



Council of Trustees
West Chester University
West Chester, Pennsylvania 19383

UNANIMOUSLY APPROVED
BY THE
COUNCIL OF TRUSTEES
SEPTEMBER 22, 2011

www.wcupa.edu

**REGULAR MEETING OF THE COUNCIL OF TRUSTEES
PHILIPS 3rd FLOOR BOARD ROOM
PHILIPS MEMORIAL BUILDING
May 5, 2011
7:30 PM**

The regular meeting of the Council of Trustees of West Chester University of Pennsylvania was held on May 5, 2011, in the Philips Memorial Building, West Chester, PA.

AGENDA ITEM I – CALL TO ORDER:

Chairperson Fillippo called the meeting to order. Chairperson Fillippo led the Pledge of Allegiance. Council members present were Members Fillippo, Whitlock, Carrozza, Alicea, Lewis, Matlawski, Silberman, and Tomlinson. Absent but accounted for were Members Dozor, Moskowitz, and Thomas.

AGENDA ITEM II – APPROVAL OF MINUTES OF THE PREVIOUS MEETINGS AS DISTRIBUTED TO THE COUNCIL OF TRUSTEES:

MOTION (WHILLOCK/CARROZZA):

APPROVAL OF MINUTES OF THE MARCH 24, 2011, MEETING AS PRESENTED.

MOTION UNANIMOUSLY APPROVED.

AGENDA ITEM III – PUBLIC COMMENT: LIMIT OF TEN (10) MINUTES:

None.

AGENDA ITEM IV – REPORT OF THE COUNCIL CHAIRPERSON:

Chairperson Fillippo announced that this meeting would be the last scheduled meeting until September and wished everyone a good summer.

AGENDA ITEM V – REPORTS OF THE UNIVERSITY PRESIDENT AND CABINET:

President Weisenstein gave the following report:

President Weisenstein reminded the Council of Trustees that Gail Haney, Secretary to the Council of Trustees, is retiring and that this would be her last meeting with the Council of Trustees. He stated that they would all be losing a trusted colleague and friend, and he thanked Gail for her excellent service to West Chester University and to the Council of Trustees. He then introduced Mrs. Rebecca (Becky) Hook who will serve as the Senior Associate to the President and Secretary to the Council of Trustees beginning on May 16, 2011. Becky has been with the University since 1991 and was a member of the President's staff for seven years before moving to the position of Executive Associate to the Provost in 2000. The move now to the position of Senior Associate to the President is a natural progression for Becky, and a homecoming of sorts. He asked those present to join him in welcoming Becky Hook.

President Weisenstein called upon Vice President Adel Barimani to give a brief update on our WCU website development. Mr. Barimani shared that

among the many rankings that West Chester University received in the last few years, such as the Kiplinger's Magazine Top 100 Universities, and many others, this year an independent webpage organization ranked West Chester University in the top nineteenth in the regional north. This company ranks over 12,000 universities and West Chester University is number two in Pennsylvania, and number nineteen in the northern region of the USA. The ranking is based on some of the categories such as: the number of pages covered by the varied search engines available (Yahoo, Google, etc.), total number of external links that are visible on our website, the number of all PDF files and formats that are on our site, and the number of papers and citations that are on our site. He explained that the reason behind all of this is because of the work of WCU's Assistant Director of Content and Web Services, Kim Slattery, and the web team for designing the webpage and gathering all of the necessary information. Secondly, over five years ago WCU Information Services had distributed details of web content management to all the departments on campus. With this, each department has the capability to update their own pages and put their files and images on their website. Therefore, within these five years, numerous files have been developed with numerous links. Also, this agency rates the international visibility of the web pages and as of the last few months, we have now two different languages installed on our webpage and numerous others will be added as well. It is a great honor to be ranked number nineteen in the northern region and the first among the PASSHE universities to gain this recognition.

Mr. Barimani also mentioned that President Weisenstein had asked our web team to investigate a mobile website for our campus. The team worked with one of our WCU alumni and our students, and as a result, a new website has been developed. In the next two to three weeks, when cell phones are used to go to West Chester University's website, access will automatically go to the mobile version. A survey was completed to get ideas from students as to what categories should be listed, and it will be a quick and convenient way to navigate on the Smart Phone. It includes the bus schedule, e-mail, the learning management system, campus map, tools, etc.

