



Council of Trustees
West Chester University
West Chester, Pennsylvania 19383

UNANIMOUSLY APPROVED
BY THE
COUNCIL OF TRUSTEES
November 8, 2012

www.wcupa.edu

REGULAR MEETING OF THE COUNCIL OF TRUSTEES
PHILIPS 3rd FLOOR BOARD ROOM
PHILIPS MEMORIAL BUILDING
September 6, 2012
5:15 PM

The regular meeting of the Council of Trustees of West Chester University of Pennsylvania was held on September 6, 2012, 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 (Acting Secretary), Alicea, Costello, Dozor, Lewis, Moskowitz, Matlawski, Silberman, Tomlinson. Absent but accounted for was Member Carrozza.

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

MOTION (MOSKOWITZ/MATLAWSKI):

APPROVAL OF MINUTES OF THE MAY 3, 2012, 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 welcomed everyone to the new 2012-13 Academic Year. On behalf of the Council of Trustees, he thanked the players and coaches of the West Chester University Men’s Baseball Team for coming so that the Council could honor them as the 2011 NCAA Division II Champions! He invited Dr. Matt Bricketto, Vice President of Student Affairs, and Ed Matejkovic, Athletic Director, to come forward to assist him with this special recognition.

The following list includes all who were honored at the meeting and received plaques:

WCU BASEBALL TEAM -		POSITION
Rob	Spekhardt	Infield/Outfield
Joe	Wendle	Infield
Matt	Kirchner	Outfield
Dylan	Zigman	Infield
Justin	Lamborn	Infield
Josh	Heyne	Infield
Tyler	Coleman	Outfield
Rob	Lessig	Outfield
Reid	Pulford	Catcher
Jack	Provine	Outfield
Chris	Pula	Infield
Alec	Schwartz	Right Hand Pitcher
John	Barr	Left Hand Pitcher
Mike	Raimo	Outfield

Dave	Stieg	Right Hand Pitcher
Fred	Breidenback	Right Hand Pitcher
Jordan	Wlodarczyk	Catcher/Infield
Andrew	Kulp	Right Hand Pitcher
Matt	Baer	Outfield
Kyle	Weary	Right Hand Pitcher
Dylan	Porter	Right Hand Pitcher
Conor	Kerins	Left Hand Pitcher
Brent	Roehrich	Right Hand Pitcher
Kyle	Frazier	Catcher
Will	Brzozowski	First Base
Nick	Hinkson	Right Hand Pitcher
Jordan	Lehman	Right Hand Pitcher
Matt	McAllister	Right Hand Pitcher
Joe	Gunkel	Right Hand Pitcher
Jad	Prachniak	Head Coach
Ryan	Giblin	Assistant Coach
Kyle	Orensky	Assistant Coach

Chairperson Fillippo again thanked the team for coming and the team and coaches received a round of applause.

Chairperson Fillippo called on President Weisenstein for his report.

AGENDA ITEM V – REPORT OF THE UNIVERSITY PRESIDENT:

President Weisenstein gave the following report:

Thank you, Tom.

I also wanted to mention that Senator Tomlinson and Senator Dinniman invited a couple of the team members who were present at the Board of Governor’s meeting as well as the coaches from both of West Chester

University's championship teams (Women's Field Hockey and Men's Baseball) to the Senate floor. Great pictures were taken and a very informative tour was given on the Capitol, and we all appreciated that very much.

[At this point, Senator Tomlinson remarked that he always enjoys showcasing West Chester University's good students to the rest of the Senators in Harrisburg.]

We also came very close to a third national championship which would have set some records outside of PSAC across Division II. I don't know if any other university has won 3 national championships, but we came within 1 goal of winning the Women's Lacrosse Championship. That team also deserves some acknowledgement as well. They had a great season. Overall, it's been a very good season for Golden Rams' athletics.

We have had a very good start to our new academic year. There was a very smooth move-in process. We moved in just under 5,000 students on campus and I had a number of parents stop me as I was walking around campus and they would say, "Are you the President?" I'd jokingly say, "Well, it depends." They had great things to say about how helpful our students, staff and faculty were and how easy it was to move in. The parents who had some comparisons particularly commented on how much easier it was and smoother to move their son or daughter into West Chester University than it was in another experience at another university. That was very nice to hear. Our folks did a great job on move in, a great job with student orientation, and got off to a fabulous start of the new academic year.

