruits by launching multi-channel prospect campaigns to 70,000 Juniors, and 7,000 sophomores. Print and email messaging have been complemented by a robust social media campaign and recruiter outreach.

Early College

- As of 04/09/25, 138 of 395 eligible Early College students (35%) have paid a deposit for Fall 2025 as matriculating first-year students.
- The Early College team connected early deposited students with their academic advisor to establish an early relationship and provide guidance on course selection.
- The Early College team is also in the process of meeting with district partners in their schools to advise and schedule students for Fall 2025. This process allows for direct connection between the Early College team in conjunction with district administration and guidance.

Financial Aid

- Student aid offers began to be delivered on February 27; as of April 14, 7211 new student aid offers have been sent.
- Outreach has occurred by financial aid staff to students with PHEAA/PA State Grant issues, students with incomplete aid applications, outstanding documents, and balance due holds.
- Communication from the financial aid team has also occurred with PHEAA regarding data processing errors and issues with the GrantUs platform and students' state grant accounts.
- The financial aid office has created a financial literacy guide: <https://www.commonwealthu.edu/financial-literacy-guide>
- The team has also created four financial aid videos and posted them to our website:
 - Ways to Pay: <https://youtu.be/qUvEE8OZXEE>
 - Federal Direct Student Loans: <https://youtu.be/kWaXyNhALo8>
 - Parent PLUS Loans: https://youtu.be/QC-P7wyg_IY
 - Financial Aid Award Notification: <https://youtu.be/4DRQx3NSIk>

Student Affairs

- The Office of the Dean of Students

Jan 1 - Apr 1, 2025

- 279 student concern reports yielded 241 cases and 59 CARE team referrals.
 - Common referral issues included mental health (including suicidality), academic struggles, accidents/injuries/medical issues, hospitalizations, resource insecurity, family concerns, and grief.
 - The Bloomsburg Dean of Students Pantry
 - 124 visits this Spring semester.
 - This represents an 82% increase in average weekly visits compared to Spring 2024 and a 72% increase compared to Fall 2025.
- Campus Recreation
 - Campus Recreation witnessed a slight increase in Rec Center usage across all three campuses this spring.

	Bloomsburg	Lock Haven	Mansfield	Total
Jan-Mar 2024	46,628	11,973	6,555	65,156
Jan-Mar 2025	44,033	14,257	7,131	65,421
Change	-5.39%	19%	8.89%	.4%

- **Quest:** The following numbers represent the current programming Quest has provided for Commonwealth University participants during FY 2024-2025.

Total CU Hours	Total CU Part.	Total CU Prog.
7531	1446	105

Abbreviation Key
 SC = Summer Camps
 QIH = Quest Interest Housing
 Part. = Participants
 Prog. = Programs

	# Hours	# Participants	# Programs
QIH	1381	17	30
Adventure Programs	2088	331	26
Team Development	1188	984	5
Staffing Trips	928	80	30
Staff Training Hours	346	29	6
SC Staff	1600	5	8

SC Participants	6825	195	8
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- Quest's core programs include full-day backcountry experiences and extended programs (3-8 days), alongside smaller teaching and community-building sessions.
- Fiscal year-to-date, Quest has delivered over 7,500 program hours to 1,446 CU participants across 105 unique programs.

- The Office of Student Affairs
 - Mansfield:
 - HUT student attendance has remained strong over the past four years, averaging over 70 students at larger events and over 30 at smaller events.
 - Bloomsburg:
 - Total event attendance across the spring semesters has shown variable growth. In Spring 2022, the total attendance at events hosted by the Office of Student Involvement was 7,312, followed by 9,801 in Spring 2023. Spring 2024 experienced a significant increase to 15,138, but attendance dropped to only 8,369 in Spring 2025.
 - Lock Haven:
 - As of April 7, 2025, there were 97 active clubs and organizations, with 4 clubs in the Intent to Organize process. Student attendance at events this spring has remained consistent, with approximately 2,312 attendees across the same number of events as in previous years.
- The Office of Wellbeing and Health Promotion
 - Across all three CU campuses this semester, the office of Wellbeing and Health Promotion organized 18 outreach events, 6 residence hall events, and 8 First Year Seminar presentations, which engaged over 800 students in discussions about healthy behaviors and substance use choices.
 - The Wellness Coaching program gained 25 new students, and 14 sought support for substance use.
- Community Service and Civic Engagement
 - Lock Haven:
 - An upcoming blood drive on campus collected a total of 321 units of blood.
 - Lock Haven volunteers assisted Millbrook Playhouse with their annual spring-cleaning workdays to prepare for the summer opening.
 - Bloomsburg:
 - The Hungry Huskies food pantry/Bloomsburg Food Cupboard
 - Fall 2024 - 315 visits, while February-March 2025 witnessed 71 visits.
 - The Green Campus Initiative's Bloomsburg Farmer's Market was offered in the Fall and Spring
 - The 2024 Presidential Election saw increased vote-by-mail requests and a 10% decrease in Election Day voters at the Bloomsburg campus polling place.
- Student Health Services
 - Naloxone Distribution Expansion Initiative was in place for the start of SP25 semester
 - The existing program was expanded to include one self-serve Naloxone pick-up location in a common space of all residence halls.

