



Council of Trustees  
West Chester University  
West Chester, Pennsylvania 19383

Unanimously Approved  
by the Council of  
Trustees  
September 26, 2013

[www.wcupa.edu](http://www.wcupa.edu)

**REGULAR MEETING OF THE COUNCIL OF TRUSTEES  
PHILIPS 3rd FLOOR BOARD ROOM  
PHILIPS MEMORIAL BUILDING  
May 9, 2013  
5:15 PM**

The regular meeting of the Council of Trustees of West Chester University of Pennsylvania was held on May 9, 2013, 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 Dozor, Hisiro, Ireland, Lewis, Matlawski, Moskowicz, Silberman, and Tomlinson. Absent but accounted for were Members Costello and Franklin.

Chairperson Fillippo welcomed Skye Hisiro, student member of the Council of Trustees, and he asked her to say a few words. Member Hisiro stated that after many months and a slow appointment process, she was delighted to be at the meeting and was looking forward to the year ahead. The Chairperson then appointed Member Moskowicz as Secretary Pro Tem for this meeting in the absence of Secretary Costello.

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

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**MOTION (FILLIPPO/MATLAWSKI):**

**APPROVAL OF MINUTES OF THE MARCH 14, 2013, MEETING AS PRESENTED.**

**MOTION UNANIMOUSLY APPROVED.**

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

None.

**AGENDA ITEM IV – REPORT OF THE COUNCIL CHAIRPERSON:**

Chairperson Fillippo reported that at the March meeting, the Council recognized those members of West Chester University’s staff who had gone above and beyond the call of duty on behalf of the WCU community.

One of the honorees was unable to attend the March meeting, and Chairperson Fillippo called on President Weisenstein to introduce the Vice President for Advancement who would assist the Chairperson in this special recognition for a person from his Division.

President Weisenstein stated: I now call on Mark Pavlovich, Vice President for Advancement, to introduce a member of the Advancement staff who was nominated by her Division to receive this very special recognition. Mark, please come forward.

Vice President for Advancement said: I am delighted to invite Teresa John to join me here at the podium. It gives me great pleasure always to recognize our “unsung heros” on campus and Teresa certainly qualifies for that

designation. Teresa joined the WCU Foundation in 2003 as the second employee of the Foundation. At that time, she was only working 20 hours per week. Today, Teresa is the full-time Chief Financial Officer providing comprehensive fiscal management including oversight of budgeting, investments, and reporting requirements. During Teresa's tenure, the Foundation has grown remarkably in support of West Chester University. She was critical to the creation and operation of the Foundation's housing subsidiary, University Student Housing (USH), and has handled the very complex financing arrangements associated with those projects as well as complicated construction budgets. USH now owns and operates 2,300 student housing beds on the University's campus. Teresa played the lead role in creating all of the Foundation and USH fiscal management systems including separating Foundation activities from the University. Teresa is also responsible for an annual operating budget that has grown from \$8 million to \$25 million and achieving a clean audit year after year during that period. In her role supporting the Foundation Investment and Finance Committees, she has been key to the selection of investment managers, helping to grow the endowment from \$9 million in 2003 to \$23 million today. And if she doesn't have enough on her plate already, HR reports to her as well as the growing responsibility of the Foundation and USH staff. The staff has grown from two in 2003 when she joined to nearly 100 today. So, Teresa, thank you for your incredible work and congratulations for all that you do to support West Chester University.

Chairperson Fillippo congratulated Teresa and thanked her for her outstanding service to the WCU Foundation and the West Chester University community.

Chairperson Fillippo continued by saying: "You may have heard the bittersweet news by now that our Grace Kelly, who has served West Chester University for 26 years, will retire on the 31<sup>st</sup> of this month. Of course, we are very happy for Grace, but we know that her retirement will create a big void in the President's Office and to the entire West Chester University community." At this time Chairperson Fillippo invited Grace to join him, along with Member Tomlinson, at the podium.