It is still unclear what our enrollment will be until the final snapshot date. We think we will be somewhere between 15,315 – 15,400. We also think that is going to keep us the largest PASSHE university. We will have to see what IUP's enrollment is, but we are right where we want to be and where we predicted we would be.

We also have impressive students coming to WCU as the level of preparation of our students continues to elevate. Combined SAT scores for our regular admits were 1,113. That is a very good average and we are proud of that. Class rank is in the 72nd percentile and GPA is 3.57. This really reflects the popularity of West Chester University as one of the top destinations for higher education not only in the mid-Atlantic, but along the east coast. We are drawing from even further regions from our immediate service region which is good and means that the reputation of WCU is expanding. This is exactly what we want to see happen so it helps our students secure employment in the Commonwealth and beyond, as well as us recruiting the very top students.

Not only did we get some impressive results on the field with our championship teams, but our WCU Student Athletes set a new school record having 369 students (over one-half of our student athletes) named to the WCU Athletic Director Honor Roll for the spring 2012 semester. Our gymnastics' team put 19 of its 19 members on this Honor Roll which is very impressive.

This fall we've opened the new Student Recreation Center which is a 72,575 square-foot facility. There are many, many students using the facility already. This is one of the additional activities that we provide for our students

which is both a social opportunity as well as recreational opportunity. This, along with the continuation of our Sykes After Dark programs, provides our students a lot of opportunity, especially on the weekends, to do things right here on campus. Research shows that the more students stay within the campus, the better chance they have to complete their degree programs.

This facility features a three-story rock climbing wall, which I have been told that they want me to try, but I have resisted that, a multipurpose court, two court gym, two large cardio equipment and weight rooms, several aerobics studios, a Juice Bar and lounge, elevated running/walking track on the third floor, racquetball/handball courts, and a spinning room for bicycle exercising.

I would encourage you to come for the Grand Opening Ribbon Cutting scheduled for October 2, 2012 at 3:30 p.m. at the Recreation Center. Please let Becky know if you can be there so that we can acknowledge you as part of the Council of Trustees.

In ongoing support to the Borough of West Chester, we continue to support the Security Patrol in the southeast quadrant to keep the peace. Neighbors very much appreciate that and we have some very positive feedback from the Borough about the Patrol which is 2 teams of 2 people on Thursday, Friday and Saturday nights. They have been able to cut down on the nuisance kinds of issues (loud noise late at night, early in the morning, beer cans on the streets and in yards). Plus, and probably most importantly, they are able to help keep our students safe who live in that area. Keeping our students safe has been a major concern of ours whether the students are on campus or off

campus. The Security Patrol is supported by the WCU Foundation and the Patrol reports through the Borough Police Department so this is a very efficient collaborative effort.

We have started out our academic year a bit ahead with the number of gifts and the total giving. We anticipate that this is going to be a very good year for gifts to West Chester University. People want to invest in a winner, and we are a winner. It is encouraging more people to look at opportunities to make a difference with the dollars that they have.

I am pleased to announce two outstanding gifts supporting WCU:

- First, I had the pleasure of completing arrangements with Richard Rockwell for a \$500,000 gift which will be matched by University dollars to construct a new soccer field on south campus. The field will be named in honor of his parents. This is the largest individual gift commitment to WCU athletics in University history. Additional gifts are being sought to enhance this project and to offset some of the institutional cost which would be part of that match which we had committed to secure the \$500,000.
- Also, we've received notice from the executor of alumnus Wesley Schwarz's estate (class of 1943) that Mr. Schwarz has remembered WCU in his will with a remarkable gift valued in excess of \$1M. Mr. Schwarz designated this gift for the School of Music endowment. Upon final disbursement, it is expected that this gift will be among the ten largest in University history.

We are continuing to move our **Learn More** marketing campaign forward. You'll remember the TV commercials and billboards, etc. This has been highly effective. Our post-market surveys show that we made a real difference in people's understanding of the quality of West Chester University. People understood the value of the institution, but they didn't understand (as well as we would like them to) the quality that is here at West Chester University. The focus was on helping folks understand the excellence that we bring as an institution of higher education. We have another round of TV commercials and other advertisements that will focus on WCU quality. Again, Trustee Eli Silberman is helping us and has provided significant leadership in the development of those commercials in our marketing campaign. We could not have a better person working for us than Eli. The commercials will air beginning September 27, so please be on the lookout for them.