- Telehealth medical appointments are now offered through all Health Services locations to support same day medical and mental health appointment opportunities to all CU students.
 - Outcome: 535 visits (up 47% since Feb COT report)
- Weekly Wellness Spotlight distributed weekly focusing on four key areas that affect student success: physical health, mental health, substance use/abuse, and overall wellness
 - Outcomes:
 - Distributed to over 12,000 CU inboxes (student, faculty, and staff).
 - Now featured in the Triad, student and parent social media outlets

Orientation

- Summer Orientation Registrations are open.

As of 4/15/2025: (first-time freshmen only)

Campus	4/15/2025	% of deposited FTF students registered for Orientation
Bloomsburg	608	54%
Lock Haven	206	53%
Mansfield	99	46%
Clearfield	4	44%

2024: (first-time freshmen and transfers)

Campus	4/18/2024	% of deposited students registered for Orientation
Bloomsburg	753	51%
Lock Haven	257	48%
Mansfield	141	50%
Clearfield	16	42%

Student Successes

- Mid-term outreach was performed by the student success specialists and included:
 - Students who reported at least one D or F: 2,523 total students
 - Students who reported all As and Bs (for positive outreach): 2,150 total students

Athletics

Bloomsburg

- The National Wrestling Coaches Association (NWCA) proudly announced the recipients of the 2025 NCAA DI Men's Scholar All-American Awards. Junior William Morrow earned the distinction for the second-straight season. Morrow boasts a 3.76 GPA at Bloomsburg and finished 1-2 at the 2025 MAC Championships.
- As of the close of the All In Day of Giving at 10:00 a.m. on April 11, Bloomsburg athletics was the leader among Commonwealth University schools and raised \$141,185 during the April 10 – April 11 24-hour campaign window. In total, Bloomsburg garnered support from 1,887 total donors between the 20 programs, including the general athletics fund and the Tyler Horst Nutritional Center. Husky supporters helped complete 22 total matches among the programs and athletics unlocked every match and challenge that was offered.
- Bloomsburg Swimming had seven student-athletes named to the 2025 College Sports Communicators (CSC) Academic All District Team. For the women, Catie Strayer, Madison Osanitsch, and Morgan Holmes earned the honor while Jack Drake, Connor McClurkin, Luke Willard, and Sean Witmer earned the accolade for the men.
- Senior Rylee Wenzel capped her illustrious career with the Bloomsburg swimming team at the 2025 NCAA Championships. Wenzel was joined by the 200-yard freestyle relay team of Morgan Holmes, Rachel Cunningham, Sidney Beers, who won the event at the PSAC Championships in school record-breaking fashion. Wenzel earned a spot at the 2025 NCAA Championships in both the 50-yard and 100-yard freestyle. She had her fastest times at the PSAC Championships as she won both the events for the second-straight season.
- The Bloomsburg women's tennis team claimed the 2025 PSAC East Regular Season title with a 7-0 win over Shippensburg. The Huskies end the regular season with a 13-2 record and a perfect 6-0 slate in the PSAC East, and are a number one seed and hosting the conference tournament, May 2-3.
- The Bloomsburg Student-Athlete Advisory Committee (SAAC) earned its third Make-A-Wish Reveal in the last four years. Due to health concerns for the Wish recipient, a Reveal will not be held on campus, but the Huskies will help to honor the local child and participate in granting their Wish through a gift collection and distribution.
- The Bloomsburg athletic department honored its Scholar Athletes and influential professors on April 24.
- The men's and women's soccer teams hosted their annual Alumni Game and Social on April 26 at Steph Pettit Stadium. Football hosted its annual Spring Game on April 26 and welcomed their alumni back, led by the Husky Legacy Club, for the first Alumni Flag Football game, held at Redman Stadium at Danny Hale Field. The field hockey team hosted its annual Alumni Game and Social on April 27.

