



Council of Trustees
West Chester University
West Chester, Pennsylvania 19383

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BY THE
COUNCIL OF TRUSTEES
NOVEMBER 7, 2013
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**REGULAR MEETING OF THE COUNCIL OF TRUSTEES
PHILIPS 3rd FLOOR BOARD ROOM
PHILIPS MEMORIAL BUILDING
September 26, 2013
5:15 PM**

The regular meeting of the Council of Trustees of West Chester University of Pennsylvania was held on September 26, 2013, in the Philips Memorial Building, West Chester, PA.

AGENDA ITEM I – CALL TO ORDER:

Vice Chair Matlawski called the meeting to order. Vice Chair Matlawski led the Pledge of Allegiance. Council members present were Members Matlawski, Costello, Dozor, Franklin, Hisiro, Ireland, Silberman, and Tomlinson. Absent but accounted for were Chairperson Fillippo and Members Lewis and Moskowitz.

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

MOTION (IRELAND/FRANKLIN):

APPROVAL OF MINUTES OF THE MAY 9, 2013, MEETING AS PRESENTED.

MOTION UNANIMOUSLY APPROVED.

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

Vice Chair Matlawski asked if anyone would like to address the Council of Trustees. Bob Gallop, a member of the West Chester University faculty and an officer on the Executive Board of the local APSCUF union, was recognized by Vice Chair Matlawski and he was asked to go to the microphone to address the Council of Trustees.

He expressed the faculty's appreciation for this past year's hiring of more than 66 new faculty. He stated that as future planning is addressed the APSCUF union is concerned about the potential of outgrowing the size of the University. He acknowledged knowing about the Philadelphia site which will be used as a way to handle potential growth, but he expressed that with the growth of enrollment, the space in facilities are a concern for faculty members with respect to class sizes being overfilled.

He expressed that faculty would like to see support for the younger faculty which would include support for the temporary faculty with computer technology. As the University keeps moving to wireless, online classes, he said that many of the young faculty and temporary faculty are not in financial positions to be able to support themselves to keep up with the technological advances that the University is moving toward.

Additionally, the faculty would ask those who are planning to keep an eye on class size and parking spaces with respect to this campus.

Bob Gallop thanked the Council for the opportunity to speak and Vice Chair Matlawski thanked him for his remarks.

AGENDA ITEM IV – REPORT OF THE COUNCIL CHAIRPERSON:

Vice Chair Matlawski said it was good to be back on campus and on behalf of Chairperson Tom Fillippo, he welcomed everyone to the new 2013-14 academic year.

Vice Chair Matlawski called on President Weisenstein for his report.

AGENDA ITEM V – REPORT OF THE UNIVERSITY PRESIDENT:

President Weisenstein gave the following report:

Thank you, Adam.

We welcome you to the campus for the first formal Council meeting of the new 2013-14 academic year!

Our current enrollment of over 15,845 students was reached through an extraordinary effort by both the undergraduate admissions staff and the graduate recruiters and graduate office staff. While we had limited first-time, undergraduate enrollment to last year's figures, our increase is due to more students returning (which is good because our persistence level is up which means more enrolled students at West Chester University are being successful and will complete their degree), our graduate programs which are up in enrollment (we are bucking the trend nationally there because most graduate programs are in a steady decline), and we have had some additional transfers. Those numbers all count for our enrollment growth.

We are very pleased, too, that West Chester University is beginning to close the gap on African American first-year student enrollments – they are up by 5.2 percent. Over the last seven or eight years, we have increased African American enrollment on campus by 10 percent and Hispanic enrollment by 50 percent. These are some very significant figures, and we are working hard to ensure that all of our students reach success.

The academic quality profile of regular admits reflects a 4 point increase in the combined SAT score. They are already considerably higher than the Commonwealth average and much higher than the national average. We are getting students who are better prepared, and we still have over 20,000 first-time applicants across our undergraduate, graduate and transfer applications.