We have 32 new tenure track faculty along with one new and two interim administrators. The 32 faculty are one of the largest cohorts of tenure track faculty to be hired and their expertise crosses many disciplines and they come with excellent background in preparation. They are going to make a significant contribution to our faculty.

I would like to take just a moment and introduce the three administrators who are hired in the division of Academic Affairs. First, I ask Dr. Vernon Harper, Associate Vice President for Planning and Academic Administration to stand. Vernon, thank you for joining us. Secondly, Dr. Laurie Bernotsky. You are familiar with Laurie who has helped us conduct

some of our pre-market and post-market surveys and has been an outstanding faculty member. She is now serving as Interim Associate Vice President for Academic Affairs and Dean of Graduate Studies and Extended Education. Laurie, thank you. And also, a familiar face around campus is Dr. Ray Zetts, who has been the Associate Dean in the College of Health Sciences and is now serving as Interim Dean for this year and has already provided some great leadership to the College. Ray, thank you very much.

The University's audit for the fiscal year ending June 30, 2012 is currently in process. A presentation of the audited financial statements to the Council of Trustees is targeted for the November 8, 2012, meeting.

In July, I joined Greg Cuprak, Dee Giardina, and Mark Mixner in providing two presentations focusing on current and planned facilities projects to the University's neighbors. These presentations gave neighbors the opportunity to ask questions and voice concerns. The sessions were very well attended, great questions were asked and we appreciated the opportunity to answer those questions. We received a good deal of support from the community with respect to our fiscal planning and our capital improvement projects.

The division of Information Services completed the upgrade of all classrooms in Recitation Hall and Anderson to dense wireless network coverage and began upgrading the classrooms in Main Hall, Schmucker Science Center and Merion Science Center. This will allow for students and faculty to bring

20-40 devices in each classroom with high bandwidth connectivity to WIFI. I appreciate Adel Barimani and his staff for making all of that possible.

I have great news of an additional recognition for West Chester University. We are part of the Sierra Club's annual rating of America's greenest colleges -WCU rated #87 and is the only PASSHE institution in the list.

I mentioned the WCU Strategic Plan and we anticipate completing it by the end of fall 2012. We have our goals and objectives, and we are working on our performance outcome measures and then the activities or strategies that will allow us to achieve those outcomes. The Strategic Plan will remain a major focus this fall semester with, hopefully, the completion of the Strategic Planning process at the end of the semester or very closely thereafter.

As far as the budget situation, we are in good shape with level funding this year. We feel very good with the 3% tuition increase which creates a nice balance that allows our students of limited means to continue their education and doesn't price them out of the market. At the same time, it gives us needed funds to help fill the gap between our mandatory cost increases and the level funding that we received. It is a very good financial picture this year, and the best we have had in the past couple of years. Senator Tomlinson, we appreciate the advocacy of both the Senate and the House to make that happen. We know that there was a good deal of work that occurred to achieve that level funding in today's economy. It is still tough out there, so it is nice recognition of the value that the public institutions bring to the Commonwealth of Pennsylvania.

We also want to thank the House and the Senate for the regulatory relief that was achieved this year. This is probably the most significant year for legislation affecting the PASSHE institutions since the creation of the Pennsylvania System of Higher Education. It allows us the flexibility and the freedoms to be much more entrepreneurial and much more effective and efficient as a State university and to use the taxpayers' dollars in a much more efficient way than we were able to under the old set of regulations that were reformed. The other thing that it did for us is to make it possible for us to offer doctoral programs that are practitioner, not the Ph.D., but other types of doctoral programs that are focused on applied to the field and to the discipline. We have already submitted a proposal for a Doctorate of Nursing Practice which we have shared with you. Very recently, our Provost, Linda Lamwers, has indicated to the System that we may have an interest in the following:

Dr. of Psychology

Dr. of Science in Biostatistics (which we have well on the way in planning)

Dr. of Pharmacy

Dr. of Public Administration

Dr. of Science - Physician Asst.

Dr. of Public Health

Dr. of Physical Therapy

Dr. of Literacy

Dr. of Special Education

Dr. in Educational Leadership.

We don't know whether these programs will actually emerge, and if they do, whether they will be approved by the System. There is a long road to

follow, but these are doctorates that we believe we are prepared to be able to offer given the quality of our faculty and the size of our faculty. We also believe that these doctorates are responsive to industry needs, health care needs, the bio-medical needs, etc. We will keep you up to date as the doctorate programs move forward. Most likely, the programs will move forward on a very selective basis.