Member Tomlinson thanked Grace for what she has done for the University over the years. He presented a Senate Citation, a letter from Governor Tom Corbett, and a letter from the Lieutenant Governor and he read the Senate Citation aloud:

"Whereas, the State of Pennsylvania is always pleased to recognize those individuals who, through their laudable tenure of service, contribute in a meaningful way for the well-being of the communities and the Commonwealth;

Whereas, Grace Kelly is being honored upon her May 2013 retirement from West Chester University after 27 years of dedicated and distinguished service;

Whereas, an individual member of the West Chester University community since 1986, Mrs. Kelly represents the University and the

President's Office in many different roles including as an advisor to the West Chester University Gospel Choir, she further serves as the work study supervisor for the President's Office. During her career, Mrs. Kelly strove to adhere to the highest standards of service and has earned the respect and admiration of her many friends and colleagues.

Now therefore, the Senate of the Commonwealth of Pennsylvania congratulates Grace Kelly on the momentous occasion of her richly deserved retirement and proudly notes that she has demonstrated an extraordinary commitment to West Chester University and offers their best wishes for a most rewarding future."

Mrs. Grace Kelly received a standing ovation at this time.

Member Tomlinson asked to read two sentences from the letter from the Lieutenant Governor. The Lieutenant Governor wrote, "We make a living by what we get. We make a life by what we give." He remarked that Mrs. Kelly certainly demonstrates that and he thanked her for all that she has done for West Chester University and he congratulated her husband, Roy, and their son, Ryan, who were also in attendance.

At this time, Mr. Lawrence A. Dowdy, Executive Deputy to the President of West Chester University, asked the Chairperson if he might honor Mrs. Kelly with another presentation. The Chairperson gave the floor to Mr. Dowdy.

Mr. Dowdy announced that Mayor Carolyn Comitta of the Borough of West Chester was not able to attend this meeting, but she asked Mr. Dowdy

to make the presentation on her behalf. She also wanted to congratulate Mrs. Grace Kelly on her retirement from all of the citizens of West Chester by presenting her with the Key to the Borough.

Chairperson Fillippo then spoke and said the following:

“It is my privilege now to read the following resolution for the Council’s consideration and approval to thank Grace and to honor her for her years of service to West Chester University:”

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**MOTION (MATLAWSKI/DOZOR)**

**WHEREAS, GRACE HACKETT KELLY HAS SERVED WEST CHESTER UNIVERSITY FOR 26 YEARS BEGINNING IN JULY OF 1987, WITH THE MAJORITY OF THOSE YEARS IN THE OFFICE OF THE PRESIDENT AS AN ADMINISTRATIVE ASSISTANT, SUPPORTING THE PRESIDENT OF WEST CHESTER UNIVERSITY AS WELL AS THE EXECUTIVE DEPUTY AND SENIOR ASSOCIATE;**

**WHEREAS, MS. KELLY’S STRONG ADMINISTRATIVE SKILLS, CONFIDENTIALITY, DEDICATION, AND COMMITMENT TO EXCELLENCE HAVE HELPED WEST CHESTER UNIVERSITY ACHIEVE THE SUCCESS IT ENJOYS TODAY;**

**WHEREAS, MS. KELLY HAS VOLUNTARILY SERVED AS AN EXTRAORDINARY ADVISOR TO THE WEST CHESTER UNIVERSITY GOSPEL CHOIR FOR OVER 20 YEARS, POSITIVELY IMPACTING THOUSANDS OF STUDENTS IN SO MANY WAYS DURING THEIR UNDERGRADUATE YEARS AT THIS INSTITUTION;**

**WHEREAS, MS. KELLY HAS BEEN AN OUTSTANDING AND DEDICATED EMPLOYEE OF WEST CHESTER UNIVERSITY AND THE PENNSYLVANIA STATE SYSTEM OF HIGHER EDUCATION;**

**THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY RESOLVES TO CONGRATULATE GRACE HACKETT KELLY ON HER MAY 31, 2013 RETIREMENT AND EXPRESSES OUR APPRECIATION FOR HER YEARS OF DISTINGUISHED SERVICE TO WEST CHESTER UNIVERSITY OF PENNSYLVANIA.**

**MOTION UNANIMOUSLY APPROVED.**

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**AGENDA ITEM V – REPORTS OF THE UNIVERSITY PRESIDENT**

Chairperson Fillippo then called on President Weisenstein for his report.