The Office of Residence Life and Housing Services, University Student Housing, the Department of Public Safety, and WCU Facilities all did a great job the weekend of August 23-25, as they worked in coordination to smoothly handle the arrival and move-in of almost 5,000 students who are going to be living on campus.

The largest cohort of tenure track faculty was hired for academic year 2013- 2014. Our enrollment growth helps to fill the significant funding gap between flat state funding, minimal tuition increases and mandatory cost increases. Our enrollment growth enables us to fill that gap and allows us to “catch up” our faculty complement with our enrollment growth. We hired more than 66 faculty and about 65 staff members, as well. Faculty expertise crosses many disciplines and they come with excellent teaching skills. All new faculty

attended a 2 ½ day orientation program that gave them an overview of the mission, values, and special priorities of the University. The New Faculty Orientation Committee will offer a fall and spring follow-up series. Just as in the case for our students where we emphasize student success, we emphasize the same kinds of expected outcomes for our faculty and our staff. We work on trying to offer things that are necessary for them to be successful.

In addition to the new faculty, 1 new academic administrator was hired who is here today: I would like to ask Dr. Linda T. Adams, Dean of the College of Health Sciences, to stand and be recognized. We welcome you! Dr. Adams comes to us with superb administrative and professional disciplinary backgrounds. We are very delighted to have someone with Dr. Adams' caliber join us.

During our last formal meeting, we said farewell to Grace Kelly. While that was a difficult thing to do, it put us into a search for Grace's replacement. We received more than 400 applications for Grace's position, and it gives me great pleasure to introduce to you, Ann M. Ritter, who joined us on August 12, 2013. Ann, please stand and be recognized.

The Office of Multicultural Affairs implemented Peer Mentor training and planned for the Fall Mentoring Program, a program partnering approximately 180 incoming first-year multicultural students with faculty and staff mentors. Mentees arrived on campus a day before Orientation Part II for the Mentoring Program overview, and OMA also welcomed 60 new Board of Governors Scholars who participated in the BOG Summer Institute (August 21-23). We

formed a committee this past year to look at the retention and graduation of African American males and Latino males. Those populations are not graduating at a level close to our campus percentages, and we wanted to do something about that. The committee has done some very good work and already we are seeing some improvement in the retention and graduation rates of those populations. We are very delighted to see that. We have more work to do, but I think that part of the struggle is to realize what needs to be done and that you are not where you want to be as an institution. The formation of this committee has allowed us to take a leadership role among the universities in our area (as well as nationally) in creating solutions for our retention and graduation issue for these populations. We want to come up with solutions right here at West Chester University for those populations that have not yet reached the campus average.

During two occasions this summer (once in July and once in August) Mark Mixner and I along with the Executive Director of Facilities Management, and the Executive Director of Facilities Design and Construction provided briefings to neighbors and community leaders regarding our upcoming facilities projects and other planned activities at the University. As you might recall, we have somewhere in the vicinity of \$300 million of facility improvements planned over the next ten years. A good part of that construction will involve creating better places for our faculty, staff and students to do their best work. We knew we had some work to do, but given the regulatory environment in which we are operating, things take a long time to complete. There were things

that we needed to have built yesterday, if not two years ago. We are moving forward, navigating barriers, and we are getting it done. This includes the Business and Public Affairs Center, the largest academic building on campus, which we are now projecting will open sometime in the 2015-2016 academic year.

West Chester's merchandise licensing agreement with Strategic Marketing Affiliates (SMA) is generating results. This was an arrangement for a marketing firm to market WCU shirts, hats, and other gear to be sold through Boscov's, Walgreens, and Rally House in Chester and Delaware Counties. The University has already begun to receive royalty payments as a result of these placements and intends to work with the SSI Bookstore to build an on-line store. We believe that it is important to have our gear available because people want to buy it. People are proud to be affiliated with West Chester University and to have that gear sitting next to Penn State, Temple and other major universities in this area is where West Chester University belongs. We have more than 80,000 alumni spread across the country and some overseas who want to buy West Chester University gear. Right now, it is not as easy to do that as we would like to make it. When we go to California, Seattle or to somewhere else in the country, Sandra and I want to see people wearing West Chester University clothing walking through the mall. Believe it or not, we do see those people in WCU gear, but we want to see more of them. It also is generating some revenue back to the University which is very important.