I now ask for approval of Purchase Orders and Contracts executed during April, May, June and July, 2012.

Thank you.

Approval of Purchase Orders and Contracts

MOTION (DOZOR/WHITLOCK):

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 APRIL, MAY, JUNE AND JULY, 2012 FOR THE PURCHASE OF EQUIPMENT, SERVICES, AND SUPPLIES.

MOTION UNANIMOUSLY APPROVED.

This concluded President Weisenstein's report.

Chairperson Fillippo thanked President Weisenstein for his excellent report.

AGENDA ITEM VI – REPORT OF THE VICE PRESIDENT:

Chairperson Fillippo called on Dr. Linda Lamwers (Provost and Vice President for Academic Affairs). Dr. Lamwers gave a presentation "Academic

Planning Update” on behalf of Academic Affairs. The presentation is included as part of these minutes.

The Council was given the opportunity to ask questions. Member Silberman asked if the three-year B.S. degree in management required the same number of credits as a four-year degree. Dr. Lamwers answered that the same number of credits are required but they are completed in an accelerated timeline. Dr. Lamwers was then excused with many thanks.

AGENDA ITEM VII – REPORTS OF EXECUTIVE COMMITTEE:

None.

AGENDA ITEM VIII – REPORTS OF STANDING COMMITTEES:

Academic Affairs

Member Tomlinson reported that the sub-committee had the pleasure of hearing a very interesting and informative presentation from Dr. Paul Morgan on sustainability. This concluded Member Tomlinson’s report.

Student Affairs Committee and SGA Update

Member Alicea reported that the Committee met spotlighting a group of students who deserve acknowledgment, the Orientation staff. Each summer they have a new staff of between 25-30 members to welcome the new students to West Chester University whether they are first-year students or transfer students. The Senior Orientation Leaders who help to facilitate the days of Orientation were brought in to speak and they brought to light some new aspects to the orientation programs that occur over the summer. This year, an additional session was added because of the large incoming class. They would

estimate the first-year number of incoming students to be around 2,350 and transfer students to be around 1,000. By adding an extra day, it allowed the orientation leaders to have smaller groups so that they could really engage with the students and get them to feel very comfortable about starting at West Chester University in the fall. It also gave them the opportunity to answer any questions that students might have related to what they can expect once they do get to campus.

Also added in were elements that engaged the students by creating different social media outlets like Facebook and Twitter to continue to stay connected with the orientation leaders. There is a new director for New Student Programs this year, Jared Brown. He is already very active in getting feedback from families and students as far as how that program is going. He did surveys by iPhones or Smartphones with an application that allowed for instant feedback as far as how their day was going so families and students were able to immediately give feedback. Where needed, Jared had already made adjustments for Orientation Part II when August arrived. This was very exciting. These are students who wake up extremely early (sometime around 5:30 a.m.) to get ready for a day that doesn't end until about 4:30 p.m. They are high energy and very positive throughout the day. I was very glad to acknowledge these students and their hard work this year.

Another group of students who are always hard working is our Student Government Association. So far, the first meeting has been held and there is a very full Senate with only a few more seats to fill. We look forward to getting

this done. We have a number of initiatives getting started and have made it a priority to get all students registered to vote, and also engaging them and making sure that they are fully aware of who they are voting for and the things that are currently happening. We have a number of presenters coming this fall before the election. The Voter ID Law will be the subject of one presenter to ensure that everyone knows what the proper forms of ID are for when they do go to cast their vote. Another presentation is when the “Political Odd Couple” will be on campus. A member from each of the two parties will come to campus, and they talk about some of the current conversations that are going on. This helps to not only inform students, but it engages students in a very relaxed, casual manner. It is a very fun, upbeat event, and we look forward to that evening. Another initiative that we have started is our Spirit Weekend. Sunglasses will be given out at the football game along with a number of other items throughout the fall to get students enthusiastic about heading to Farrell Stadium to see our football team play and to continue on with the Golden Ram spirit.

This concluded Member Alicea’s report.