Lock Haven

- Women's Basketball earned a trip to the PSAC Championship Final Four for the second straight season.
- Matt Muthler of the men's indoor track & field team earned All-American honors at the NCAA DII National Championships in the heptathlon. Muthler earned his trip to nationals after winning

gold at the PSAC Championships with a conference record score in the heptathlon. Muthler earned PSAC Outstanding Indoor Field Athlete.

- Men's Indoor Track and Field: Ryan Miller was named the PSAC Championship Scholar at the conference championship meet as he had the highest GPA to go along with another All-Conference performance.
- Women's Swimming: Sydney Houck was named the PSAC Championship Scholar at the conference championship meet.
- 11 Women's Wrestlers qualified for the NCWWA National Championships, marking the most in program history. Azariah Moore earned All-American honors, becoming the seventh Bald Eagle All-American in program history.
- Four Women's Wrestlers earned NCAA/NWCA Scholar All-American (Lindsay Laws, Trinity Monaghan, Jayleah Pletz, Lily Sherer).
- Behind Individual Championships by Anthony Noto, Gavin Hoffman and Wyatt Henson, Men's Wrestling won its third MAC Team Championship in four years.
- Six Men's Wrestlers qualified for the NCAA DI Wrestling Championships in Philadelphia, the most to qualify since the program also earned six in 2017 & 2018.
- Men's Wrestling also earned four NCAA DI Scholar All-Americans for the second straight season (Anthony Noto, Avery Bassett, Colin Fegley, Tucker Hogan).

Mansfield

- Announced Mansfield's Van Norman Field and Maxson Track Stadium Complex Set for Game-Changing \$4 Million Renovation. The project will modernize the stadium, elevate the student experience, and enhance a vital campus and community gathering space.
- Mansfield's Student Athlete Advisory Committee hosted and produced a six-hour live stream to promote Mansfield's All In Day of Giving.
- Three student-athletes had top performances at the PASSHEE Biology Conference. Kris Fulford (Women's Basketball) won 1st place for her oral platform presentation in the category of Cell and Molecular Biology; she also won the Outstanding Senior award, Emma Wonsick (Softball) won 1st place for her poster presentation in the category of Cell and Molecular Biology, and Delaney Clark (Women's Track and Field) won 2nd place for her poster presentation in the category of Ecology and Organismal Biology.
- Mansfield Announced Frank Butsko award winners for the Mansfield Football program with the ceremony on April 26th. The award winners were: Frank Butsko Award: Kellen Herman / Austin Snyder Alumni Appreciation Award: Rod Kelchner / John "Jay" Atkins Mountie Award: Radel Family / Tom Elsasser Award For Character: Steve Boyce '95 M'03.
- Mansfield Baseball and Softball earned career milestones. Austin Lewis of Baseball earned his 200th career strike out. In Softball, Anabella Putnam earned her 200th strike out and Melissa Demo got her 100th career hit.
- Mansfield Track and Field hosted the Molly Dry Invitational, a high school track meet on Thursday, April 17.
- Kristen Fulford and Katie Sheeler of the women's basketball team and Owen Chambers and Scott Woodring of the men's basketball team were named to the College Sports Communicators (CSC) Academic All-District Team.

Commonwealth Combined Athletic Notes

Bloomsburg

- Football alumni Joe Headen ('94) and Jim McCarroll ('93) are among the eight coaches set to lead the Pennsylvania Team at the 68th Big 33 Football Classic, presented by Renewal by Andersen. McCarroll is the current head coach at Pocono Mountain West and Headen currently leads the team at Susquehanna Township. Headen and McCarroll were teammates for the Huskies during the 1990, '91, and '92 seasons.

Lock Haven

- Football alumni Jesse Nagle ('05), Nick Keefer ('10) and Homer DeLattre ('97) selected to PA East/West and Big 33 Classic coaching staffs.

Institutional Effectiveness

- In April, CU received and responded to the MSCHE team report which documents the team's findings on CU's compliance. Their findings are based on a careful review of the self-study report, evidence, and information received from the four March visits to CU locations. The team indicated that CU appears to meet the requirements of affiliation and all seven standards. CU's institutional response acknowledged the team's hard work and updated MSCHE on progress made since the visit toward implementing recommendations and collegial advice regarding academic program assessment. The final determination will be rendered at the June 2025 MSCHE board meeting.
- During the spring semester, the General Education (GE) Council initiated four working groups to conduct deep-dive reviews for learning goals under the Foundations Theme, which included the first-year seminar, oral communication, quantitative reasoning, and written communication. These reviews resulted in recommendations that are intended to improve GE program delivery, student learning, and the assessment process.