In support of the campus's academic mission and to raise the University's regional profile, WCU is launching the President's Speaker Series. The first speaker – Bob Woodward – is a nationally-respected journalist best known for his role in uncovering Watergate. He will speak on Friday, November 1, 2013. The spring speaker will be noted commentator and political analyst, Cokie Roberts, who will visit campus on March 7, 2014. If you would like to have tickets for any events, please just let Becky know and we will make sure that you are well seated.

In recognition of its outstanding performance, WCU's Troops to Teachers program has been invited to expand its service area from Pennsylvania and New York to include the entire northeast. Troops to Teachers have reorganized into four major regions in the country: northeast, southeast, northwest and southwest. We were assigned the northeast region largely due to Program Director Vanessa Barron's good work who has received considerable recognition for her leadership of our program. We have a large territory to cover now and a much larger budget with which to provide services to our veterans and their families who want to transition to educational roles.

On October 1, 2013, WCU will celebrate the unveiling of the Frederick Douglass Statue which is being installed in the Quad near Philips Memorial Building. You have received invitations to join us for this event which includes a 2:00 p.m. reception and 3:30 p.m. dedication and unveiling ceremony. More than \$200,000 was raised for this tribute to the Douglass "reflection area." A "reflection area" was created because we want students and others who are

part of our campus community (as well as visitors to campus) to reflect on the life of Frederick Douglass. This was someone who not only gave his last formal public address here at West Chester University before he passed away, but rose from being born into slavery to being Abraham Lincoln's advisor and a diplomat and ambassador for the United States of America overseas. Through his own ambition and will, he was self-taught and rose from a very disadvantaged position to being a prominent person in the history of the country. We want our students to be able to reflect on what he accomplished and what they can accomplish and the values that Frederick Douglass espoused during his life. The statue was created by WCU Art Department faculty member, Richard Blake. Richard has recently retired, and we are grateful that he has left this wonderful statue as part of his legacy here at West Chester University.

I would like to remind you of the State of the University Address which I will deliver a week from today at 12:30 p.m. in the Asplundh Concert Hall with a reception in the Quad immediately following. You are all invited and welcome to attend. If you have not already responded to your invitation, please let Becky know if you will be able to attend. We will have special seating ready for you and recognize you at the presentation. I hope you can join us!

Homecoming is scheduled for October 11- 13, 2013. One of the highlights of this event is a reunion sponsored by the Political and Government Affairs Alumni Chapter celebrating the 50th anniversary of our political science program. Two of our trustees – Christine Costello and Chris Franklin – will be

honored at that event for their outstanding careers. Congratulations to both of you – you have made us proud!

I want to mention that again this year, we will be painting the Borough of West Chester purple. That was well received last year and many of the merchants of the Borough allowed our students to come and paint something in their window. Our students returned after Homecoming and cleaned everything up and as usual, we are very good citizens, so we were invited back to paint the town purple. Our town gown relationship has really improved. As a matter of fact, Mayor of the Borough of West Chester, Carolyn Comitta, Matt Bricketto, Vice President for Students Affairs, and some of our other leadership team have been invited to make presentations around the country to talk about how we have created a much more positive town gown climate. Again, we are leading the way nationally in that area as well.

The Office of Fraternity and Sorority Life completed spring 2013 semester grade reports and proudly shared that 70 percent of the Fraternity/Sorority community earned a 3.0 or higher, with 25 percent of these students earning Dean's List status, and 5.8 percent earning a 4.0 GPA. I am very proud of our Greek community. They are good citizens and good students.

Athletics reported that 88 student-athletes made the Division II ADA Honor Roll (3.50 GPA), which was the highest of all PSAC universities, and also placed 210 student-athletes on the PSAC Honor Roll (3.25 GPA), again the most among PASSHE institutions. In addition, 365 student athletes earned recognition on the AD Honor Roll (3.0 GPA) for their spring 2013 grades.