Advancement

Member Silberman reported that the committee did meet. The fundraising goal for the year has been set at \$6M. Finally planning for the new capital campaign is going on, as Dr. Weisenstein mentioned. In our March, 2013 meeting, we will vote for approval of that. The **Learn More** campaign will be producing three more commercials. Since the championship baseball team

was here, I will reveal to you and give you a little preview that one of the commercials will be announcing that West Chester University has won two NCAA championships. One other final point was made that a record number of people from the greater West Chester community have attended cultural events this year. This number is just about 80,000 people. This is great publicity and exposure for West Chester University.

This concluded Member Silberman's report.

Campus Development and Facilities

Member Matlawski reported that the committee met and he commended to the Council the summary that was included in the packet that they received. There is much going on around campus, and it was a very busy summer. There are just a few things to touch on. The President already spoke about the opening of the Student Recreation Center. This is very exciting and the use by the students is probably already greater than was anticipated. There are a lot of projects under design. The New Street parking structure which has been through the courts, etc. will commence construction next month and will be available by fall semester 2013. This is very exciting. On the student housing initiative, there are new units being constructed down at south campus in The Village. Also, most of the approvals have been received for a new residence hall on the north campus which will be named Commonwealth Hall. It will be built where Sanderson Hall was previously. There is one approval left in order to allow the building to be a little higher. It is expected that that request will be well received. That structure will add around 600 beds. Again, I was very

happy to see that many summer projects moved forward including my interest in the dance studio being turned into a cadaver lab. In the near future, we will need to put a resolution forward regarding the demolition of McCarthy Hall. This will have to be approved by a formal resolution, then go to the Board of Governors and finally to the Department of General Services. McCarthy Hall will be demolished to make room for the new Business and Public Affairs Center.

Chairperson Fillippo asked how many geothermal wells they were told that had been drilled. Member Matlawoski responded that the geothermal project is fascinating. By the time this is done, there will be something in excess of 1,300 wells dug on the campus to serve the various buildings and facilities. Wells will be drilled for The Village project this month, and if anyone wants to see what it looks like, that is the place to go.

This concluded Member Matlawski's report.

Information Technology

Member Moskowitz reported that the committee met, and she briefed the Council on one item. There is a new WCU Homepage which can be accessed on the iPhone, the Ipad and up to 500 instruments. She recommended taking a look at it. It will automatically convert to the size of the screen that is being used.

This concluded Member Moskowitz' report.

Budget and Finance

Member Lewis reported that the committee had met and reviewed the

investment performance of the Endowment Fund and the Philips Fund. Most importantly, the committee reviewed the results of the operating budget for the prior fiscal year, as well as the budget for the upcoming fiscal year.

Member Lewis reported that there are three resolutions that are being recommended for consideration and action by the Council of Trustees. Before introducing the first resolution, he reported that West Chester University did extremely well on the budget of the prior fiscal year, the year ending June 30, 2012. The year ended up with a modest surplus, and Member Lewis commended the President, Vice President Mark Mixner and their teams for managing through uncertainty and generating the surplus. He pointed out that they were fortunate that there was growth in undergraduate enrollment which contributed to an increase in revenues, better performance under PASSHE's criteria which led to a higher amount of performance funding, and finally there was a one-time, nonrecurring revenue item of \$1.5M due to a settlement that PASSHE had with AFSCME over monies that would have been deposited in the Pennsylvania Employees Benefit Trust Fund (PEBTF), but now no longer needed to be deposited. At the same time, the team very conservatively managed the expenses.

Member Lewis introduced the first resolution to approve the 2012-13 Operating Budget. It calls for \$6M increase in revenues which is generated largely by two items: 1) a growth in enrollment numbers, and 2) PASSHE has approved a three percent increase in tuition. On the operating expense side, the budget contemplates unknown salary increases for health insurance and

increases in faculty and support positions for increased enrollment. Member Lewis recommended the adoption of the Resolution for the 2012-13 Operating Budget.

MOTION (LEWIS/SILBERMAN):

BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA HEREBY APPROVES THE 2012-13 OPERATING BUDGET FOR WEST CHESTER UNIVERSITY AS IT IS PROPOSED.

MOTION UNANIMOUSLY APPROVED.