The President thanked Chairperson Fillippo, and the President pointed out that each member received at their place at the table a summary of what is known to date regarding the disturbance on Walnut Street on May 4, 2013 in which some West Chester University students were involved. This summary also included the actions that have been taken by the University thus far. He shared that the investigation that is underway by the Borough of West Chester will probably not be completed for a few weeks. It is anticipated that there will be other judicial actions taken by West Chester University as well as other possible criminal actions that will be taken by the Borough police. The President said that he has written to and talked with Mayor Comitta several times since the incident and as usual, she is gracious and willing to work with West Chester University to deal with the situation's aftermath and also to work to prevent anything like this occurring in the future. The President also submitted a guest editorial to the Daily Local News which speaks to the University's position and the actions taken and the regret that the University has that any of our students were involved in such a disturbance. At this time, the President asked the members that if they had any questions about this incident or the actions that have been taken so far that they should ask him now. Hearing none, he proceeded giving his report as follows:

On to some very good news! Dr. Christopher Fiorentino, a long-serving Dean of the College of Business and Public Affairs and an extremely successful Dean, not only in his College but also because of the many contributions that he has made to West Chester University, has been appointed as Vice President for External Operations. Dr. Michelle Patrick has been appointed as the Interim Dean of the College for the upcoming year. Dr. Patrick has served for almost five years as the Associate Dean and brings a wealth of experience to this position. Prior to this, Dr. Patrick joined the faculty in 2003 and was a Professor in the Department of Marketing. Chris and Michelle are both here today, and I would like them to stand so that we can congratulate them in their new positions. (There was applause by those gathered.) Chris is going to be helping us greatly in leading our efforts to try to accommodate students who, for whatever reason, cannot be traditional students on our campus and to make a West Chester University education available to more people in southeastern Pennsylvania. He will be particularly looking at off-campus educational locations where we can expand our influence and our touch, to co-located programs very much like those we have established with some other PASSHE universities in Philadelphia, and distance education. This will help West Chester University bring even greater value to our constituencies in the southeastern part of Pennsylvania and beyond.

We are also proud to announce that in their most recent listings and rankings of top public colleges and universities in the north, U.S. News and World Report ranked West Chester University 20<sup>th</sup> among all public



universities. This is up 14 places in the rankings over the last year which is a tremendous jump, particularly for a public university. It is hard to be ranked high as a public institution because of our mission and that is to provide general service.

We are pleased to announce that this week we rolled out the new WCU logo and it is on the screen behind you. In spring of 2012, concurrent with the strategic planning process, I invited the Marketing Committee to develop a new logo for West Chester University to give WCU's main graphic image a fresh and updated look.

Several members of the Marketing Committee organized a plan for creating the new design including distribution of a survey late in the last spring semester to collect input and ideas from WCU's faculty, staff, students, and alumni. Over the summer, the responses were summarized and used to define the qualities and traits that constituencies wanted to see in a new logo, as well as the images that best depict WCU. Based on that input, the University's graphic artists began developing ideas, which the Marketing Committee narrowed down. This logo stood out from the rest as the overwhelming favorite based on its strength, simplicity, and its flexibility of use.

Credit for the original logo concept and design goes to Erica Thompson, management technician in the Office of Publications and Printing Services. Special acknowledgment also goes to Graphics and Printing and faculty members in the Art Department for their valuable recommendations and

expertise. Thanks, to you also, Eli Silberman, our own Council of Trustees member and nationally-acclaimed expert in advertising and marketing, for providing your critical input. We are very fortunate to have your input as we deal with many marketing issues in our campaign.

WCU's Research Consortium exists to provide advocacy, publicity, and support for research at West Chester University. The Consortium organizes an annual Research Day each spring semester. This year was the largest event ever with 6 faculty oral presentations, 56 faculty poster and table displays, 40 Authors' Corner items, a celebration of the 40<sup>th</sup> Anniversary of the Gordon Natural Area, and 12 student winners of the WCU Awards for Student Research and Creative Activities. This is a reflection of the growth in research activity across WCU over the last few years.