At your place this afternoon, you will find the “WCU For All of US” calendar from the Office of Social Equity that includes details about more than 30 programs that will be offered this semester. Please take time to read over this and know that you are very welcome and encouraged to attend any of these programs.

Our Tech Fee and Multimedia staff are in the final stages of a major technology upgrade plan for all general purpose classrooms on the WCU campus. As part of Phase III over the summer of 2013, almost 90 percent of the classrooms have the latest projection equipment, enhanced audio capabilities, motorized screens and the capability to accommodate the digital high definition video display capabilities providing faculty and students the most up-to-date tools required to enhance instructional technology outcomes in classrooms.

Over the summer the Tech Fee team performed routine maintenance on student Tech Fee computers in over 80 labs campus wide (2000 plus computers) to include the most recent operating system, software and anti-virus updates.

At the May 9, 2013 Council meeting, Member Dozor asked that a report be shared with the Council members regarding the investigation of getting more West Chester University signage on the main roads leading to West Chester University. We appreciate that initiative and that push very much.

Larry Dowdy reported on this subject which was shared in your packets, but I would like to include the paragraph here so that it will be included in the minutes:

Larry wrote:

“The University also continues to pursue the feasibility of having installed additional highway signage to improve directions to the University.

Representatives of the University met with PennDOT officials who outlined signage guidelines and who have jurisdiction over existing signage.

Specifically, the PennDOT representatives indicated that the large green signage in the area of Rt. 202 and Matlack Street is no longer an installation option. They noted that they may entertain a request for possible blue tourist signage that typically provides directions to hotels and restaurants, provided that we first explore other avenues. One avenue has been explored with the Brandywine Valley Association which has signage in the area for locations such as the Longwood Gardens and Brandywine River Museum. With our initial request denied, we have asked for reconsideration, outlining our destination for cultural activities and other events. The other suggested avenue that PennDOT discussed was to use West Chester Business Improvement District blue and yellow signage at the key entrances to the West Chester Borough. WCU is already recorded on some of these signs, along with the courthouse, for example.”

That sums up Larry Dowdy’s report on the possibility of expanding signage. I would like to remark at this point that our investigation into this subject is not over, and we will continue our investigation with a little different strategy until we are successful in getting West Chester University signage approved on the main roads leading to West Chester University. We are a

cultural center for this part of southeast Pennsylvania with our various theater performances, concerts, dance, visual arts as well as our athletic events. People need to find their way to West Chester University for a lot of very good reasons.

Also enclosed in your packet of materials mailed to you for today's formal meeting, we shared copies of the "Building on Excellence" Strategic Plan for your review. The smaller document (which was the purple and gold with binding) presented a summary version of the plan highlighting Phase 1 goals, objectives, and outcomes. The large document (Building On Excellence – West Chester University Strategic Plan 2013-2022) is the comprehensive plan document including information on the plan's development, evaluation process, and outcome action steps, timelines, accountability and estimated resource requirements.

These documents are the result of nearly a two-year period of the Plan's development guided by the leadership provided by Co-Chairpersons Dr. Roberta Snow and Mr. Richard Swain, and the Strategic Planning Steering Committee and Theme Team members. Also, the Strategic Plan Writing Team (Dr. Laurie Bernotsky, Dr. Mark Pavlovich, and Mr. Larry Dowdy) worked diligently over the past few weeks to edit the documents to communicate a cohesive message to our University community and various stakeholders who have been given opportunities all along the way to share feedback.

The Strategic Plan is divided into three parts. It is a ten-year plan, and in ten years, the environment changes considerably. If you reflect back on the

last ten years, our environment certainly has changed a great deal. While the goals and the vision for what we want West Chester University to look like extend through ten years, the specific action plan, objectives and outcome measures are being defined more specifically for the first three years. As we get through the first third of the Strategic Plan, we will articulate the Plan much more specifically for the second phase and will repeat the process for the third phase having a better understanding of what we have accomplished in the first phase and how our environment has changed over time. This construction of this Strategic Plan is a little bit different than many that you may have encountered in that it does not try to identify specifically what we are going to be doing, particularly the roadmap for getting there over the ten-year period. It does identify specifically our destinations for the ten-year period. We assumed our route and how we are going to get to some of those destinations will evolve over this period of time. I actually think that it is a very wise strategy and distinguishes our Strategic Plan from many others that are written in stone and halfway through those plans, you find you need to break the stone and do something entirely different. We know that already, so we are going to create the specifics to the plan as we move forward which enables us to be more responsive to the needs of our constituencies, as well as our changing environment.