MOTION (LEWIS/WHITLOCK):

BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA HEREBY APPROVES THE DISTRIBUTION OF THE REVENUE GENERATED FROM BOTH THE UNDERGRADUATE AND GRADUATE EDUCATIONAL SERVICES FEES ASSESSED DURING THE 2012-2013 FISCAL YEAR. WITH THE EXCEPTION OF THE PORTION OF THE FEE DEDICATED TO SUPPORT FACILITIES IMPROVEMENTS AND SUSTAINABLE ENERGY, THAT DISTRIBUTION IS:

Category	2011-12 Proposed Allocation
Instructional Expenses to Promote Educational Programs	10.00%
Library Books, Periodicals and Similar Electronic Media	19.00%
Academic Computing Expenses to Serve Student Needs	9.00%
Information Technology	17.00%
General Fund	45.00%
	<u>100.00%</u>

MOTION UNANIMOUSLY APPROVED.

MOTION (LEWIS/WHITLOCK):

BE IT RESOLVED THAT BERNARD J. CARROZZA AND CHRISTOPHER A. LEWIS ARE HEREBY INDIVIDUALLY AUTHORIZED AND EMPOWERED ON BEHALF OF THE COUNCIL OF THE TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA, FORMERLY KNOWN AS WEST CHESTER STATE TEACHERS COLLEGE AND WEST CHESTER STATE COLLEGE, TO BUY, SELL, ASSIGN AND TRANSFER, AND TO EXECUTE ANY AND ALL ASSIGNMENTS FOR THE TRANSFER OR SALE OF STOCKS, BONDS, OR ANY OTHER REGISTERED SECURITY HELD BY SAID UNIVERSITY, AND ALSO TO EXECUTE SUCH POWERS OF ATTORNEY, PROXIES, AND OTHER PAPERS AS MAY BE REQUIRED IN REFERENCE TO SECURITIES SO HELD.

MOTION UNANIMOUSLY APPROVED.

This concluded Member Lewis' report.

AGENDA ITEM IX – REPORTS OF SPECIAL COMMITTEES:

None.

AGENDA ITEM X – REPORTS OF LIAISON TO CONSTITUENCIES:

Member Eli Silberman reminded the Council of the upcoming PACT meeting which will be held at Millersville University on Wednesday, October 17 and 18, 2012.

AGENDA ITEM XI – OLD BUSINESS:

None.

AGENDA ITEM XII – NEW BUSINESS:

Chairperson Fillippo announced the appointment of Member Carrozza who will chair the Presidential Review Committee for 2012-2013, and Member Marian Moskowitz and Member Chris Lewis who will complete the committee.

Chairperson Fillippo announced that after the public meeting is officially adjourned, the Council of Trustees will convene in the Philips Board Room in executive session to discuss a matter which could have personnel and/or legal implications. Everyone else will be excused from the room at that time.

AGENDA ITEM XIII – ADJOURNMENT:

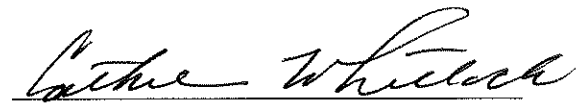
Chairperson Fillippo asked for a motion for adjournment.

MOTION (SILBERMAN/WHITLOCK):

MOTION TO ADJOURN AT 6:25 P.M.

MOTION UNANIMOUSLY APPROVED.