President Weisenstein thanked Mr. Barimani and his team for their fine work in keeping WCU on the cutting edge with our technology and for really listening to our students and their needs and working hard to build those needs into our technology advancements.

President Weisenstein reminded everyone that at the last meeting, they celebrated the successful conclusion of West Chester University's Middle States Association Accreditation visit and that the attention of the University would now visibly focus on the Strategic Planning effort. He introduced Mr. Dick Swain, Director of Library Services and Dr. Roberta Snow, Professor in Business Management, to give an update in their roles as co-chairs of the Strategic Planning Steering Committee. Together, Dick and Roberta presented an update on Strategic Planning.

Dr. Snow shared the methods that have been employed so far, where we are currently, and where we intend to go. She explained that she and Dick

have been working with thirty-two members from all of the divisions across the University. It is an incredibly diverse, energetic group and every person has risen to the challenge of information gathering. Creating an information-rich environment is challenging right now because that environment can change from day-to-day. This group is charged with looking beyond the University and seeing what significant trends, events and issues in the greater world can affect WCU in the long run.

They divided the members into five groups and used two models that are used in environmental scans in business, not-for-profits, and in government. The first four are based on what is called a “PEST Analysis” and the fifth one is based on “Industry Analysis.” Dr. Snow briefly explained what kind of information was gathered by committees formed for each of the following areas:

1. Political – (power relationships on federal, state and local levels), regulatory issues, points of contention, and demands for accountability. Looking at the political scan that was completed for the last Strategic Plan twelve years ago, the political trends change slowly. There are still issues of accountability, support, points of contention, discussions of the role of higher education on the political front and these are fairly constant.
2. Economic – The dollars were considered here as well as labor market issues, in particular, local and regional labor market conditions for our students. Economic dynamics (very challenging right now) were investigated and material resources were examined. A University that

- has been growing and is involved in a myriad of building projects has to look at the material piece very closely and seriously.
3. Socio-cultural demographics norms values – This addressed particularly going forward “How are the students going to learn in the future?” and “How do we meet those needs as a public institution?”
 4. Technological – This is dynamic and moves very quickly. Being addressed are issues of hardware and software as well as needs for continuous training and how different generations use technology differently.
 5. Industry Analysis – This allowed part of the group to focus more closely with higher education. Issues here range from costs, competition, globalization, and distance education.

Within these five categories, there is some redundancy and some conflict, but it will be the co-chairs’ job to write a first draft of telling the story of what is going on in the external environment. The next step is to develop a comprehensive view of what is going on internally and externally. The Middle States evaluation will be taken into consideration regarding this along with the Campus Climate Survey, Comprehensive Facilities Plans, Task Group Marketing Plans, etc. including all of the good work that has been completed internally for an assessment of where the University is. The external and internal views will help to shape the basis of a shared image or snapshot of where the University is now.

The timeline was shared with the Council of Trustees which includes:

- Work on a brief update for the University community (send it back to the committee to fill in the gaps that might exist to make sure that the co-chairs have not misinterpreted any facts). This will allow the formation of a solid working draft around which there is consensus with the group.
- Summer – prepare the comprehensive internal and external scans, focusing on the high points from the internal and external documents.
- Stakeholder engagement – start interacting with people, including the Council of Trustees as the leadership. Meetings, sessions, surveys, and interviews will be put together.
- Fall – ramp it up with more stakeholders back on campus and when the budget is clarified and negotiations are finished.
- Spring of 2012 – COT should be meeting to approve a Strategic Plan. (This will include assessment of the goals - goals that can be achieved and markers to show what has been done both in the short run and the longer term. A process will be built into it so that it can be modified and extended as it progresses.)

President Weisenstein thanked Dick and Roberta for their excellent presentation and promised the Council an update and engagement in the University's progress in Strategic Planning as it continues to unfold.