At this time, I would like to ask Vice Chair Matlawski, serving as Chair for this meeting, to entertain a motion to ask the Council of Trustees for their approval of the new Strategic Plan “Building on Excellence”.

Vice Chair Matlawski entertained a motion as follows:

MOTION (SILBERMAN/COSTELLO)

**THE WEST CHESTER UNIVERSITY COUNCIL OF TRUSTEES
ACCEPTS THE STRATEGIC PLAN AS PRESENTED.**

MOTION UNANIMOUSLY APPROVED.

Thank you, Vice Chair Matlawski and the Council Members.

At this point, Member Costello asked a question of the President regarding the policy regarding the right to carry a gun on campus.

She asked for a quick synopsis of what that means for West Chester University.

President Weisenstein reported that the Pennsylvania State System of Higher Education (PASSHE) is developing a policy that will apply to all of the campuses uniformly. The policy is in the hands of the PASSHE at the present time. He called on Attorney Megan Kampf, West Chester University's Legal Counsel, to add information that she might have.

Attorney Kampf explained that PASSHE asked us to retain the status quo until they come up with a policy that will be mandated for all 14 universities, as President Weisenstein stated. Because we are a PASSHE institution and our grounds are owned by the government, the Second Amendment applies. The case law out there indicates that we are allowed to make mandates to keep the campus safe. The policy will keep that in mind and try to balance the Second Amendment with the ability to keep the campuses safe. This probably will

result with in not allowing firearms in most buildings. That is probably the result, but she had not seen the most recent draft.

Dr. Weisenstein concluded his report by asking for approval of Purchase Orders and Contracts executed during April, May, June and July, 2013.

Approval of Purchase Orders and Contracts

MOTION (DOZOR/FRANKLIN):

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, 2013 FOR THE PURCHASE OF EQUIPMENT, SERVICES, AND SUPPLIES.

MOTION UNANIMOUSLY APPROVED.

This concluded President Weisenstein's report.

Vice Chair Matlawski thanked President Weisenstein for his excellent report.

AGENDA ITEM VI – REPORT OF THE VICE PRESIDENT:

Vice Chair Matlawski called on Mr. Adel Barimani (Vice President for Information Services). At this time Mr. Barimani introduced Teresa Hudson, the Coordinator of Technology Services, who made the full presentation that follows:

Technology Update From Division of Information Services

The Multimedia Department currently maintains equipment in about 200 rooms (Chartrooms, labs, conference rooms, etc.) including general presentation systems (projectors and audio systems); media site lecture

capture systems; document cameras, interactive technology, and video-conferencing systems. All classrooms are being updated with motorized, wide-format projection screens with digital connectivity to support the newer presentation devices on the market today. Enhanced wireless access points have been installed to extend support of our 'go green' initiative.

Pictures of our classrooms:

This first shot is one of our larger classrooms with a presentation system with media site lecture capture which allows faculty to record their lecture presentation. You can see the camera here at the front of the classroom to record the students and there are ceiling microphones to record the audio. You can also see the wireless devices that students bring to class these days.

Next up is a one of our lecterns that includes an interactive display where faculty can write and draw in various colors to highlight the content being displayed to the projector. There is also a document camera that faculty use to project items. For example, a geology faculty person may hold some type of rock or artifact under this camera and it will project up onto the large projection screen.

The next picture is Dr. Jordan Shugar from our College of Education teaching an interactive class. This interactive technology as well as multiple displays, shows some things being considered for the collaborative 'active learning' classroom of the future design.