Respectfully submitted,



Cathie Whitlock
Acting Secretary



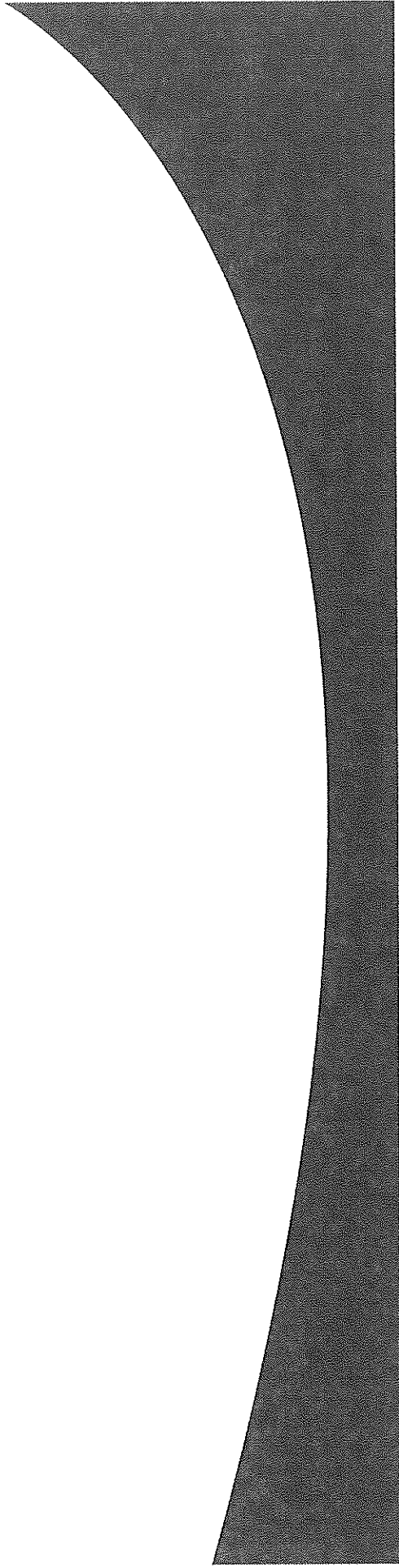
West Chester University

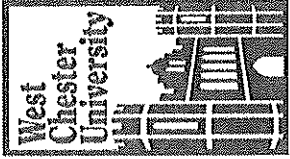
Academic Planning



Goal of Academic Planning

To insure that WCU academic programs are meeting student and regional needs in a way that ensures sustainability and viability in uncertain and challenging times.





Academic Planning Process included:

- Faculty Advisory Committee and Data Team
- Provost website for Academic Planning
- Qualitative Questionnaire – departments articulate how they assess quality and how they contribute to mission



Market Analysis

- Moody's Analytics Labor market expert presentation on the evolving and future labor markets
- Links to the US Department of Labor's Bureau of Labor Statistics and Georgetown University's Center on Education in the Workforce
- Opportunities identified largely in STEM (Science, Technology, Engineering, Mathematics) and Health Care



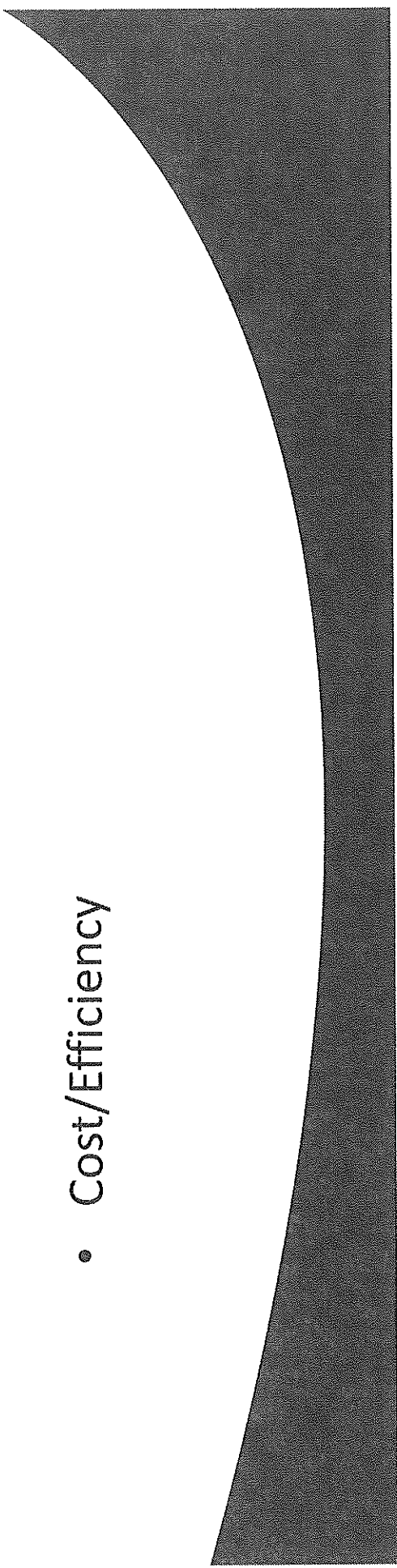
Quantitative Data

- Departmental Quantitative Reports with scored and
unscored data
- Optional department responses to the quantitative data
- All data and resources on SharedPoint site