President Weisenstein provided the Council of Trustees with summary of

“The Year End.” These topics were:

- Image – the image of the University continues to increase and elevate.
- Enrollment continues to be very robust. Last year, WCU had over 21,000 first-time applicants. While the count is not going to be in for a while, it is likely that the 21,000 total will be surpassed this year. Our yield (the percentage of students who are admitted versus those who actually enroll) is staying quite high. We are also attracting very high quality students and are turning away some students who have over 1,100 SAT scores and are accepting students to WCU who have 1,450 and above SAT scores.
- Our faculty and staff continue to receive recognition for their work – their teaching, research, and community service. We are finding that more and more, the media are calling on our faculty to be local experts, and that is very positive recognition of their good work.
- In our development efforts, even though the economy has been stagnant, the number of people giving is up about 29 percent or 1,000 more people than last year at this time. Our annual fund and giving programs are up about 12 percent. Those are significant gains, particularly in difficult economic times. The President thanked everyone in Advancement and in Development for some very fine efforts. Particularly, he thanked Susan Vanscovich (Director of Annual Funds) and Leah Semmelhaack

(Phonathon Director). Both are relatively new to their positions and are doing a great job for WCU.

- WCU is now signature to the University and College President's Climate Commitment. There is a small group of universities around the country that has made a commitment to work toward a carbon neutral environment. WCU has done that and has taken great steps some time ago starting in our geothermal energy projects. We are getting a good deal of national recognition for our work in environmental sustainability.
- WCU has now achieved an additional Carnegie Classification as "Community Engaged." Only 115 universities around the country, out of about 4,000 universities public and private, were designated this year by the Carnegie Foundation in this category. This has a great deal to do with our fine programs through the leadership of Ms. Maggie Tripp in the office of Service Learning and Volunteer Programs. The total number of volunteer hours provided by WCU students to our communities and campus is 233,000. As a comparison, the University of Delaware students (who are also doing a good job with community service) volunteered a total of 140,000 hours.
- An update on International Programs and Distance Education – In trying to boost the number of international applicants to WCU,

WCU has found real opportunities for the institution. For example, we have twenty-eight applicants this year from Norway. We believe about twenty of those students will matriculate to WCU in the fall. This will be a nice addition to our international student population. This year also, for the first time, we have one of our professors who will be teaching during the fall semester at the American College of Norway which will be a great experience for the professor as well as the Norwegian students in the classroom.

Our distance education initiatives are moving forward. The MBA is online and a Master's Degree in Special Education is being prepared and will likely be coming online this fall. We are being successful in bringing more programs to more people, particularly to those people who (for whatever reason) cannot be traditional students on our campus, but still would like to have the benefits of a WCU education. Dr. Weisenstein expressed his thanks to the faculty who have "stepped up" and put their time and energy into these programs.

- BUDGET - As WCU moves forward, there are some serious challenges. We have more unknown variables than known regarding our budget. The legislature in Harrisburg is receiving our message very well, and it appears that we will have a figure to work with that is most likely better than the Governor's budget proposal. We are anxious to find out what that figure is and to see

what the House of Representative's budget is (which will be a marker for us) so that we can assume that our funding level will be near to that marker. With that figure, we will be able to do more specific planning than we have been able to do up to this point. About the end of June, the President suspects that we will be given the variables needed. We will know what our tuition level is; we will know what our Commonwealth funding level is; and we can make adjustments in the planning that has already taken place. The President expressed his thanks to our students, Jess and others, for their advocacy for WCU. They did a great job and made us proud in Harrisburg. Our students "stood out" among all of the students who were representing other institutions.

As we plan for whatever this budget may be (both tuition as well as Commonwealth funding), we are taking into consideration costs that we can contain or reduce. At the same time, we are examining ways that WCU can generate additional revenues. Faculty, staff, administrators and students have been very responsive to working with this model.

WCU is moving ahead with the Vice Presidents leading the way in their respective divisions. At the same time, we have established what is called a "Financial Stabilization Fund". This fund is made up of a pool of some of the rollover dollars distributed around campus. Funds from that pool will be used to back-fill services

and programs that are core to our mission that might otherwise be cut. Our planning in moving forward has been very good. The campus has been responsive, and we are ready to make whatever adjustments are necessary to keep the University moving forward.