Next are two examples of our video-conference classrooms used in multiple buildings for classes such as our Sports Medicine program with Millersville, in addition to other class sessions and events. They are also used for board meetings the President has with the American College of Norway and Knowledge Crossing Borders Conference.

Moving on to the computer labs, the Tech Fee Department deploys and maintains thousands of computers and mobile devices in our campus labs. They also install software, printers, and scanners for student use in these labs, as well as various scientific equipment for many departments which you will see samples of.

Digital signage is another project with content currently displaying in 40 locations across campus, including the Graduate Center. These monitors have department specific information, local weather, the news and also ties into our campus emergency alert system.

Some picture slides of our equipment:

The first slide is one of our open labs; this lab is a hybrid type setup. As displayed on the monitor here, this half of the room is more of a traditional setup in rows for students working independently; but the next slide shows the other half setup in pods or clusters which promotes student collaboration. The third slide of this lab shows high-top tables with no computer, but students can bring their own device and work off the wireless network if desired.

This lab furniture is modeled after the Classroom of the Future furniture recently demo'd in the MICROSOFT Demonstration Application Center.

The next two slides are two iMac teaching labs (1st one is our Communications lab in Brandywine Hall – here we have Dr. John Goth's class, the next slide is a biology lab which is often used by Dr. Jack Waber and his department.

Next slide: Here's a PC teaching lab which recently received new furniture. The monitors are recessed, so you see they sit a bit lower which allows better viewing of the instructor and projection screen. The tables themselves plug into the electric at the wall which provides students desktop power to plug in their personal devices as you can see in this picture a student has their laptop plugged in.

All our campus equipment and labs are heavily used with current enrollment at 15,845 students.

Enough talk about computer labs, how about this interesting picture of some of our nursing students working with a birthing simulator in our mock hospital room. That is not a real person in the bed, it's an anatomically correct mannequin and her name is Noelle. She gives birth to baby Hal. Noelle is connected to a computer which allows for simulation of a live birth in a medical setting.

This next picture is one of many scientific pieces of equipment we have on campus.

The last picture I have for you is of the QVC common area in the FHG Library. This is one of our many common areas on campus where our wireless network is heavily used by students who connect various devices, phones, laptops and tablets. Currently there over 1,000 wireless access points on campus and over 42,000 devices were connected to the campus wireless network just since the start of this school year.

Moving on to our new VDI project:

This is a new project currently being tested with select faculty that will allow faculty and students to securely access software from anywhere on any device including all mobile devices. This solution supports the graduate, hybrid and distance education programs, and includes such software as Microsoft Office, programming languages, and various statistical software.

Here's a screen shot of what it looks like logged in from a PC. You have a menu of software to choose from and launch.

Here are screenshots from mobile devices (Android and iPad).

And lastly, some other upgrades and enhancements that have occurred in the IS Division:

D2L is our Learning Management System which is the portal for students and faculty to access lecture material and exams. Currently, 80% or more of our faculty are now using D2L, up from 70%.

A new firewall has been installed to increase network security to protect us from intruders/hackers.

Data encryption software has been installed on all University computers to help protect faculty and staff data.

Our Software Application Training program provides 100's of sessions each year for our faculty and staff and has increased enrollment this year.

The PeopleSoft system has also been enhanced. This is our student information system that houses all student records and demographics.

There have been enhancements to our WCU website that includes a new responsive design that allows the webpages to display properly on any device. It also now complies with ADA.

Campus Internet bandwidth has also been upgraded and has doubled in size allowing faster connectivity.

As mentioned earlier our wireless network has been enhanced to allow for over 42,000 unique Wi-Fi devices this semester.

Aruba Networks has nationally presented West Chester University in a successful case study of a wireless campus deployment in line with our

sustainability green initiatives. Let's take a look at a short video to conclude the report.

Mr. Adel Barimani and Teresa Hudson were thanked and excused.

AGENDA ITEM VII – REPORTS OF EXECUTIVE COMMITTEE:

None.