The WCU Web Team created a site for the new Philadelphia location featuring course information, admission requirements and tuition for each program being offered at this new location (this is also on the screen). In addition, parking information and directions to the location are provided. Departmental web sites for these programs were also redesigned in preparation for the additional interest that we believe will exist for these programs. The WCU Philly Web Site is LIVE! It can be found at:  
<http://www.wcupa.edu/Philly>

The 30<sup>th</sup> Anniversary Presidential Scholarship Gala was held on March 23 with more than 400 guests enjoying a night in Monte Carlo. While everyone

had a great time, the best news was that a record amount of net proceeds – \$100,000 – was raised to support student scholarships.

As we continue to build our relationships with alumni, WCU sponsored what we believe to be the most successful Alumni Weekend celebration on April 26 through 28. New Alumni Director, Tracey Dukert, and her team collaborated with offices across campus to sponsor more than 30 events ranging from the Distinguished Alumni Awards to reunion events for various classes and programs. Alumni attendance over the weekend exceeded 2,000.

On April 16, a West Chester University team consisting of COT Chairperson, Tom Fillippo, COT member, Skye Hisiro, and students, Kwame Akuffo, Michael Boyd, and Kyle Van Hart all joined Larry Dowdy in participating in the PASSHE Advocacy Day legislative visitation at the State Capitol Building. Students from each of the fourteen PASSHE Universities participated in meeting with more than 70 legislators in their offices to talk about their educational experiences and the value of the education that they are receiving at their state-owned Universities. In addition, an emphasis was placed on the continued support for public higher education and specifically, the Governor's proposed level funding appropriation to PASSHE for the 2013-2014 year. The WCU team was warmly greeted by Senators Dinniman and Tomlinson, and Representatives Briggs, Sabatina, Truitt, Baker and Kinsey. It was noted that the PASSHE alumni in the Pennsylvania General Assembly includes 8 Senators and 33 Representatives, of which 1 Senator and 5 Representatives are WCU alums. A highlight of the day was provided by

Senator Tomlinson escorting the WCU team to the Senate floor for a photo opportunity.

As of this date, 77 faculty searches/hires have been approved by the Provost Linda Lamwers. The voluntary retirement program has led to an increase in searches (about 12 faculty who decided to retire under that incentive). So far, we have about 46 offers that have been made, 8 to multicultural faculty.

From May 18-20, 2013, WCU will host the biennial PASSHE Advancement Conference. More than 200 fund-raising and communications professionals from state system universities and related foundations will be on campus to attend an array of professional development presentations on fundraising, public relations, and alumni relations. Dick Vermeil will be the keynote speaker on leadership, and thanks to Trustee Eli Silberman for directing a session on branding and marketing. Eli, please don't share too many of your secrets with everyone.

The Office of Service-Learning and Volunteer Programs organized an Alternative Spring Break Trip, focused on the rebuilding efforts post-Hurricane Sandy in Staten Island, NY. Approximately 20 students assisted with repairing damaged homes, worked at local food pantries, and helped with client in-take forms. The emphasis on service continued into the final weeks of the semester as our students engaged in wonderful fundraising activities in support of worthy charities including Honors Student Association Aid to South Africa Walk, Greek Week Canned Food Sculpture Contest, Earth Week clean-up

efforts, Colleges Against Cancer Relay for Life, and the Veterans Center Food Drive.

Student Government had an outstanding year under the leadership of Michelle Strausbaugh (President) and, as Trustee Hisiro will mention in her report, SGA Elections were held the week of April 22-26.

Congratulations to the Men and Women's Tennis Team for advancing to the PSAC Quarterfinals. Also, WCU's softball squad was one of 42 at-large teams to earn a bid to the 2013 NCAA Division II Women's Softball Tournament and this will be their 3<sup>rd</sup> trip to the NCAA's. Also, special recognition was bestowed on Women's Gymnast Kaley LaFleur for earning All American status at the US Gymnastics Championships. The Women's Lacrosse Team won the 2013 PSAC Championship title with an 8-7 victory over Lock Haven University on Saturday, May 4, and the Men's Baseball Team will advance to the PSAC playoffs.