Diversity, Equity, Inclusion, and Belonging

- The 30th Annual Sankofa Conference was held on February 21 at CU-Bloomsburg, celebrating three decades of promoting cultural awareness and education. The event attracted 175 participants, including students from various CU campuses, other universities, and local high schools. The conference provided a platform for engaging discussions, workshops, and networking opportunities, fostering community and collaboration among diverse attendees.
- On February 21, 25 students from CU-Mansfield visited 16 elementary school classrooms, ranging from Kindergarten to 6th grade, to read books about African American figures. All of the books were donated to the classrooms, and any extra books were given to the elementary school library. The readers connected with over 100 elementary school students.
- Unity Fest was held on April 1 at CU-Lock Haven, aiming to celebrate the community of Lock Haven and create a welcoming atmosphere for students, faculty, staff, and visitors. Attendees enjoyed a variety of attractions, including over 20 resource tables from campus and local organizations. Performances were provided by magician Richard Benninghoff and DJ Vid, and caricatures were drawn by artist Sam Saxton. A total of 186 students and members of the CU community attended the event.
- Nine students from the Frederick Douglass Institute (FDI) attended the PASSHE FDI Research and Creative Arts Conference held on April 3-4 at PennWest-Clarion. Three groups presented at the conference. Their presentations focused on the FDI Learning Community, the role of community

in student success—specifically highlighting the Emerging Scholars program—and student-led partnerships with marginalized communities, emphasizing the relationship between CU and Simon Gratz High School.

- DEIB is participating in Registration Outreach efforts led by Dr. Stephen Lee and the Enrollment Management and Student Affairs Division.

Strategic Communications and Marketing

- Highlights of **news coverage** in our key markets resulting from Strategic Communications media relations outreach in partnership with Advancement, Athletics, Academic Affairs, Workforce Development and other key areas included:
 - Commonwealth University honors 3 with Keepers of the Flame awards
 - Longtime Bloomsburg Supporters Tim and Carol Wagner Make \$35,000 Gift to Support Huskies Athletics
 - CU Students Travel to Harmons, Jamaica for Service-Learning Program
 - 23 PA Fish & Boat Commission Waterways Conservation Officer Trainees Graduate from Mansfield Police Academy
 - CU-Lock Haven Sophomore Receives William I. Vance Memorial Scholarship
 - Tom Stiner '76 Makes \$195,000 Gift to Support Women's Basketball Scholarships and Provide Nelson Upgrades
 - Commonwealth University Students Participate in Model EU Simulation
 - Joel '96 and Kelly '96 Showalter Commit \$100,000 to Increase Support for CU-Bloomsburg Students
 - Tom Elsasser Memorial Scholarship Established at Mansfield University Mountaineer Foundation
 - Bloomsburg Alumni Couple Greg and Jennifer Bowden Deepen Their Support for Students
 - Horton '68 Commits \$500,000 Estate Gift to Mansfield University Mountaineer Foundation
 - Husky Elite Wrestling Club President Dennis Siegmann '68 contributes \$30,000 to Athletic Scholarships
 - A Remarkable Journey Through the Commonwealth University Early College Program
 - Alumna Empowers Students Through Major Planned Gift Inspired by Alumni Volunteerism at CU-Lock Haven
 - Mansfield's Van Norman Field and Maxson Track Stadium Complex Set for Game-Changing \$4 Million Renovation
 - PSP Helicopter Lands at Commonwealth University-Lock Haven for Aviation Presentation
 - National History Day Contest Brings 58 Local Students to CU-Lock Haven
 - Commonwealth University-Lock Haven Hosts 21st Annual Kent's Fest
 - Mansfield's All In Day of Giving Raises Over \$80,000 From More Than 450 Donors
 - CU-Lock Haven Raises More Than \$260,000 During Annual All In Day of Giving Fundraiser
 - Bloomsburg Huskies Shatter Records During All In Day of Giving