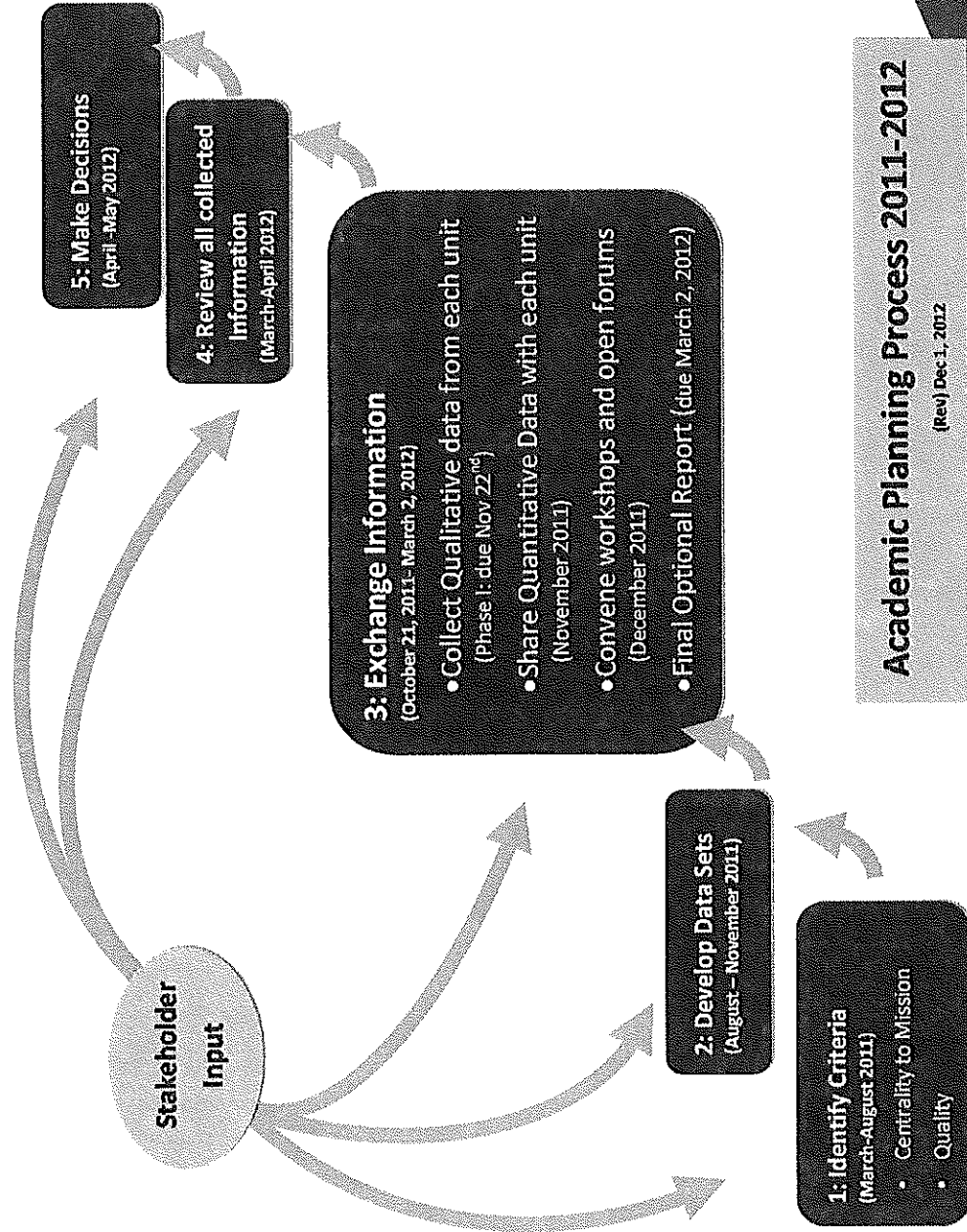
Four Categories of Quantitative Data That Were Scored

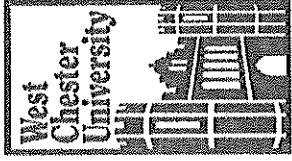
- Students Served
- Viability
- Diversity
- Cost/Efficiency





Stakeholder Input





Process

- Provide venues to explore and discuss market trends
- Issue a request for Proposals (RFP) and fund projects that will allow us to strengthen our programs and/or develop new programs
- Integrate Academic Planning with Strategic Planning
- Used Academic Planning feedback to inform placement of tenure track hires.



Request for Proposals – Funded Projects

- Feasibility Study for Undergraduate Degree Program in Engineering
- Feasibility Study for Community Counseling Major
- Marketing Study for Communications Studies Graduate Program
- Marketing/Feasibility Study for Strengthening the Masters Program in Industrial/Organizational Psychology
- Feasibility Study for 3-year BS Degree in Management
- Feasibility Study for a Major/Minor in International Business