Approval of Purchase Orders and Contracts

MOTION (TOMLINSON/LEWIS):

BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA HEREBY APPROVES THE LIST OF PURCHASE ORDERS AND CONTRACTS IN EXCESS OF \$5,000 EXECUTED DURING MARCH, 2011, AND APRIL, 2011, FOR THE PURCHASE OF EQUIPMENT, SERVICES, AND SUPPLIES.

MOTION UNANIMOUSLY APPROVED.

This concluded President Weisenstein's report.

AGENDA ITEM VI – REPORT OF THE EXECUTIVE COMMITTEE:

None.

AGENDA ITEM VII – REPORTS OF STANDING COMMITTEES:

Chairperson Fillippo asked that the report on SGA and Student Related Activities be included from now on with the Student Affairs' standing committee report and he called on Member Alicea to report at this time:

Student Affairs

A. Report on SGA and Student Related Activities

Member Alicea reported that Advocacy Day was held in April. A small group of students, along with Dr. Weisenstein, Mr. Dowdy and

Chairperson Fillippo travelled to Harrisburg to let members of the

legislature know just how much the budget cuts would significantly hurt and harm students and to provide background information about what it is like to be a traditional student at West Chester University and at other PASSHE institutions. It was very well received, and it was good that the legislature had faces to remember when they were considering making cuts. It was an excellent experience.

Regarding the Student Government Association, elections took place in April. The new Executive Board could not attend this session of the Council of Trustees, but Member Alicea reported that she was elected as President of the SGA and is excited to take over that leadership position. The Vice President is Michelle Strausbaugh, Treasurer is Katie Kearney, and the Secretary is Mark Serofeci. The position of Parliamentarian is still open and there are nominations for this position which will be handled in the fall semester.

The Active Minds Club is an organization that works to bring mental health issues and awareness to campus among students to take away the stigma of reaching out for help should it be needed. This club recently held an event called "Send Silence Packing" which was most likely their largest event to date. They were selected from their national affiliated organization to provide this program where they set out 1,100 backpacks in the academic quad area. Each backpack represented a college student who committed suicide throughout the year, and it was to get the conversation started. Each backpack had a story attached to it

and it began a conversation that showed that it is acceptable to reach out for help and to find people with whom they can talk. It was extremely successful. Many students who are not usually involved in organizations said that they were extremely moved by the program. The Leadership Awards were presented this spring. The Organization of the Year Award was given to the Honors Student Association which was very exciting for them because they had just won "Most Improved" organization the year before. The Programming of the Year Award went to the Human Experience Documentary in which at least fifteen other clubs and organizations contributed funds to bring here, as well as Aid to South Africa, which is a huge initiative that raises money for a school in South Africa. SGA and the Honors College have become partners in this program to raise funds in an effort to continue strong education in South Africa.

Regarding Athletics, Member Alicea reported that there have been some disappointments in post season games recently. Women's lacrosse and softball teams made it to the championships but fell to other universities. However, WCU students are proud that they made it to the championships. Four WCU lacrosse players were selected to play in the All PSAC Team which is an incredible honor for these students. WCU Men's Golf Team finished in the top ten of the NCAA Regionals for Division II golf.

This concluded Member Alicea's report.

B. A summary of the Student Affairs Committee will be included with the minutes.

Academic Affairs

This sub-committee meeting was cancelled.

Advancement

Member Silberman reported that the committee did meet and asked that the summary provided be included with the minutes. He reported that Dr. Mark Pavlovich announced at the meeting that there is a 29 percent increase in fundraising this year with 1,600 more donors this year than last year. There is a 38 percent increase in parents who are donating. Member Silberman also announced that during the past week when our military performed so heroically in Aftganistan, he announced that Dr. Weisenstein received The General DePuy Award, a very prestigious award. This award was created in 2005 and presented by the US Army Cadet Command annually and is presented to an individual who has provided significant support to the local or national Army ROTC, demonstrated support during the past year and provided service or achievement resulting in tangible or intangible benefits to the Army ROTC program. The DePuy Award is considered the most prestigious award given by Cadet Command, the present organization of the Army ROTC. The Council of Trustees commends Dr. Weisenstein for receiving this award.