View these stories and more at commonwealthu.edu/news
- **TV Coverage:**

- CU-Lock Haven held its second Unity Fest on April 1 in the PUB MPR. [WNEP-TV](#) covered the event.
 - CU-Lock Haven's 10th 'All In' Day of Giving fundraiser was covered by [WNEP-TV](#).
 - CU-Bloomsburg hosted a program on women in law enforcement on April 15. [WNEP-TV](#) covered the event.
- StratComm continues to oversee **multi-channel digital marketing and advertising campaigns** designed to further build CU's brand awareness while also delivering key enrollment conversions to generate leads, applications, visit/event registrations, and deposits for first-year, transfer, and graduate students. Tactics include paid search, paid social, display Retargeting and outreach, mobile foot printing, and IP targeting through Slate lists.
 - Since March 1, the **24-25 digital marketing campaign** generated **1.5 million impressions** with a **click-through-rate of .56%** and **889 conversions** (225 submitted applications; 359 inquiries; and 305 visit/event registrations).
 - Of note, the PPC campaigns for Commonwealth, Bloomsburg, Lock Haven, and Mansfield generated strong results from 8/1/24-3/31/25, with 3,615 total conversions, including 1,445 application submissions. This reflects an increase of 185% in conversions with a 65% lower cost per conversion year-over-year.
 - Launched on Feb. 1, the IP Targeting campaign continues to support efforts to drive deposits among admitted students through Slate lists provided by Admissions for a first-party match. While considered an awareness tactic, thus far, the campaign has a strong click-through-rate of .34% (.12% CTR is the Undergraduate benchmark).
 - Launched **additional marketing campaigns** to support new student and transfer recruitment and yielding of the Fall 2025 class as well as building the top of the funnel for the Fall 2026 class. Tactics include streaming video, website display ads, Spotify audio and video, local radio, Facebook and Instagram ads, digital billboards in key demographics throughout Pennsylvania, and print advertising.
- The web team completed its initial series of **web editor trainings** spanning from January - March 2025. The trainings educated over 70 faculty and staff on best practices including SEO and Accessibility and equipped them with the ability to update web content for their areas. A secondary wave of training opportunities is being planned for early summer.
- The establishment of the **CU website style guide** was introduced as an important resource in maintaining consistency, brand recognition, and overall quality control. It is available on the CU website off of the Strategic Communications and Marketing Division page.
- The CU Strategic Communications and Marketing Department was honored with a **Bronze Award in the Institutional Website category at the 12th Annual Education Digital Marketing Awards**. This recognition highlights the design and functionality of the new commonwealthu.edu website, launched in June 2024.
- Successfully promoted the **All In Day of Giving**, held April 10-11, at Bloomsburg, Lock Haven and Mansfield. Support included social media content, graphics, photos, videos, press releases and live streams.
- Recently promoted and publicized **24 individual CSC Academic All-District honorees**. Selected by College Sports Communicators, the Academic All-District Teams recognize the nation's top student-athletes for their combined performances on the field and in the classroom. College Sports Communicators is a national association for strategic, creative and digital communicators across intercollegiate athletics.

Information Technology

- Finalized inventory of operational IT assets (i.e. network hardware, servers, classroom/lab computers, classroom/lab AV equipment, etc.) Loading all assets into TeamDynamix (IT Service Management solution) to consolidate operational management of all IT equipment in process.
- Continued partnering with Academic Affairs and Facilities re: CU-Bloomsburg's McCormick renovation: network installation, acquisition of classroom AV and multi-modal technology, and lab computers in process.
- Continued partnering with Fiscal Affairs, Auxiliaries and Facilities re: proposal for a unified card center organization and analysis of options for standard door locks & access control software integrated with standard ID card solution across campuses.
- Developed comprehensive IT strategic plan aligned with Commonwealth University strategic priorities and PASSHE IT priorities.
- Developed and submitted proposed annual operating plan and zero-based budget for FY26. In process of developing rolling five year financial outlook.
- Initiated development of succession plans for IT leadership positions.

University Disability Services

- This spring UDS is currently supporting 1,278 students registered with disabilities at CU. This demonstrates an increase of 11.32% from last spring (1,148 students).
- UDS partnered with First Year Experience classes across CU to present on University Disability Services. The presentation reviewed qualifications, documentation guidelines, and differences between K-12 and college.
- UDS partnered with the Learning Center, Dr. Karen Hamman, and the Academic Coaches to offer a workshop about coaching students with disabilities.
- UDS Assistant Directors have participated in high school transition conferences this spring to share information about CU and accommodations.
 - Bloomsburg Area High School Transition Day
 - Danville Area High School Transition Conference
 - IU13 Transition to Post-Secondary Education Fair
- UDS participated in the Middle States site-visit through scheduled meetings including:
 - DEIB
 - Academic and Student Support Services
 - Staff Open Session
 - Oral Report
- UDS has been actively engaged in several Senate committees including:
 - Academic Policy Committee
 - Authored both the Credit Load and Priority Registration policies which have been approved
 - Space & Facilities Committee
 - Diversity, Equity, & Inclusion Committee
 - Currently drafting the revised ADA policy