AGENDA ITEM VIII – REPORTS OF STANDING COMMITTEES:

Academic Affairs

Member Dozor reported that the sub-committee had the pleasure of hearing a very interesting and informative presentation from Dr. Michael Boyle who is a faculty member in the Department of Communication Studies. They had the opportunity of learning more about our West Chester University's television station which is five years old now. The television station has three components: a campus closed circuit channel, a Verizon cable channel 33 which is a community channel in this area as well as web streaming. Web streaming is something that more and more people are learning about and it provides 24-hour information on web streaming. The importance of the television studio is that it provides and develops professional development and employment opportunities. It is also a potential revenue generator. Presently, WCU has two classes of talented and excited students who use this. The WCU radio station and the television station are using student-produced content. The students do the reporting; they prepare the agendas and produce the show. This learning provides many benefits to West Chester University and to the students. Member Dozor pointed out that it was an excellent presentation.

Members Dozor and Tomlinson were very impressed with Dr. Michael Boyle and his enthusiasm and initiative and enjoyed meeting other faculty and administrators as well. This concluded Member Dozor's report.

Student Affairs Committee and SGA Update

Member Hisiro reported that the Student Affairs Committee convened starting with the student organization spotlight. They decided to spotlight WCU-TV and they were joined by Justin Sochovka and Paige Elliott. They are the co-hosts for WCU Weekly which is the television show that airs every Tuesday. It goes out to students and it highlights future events so that they know how to get involved in campus activities. Paige also talked a little about the Sports Talk Live Show which will be starting up in about two weeks. It is an eight-minute segment that will provide an outlet for athletes, looking at scores for games, updates and also interviews with athletes.

Miss Theresa Pierantozzi, who is the President of the Student Government Association, provided an update on SGA to the Student Affairs Committee. She informed the group about the events that are taking place. Next week, there will be a voter registration drive on Monday and Tuesday to target the new students to get them registered so that they can vote in the November election. The SGA also sponsored the 911 Vigil on September 11, 2013 with Sykes Union Advisory Board. Some of the initiatives that SGA will take on this year are: "Let Your Voice Be Heard Suggestion Box" where students can go to the web and post any suggestions that they may have to improve campus life; there is a new campaign being launched where social

media outlets are targeted like Twitter, Facebook and Instagram to spread the word of other organizations and involvement on campus; SGA is also looking to create a new logo; and finally, the date for the Gala for Hope (which benefits the Children's Hospital of Philadelphia) has been set for April 5, 2014.

Skye then reported on the Student Affairs' update. She stated that Dr. Bricketto highlighted some of the things that have been going on starting with a very successful turnout at the New Student Orientation Weekend before classes started in August. There was also a very successful Involvement Fair with over 250 tables by student organizations and local businesses. There was also a very successful Volunteer Fair the week following.

Jared Brown, Director of New Student Programs, has launched a new student success series which has some professional development programs such as time management, scheduling, etc.

Looking ahead to this coming weekend, it is Family Weekend and there are activities scheduled all weekend long. There is also a Career Fair in the next week. Also reported were the opportunities of student leadership opportunities on campus as well as the Operation Good Neighbor. This reminds students of our relationship with the Borough of West Chester and wanting to keep that a good relationship.

Finally, WCUR will be recognized this week during National College Radio Station Week. WCUR is WCU's campus radio station and it was the only campus radio station recognized in Pennsylvania in the resolution. There are

also seven students who were given a citation and were specifically named in the resolution for their excellence on the broadcast.

This concluded Member Hisiro's report.

Advancement

Member Silberman reported that the committee did meet. The Advancement Committee covered a wide range of topics at the meeting including the fact that last year, we received \$3.1 million due to endowment giving. This year, it looks like the number is \$4.4 million and what is really relevant here is that there has been a 20 percent increase in donors (with alumni being our biggest category of donors). This is probably a great sign for the economy as well.

The quiet phase of the ***Becoming More*** campaign to raise \$50 million has been launched. The target is for raising \$22.5 million by June and the campaign should be complete by 2018, so the campaign is off to a great start.