This concluded Member Silberman's report.

Campus Development and Facilities

Member Matlawski reported that the committee did meet and asked that the summary provided be included with the minutes.

Information Technology

Vice President, Adel Barimani, asked that the summary report be included with the minutes.

Budget and Finance

Member Carrozza reported that the committee had met and asked that the summary provided be included with the minutes. In addition, Member Carrozza reported that through FY2010-2011, West Chester University remained healthy thanks to the Division of Administration and Finance under the direction of Vice President Mark Mixner. Once again, five Philips Scholarship applicants were awarded. The endowment has done very well and the \$20M mark has been broken. In addition, there was one resolution for consideration and action by the Council of Trustees.

MOTION (CARROZZA/MATLAWSKI):

BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA HEREBY APPROVES AN INCREASE OF \$10 TO THE UNDERGRADUATE APPLICATION FEE. THE NEW FEE OF \$45 IS EFFECTIVE FALL SEMESTER 2011.

MOTION UNANIMOUSLY APPROVED.

This concluded Member Carrozza's report.

AGENDA ITEM VIII – REPORTS OF SPECIAL COMMITTEES:

Member Matlawski reported on the results of the nominating committee by presenting the following slate of officers for consideration and action by the Council of Trustees:

Chair - Thomas Fillippo
Vice Chair - Cathie Whitlock
Secretary - Bernard Carrozza

MOTION (MATLOWSKI/SILBERMAN)

BE IT RESOLVED THAT THE FOLLOWING MEMBERS OF THE COUNCIL OF TRUSTEES WILL SERVE AS THE OFFICERS AS DESIGNATED BELOW FOR THE 2011-2012 ACADEMIC YEAR:

**CHAIR - THOMAS FILLIPPO
VICE CHAIR- CATHIE WHITLOCK
SECRETARY- BERNARD CARROZZA**

MOTIONAL UNANIMOUSLY APPROVED.

AGENDA ITEM IX – REPORTS OF LIAISON TO CONSTITUENCIES:

None.

AGENDA ITEM X – OLD BUSINESS:

None.

AGENDA ITEM XI – NEW BUSINESS:

Based on an informal survey of the members of the Council of Trustees, Chairperson Fillippo recommended that for the meeting in September, 2011, the schedule for the Council of Trustees meeting will be tried as follows:

4:00 – 4:30 p.m. – Private Council Member Reception

4:30 – 5:15 p.m. - Committee Meetings

5:15 – 6:30 p.m. - Formal Meeting

6:30 p.m. - Dinner

Chairperson Fillippo welcomed Ms. Rebecca (Becky) Hook to her new position, and then he asked Secretary Carrozza to sum up the Council of Trustees' thank you to Gail Haney for her service over the past seventeen years to be recorded in the minutes.

Secretary Carrozza expressed the corporate thank you of the Council of Trustees to Gail for allowing them to be the recipient of her goodwill, support, counsel, and advice over the years. He expressed his gratitude for the fact that these remarks would remain a part of the written record of this meeting forever, just as Gail will be remain in their hearts forever. He thanked Gail for her magnificent work over the years and appreciated hearing the accolades that were spoken at Gail's retirement reception on Tuesday, May 3, 2011 because everything that was said was absolutely true and well deserved. On behalf of the Council of Trustees of West Chester University, Secretary Carrozza wished

Gail farewell, God's blessing and God's speed and encouraged her to enjoy every day ahead more than the day before.

Chairperson Fillippo thanked Secretary Carrozza for his words to Gail, on behalf of the Council of Trustees and reminded the Council of Trustees' members of the Undergraduate Commencement ceremony taking place on Saturday, May 7, 2011. He also wished all of the members a wonderful summer.

AGENDA ITEM XII – ADJOURNMENT:

Chairperson Fillippo asked for a motion for adjournment.

MOTION (CARROZZA/WHITLOCK):

MOTION TO ADJOURN AT 8:25 P.M.

MOTION UNANIMOUSLY APPROVED.

Respectfully submitted,



Bernard J. Carrozza, Ed.D.

Secretary