Another point that was discussed was the introduction of the new logo which makes us all proud. It has an approval rating of 80 percent. Having been in the advertising business, nothing achieves 80 percent, not even the best commercials in the world.

The next phase of the **LEARN MORE** campaign is being launched and there will be production of two more television commercials.

Finally, the committee was told that West Chester University holds the distinction of having 100 percent participation in annual giving from the

Council of Trustees, and we are hoping that record will be maintained and continued.

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. The committee discussed several ongoing projects campus wide. A few items of note are: the five new apartment buildings that house approximately 269 beds have been completed on South Campus and are now being used; on North Campus, Commonwealth Hall is under construction and occupancy remains targeted for August of 2014. After years of struggles, the New Street Parking Garage is now open and is being used; Sykes parking lot is once again being dug up for more geo-thermal wells. Approximately, 94 wells have been drilled currently and piping has been extended to Francis Harvey Green Library, Anderson, Ruby Jones, the Student Recreation Center, with Anderson and Ruby Jones converted to geo-thermal and the conversion of Recitation Hall is currently underway. President Weisenstein talked a little bit about the Business and Public Affairs Center. In the packet received, there is a list as part of the summary of the number of projects that were undertaken by the Facilities Department during the summer. Member Matlawski shared that none of the projects were as exciting as the Cadaver Center from last year, but many great projects have been accomplished during the summer when there are fewer students on campus.

This concluded Member Matlawski's report.

Information Technology

Due to the presentation by the Vice President of Information Services and Teresa Hudson, there was no need for any additional committee report.

Budget and Finance

Member Franklin reported that there is all good news on the financial front. Essentially, the report shows the conclusion of the 2012-13 with revenues exceeding the expenses by about \$500,000, on a roughly \$198 million budget. The Board of Governors approved a 3 percent tuition increase for 2013-14 which is all reflected in the other budget provided to the Trustees. Member Franklin reported that a milestone has been met in 2013-14 in that we exceed \$200 million in our Education and General budget. There is expected roughly the same expense to income ratio basically a \$500,000 amount over expenses. To make everyone aware, Member Franklin reported that WCU does maintain about a 10 percent reserve on the revenue. He said that it looks like a very healthy revenue picture and a very reasonable expense picture. Member Franklin recommended the adoption of the Resolution for the 2013-14 Operating Budget.

MOTION (FRANKLIN/DOZOR):

BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA HEREBY APPROVES THE 2013-14 OPERATING BUDGET FOR WEST CHESTER UNIVERSITY AS IT IS PROPOSED.

MOTION UNANIMOUSLY APPROVED.

MOTION (FRANKLIN/IRELAND)

BE IT RESOLVED THAT CHRISTOPHER FRANKLIN 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 Franklin's report.

AGENDA ITEM IX – REPORTS OF SPECIAL COMMITTEES:

None.

AGENDA ITEM X – REPORTS OF LIAISON TO CONSTITUENCIES:

Member Silberman reported as a member of the PACT Executive Committee. He reported that there is a very good representation from WCU attending the fall PACT Conference that will be held at Clarion University next month on October 9 and 10, 2103. President Weisenstein and his wife, Sandra, will attend along with Tom Fillippo, Eli Silberman, Skye Hisiro, and Becky Hook. The new Chancellor, Frank Brogan, will be in attendance at this meeting, and will bring remarks to the gathering.

AGENDA ITEM XI – OLD BUSINESS:

None.

AGENDA ITEM XII – NEW BUSINESS:

On behalf of Chairperson Fillippo, Vice Chair Matlawski announced the appointment of Member Moskowitz who will chair the Presidential Review Committee for 2013-2014, and Member Eli Silberman and Member Adam Matlawski who will complete the committee.

AGENDA ITEM XIII – ADJOURNMENT:

Vice Chair Matlawski asked for a motion for adjournment.

MOTION (DOZOR/IRELAND):

MOTION TO ADJOURN AT 6:30 P.M.

MOTION UNANIMOUSLY APPROVED.

Respectfully submitted,


Christine Costello, Secretary