The past few weeks have been filled with wonderful opportunities to recognize outstanding student leaders as they complete their terms in office, and to say farewell to many talented seniors who will be graduating in May. The various Induction dinners and recognition events provided an opportunity to offer our appreciation to student leaders for all they have done to make WCU such an exciting and vibrant campus.

Approval of Purchase Orders and Contracts:

President Weisenstein asked for the approval of Purchase Orders and Contracts for February and March, 2013.

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**MOTION (MOSKOWITZ/DOZOR):**

**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 FEBRUARY 2013 AND MARCH 2013, FOR THE PURCHASE OF EQUIPMENT, SERVICES, AND SUPPLIES.**

**MOTION UNANIMOUSLY APPROVED.**

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This concluded President Weisenstein's report.

Chairperson Fillippo thanked President Weisenstein for his report.

**AGENDA ITEM VI – REPORT OF THE VICE PRESIDENT:**

Chairperson Fillippo invited Dr. Linda L. Lamwers, Provost and Vice President for Academic Affairs to share her report.

Dr. Lamwers reported information with the Council regarding what is taking place in the Academic Affairs Division and particularly as it is related to academic programs as follows:

“Tonight, before you will have a resolution related to a Doctorate of Nursing Practice. It is our first proposal to go before the Board of Governors under the changed legislation, and it is our first doctoral program that we hope to have approved soon. The reason that we are doing this is that there have been some changes in legislation and some changes in requirements for nurses who are certified in a particular kind of area. The American Association of Colleges of Nursing has called for moving the level of preparation required for

an advanced practice nurses from Master's level to a doctoral level by 2015. Sixty percent of Pennsylvania nurse practitioners (and those are people with a Master's degree plus a specific certification) are located within 75 of West Chester University. Over 48 percent of Pennsylvania's hospitals are within 75 miles of our campus. The program will be offered as a distance education program in a cohort model, and the curriculum has been developed based on the national standards. As part of the process, we had an external consultant review our curriculum, the credentials of the faculty members and our full proposal and we passed "with flying colors" would be the best way to say it. We were told that we are more than ready to offer a quality DNP program. We already have a number of faculty on our staff who have terminal degrees (as they have doctoral degrees) and they also are certified nurse practitioners themselves.

"You have the proposal before you. If you remember at one point, not too far in the distant past, you approved a student fee for students, contingent on the approval of the program. We expect the program to go before the Board of Governors in July and then we will start with a relatively small group. We will have both a full-time program and a part-time program, and we expect to have heavy interest in it. This is the first program that we have.

"The second program at which we are looking in terms of an applied doctoral program is the Doctorate of Science in Biostatistics. This is in response to pharmaceutical industries' interest in having professionals who have the ability to engage in complex statistical analysis required for both drug

trials, drug performance, etc. as part of the approval process. It will be built on our very successful applied statistics Master's program and will involve collaboration of our Department of Health in terms of epidemiology as well as our Department of Mathematics. It is likely that we will have a number of different tracks within that program. We are looking at the feasibility of some additional programs at the doctoral level. This is all conversation as opposed to having something before you at this point, e.g., a Clinical Psychology degree (high need for that currently). Psychologists in Pennsylvania are required to have 60 credits in the discipline, so it would add just a few credits to that in terms of the doctoral degree. We are looking at Educational Leadership as a possibility as well as a Physician's Assistant program. These are all in the feasibility study stage and we need to see if there is student interest, whether there is demand, employability, and all of those kinds of things will be investigated before we get much farther into the process.

“At the undergraduate level, we are currently engaged in looking at the feasibility for an engineering program. Within the State System, there are none that exist. There are a few engineering technician programs. We have formed an advisory board which has a number of key individuals in it. We have engaged in a feasibility study already in terms of employability and student interest. The study itself suggested areas of potential focus for us. The advisory board was on campus looking at our facilities and institutional readiness. They are suggesting a curriculum for a general engineering degree with perhaps tracks in electrical, mechanical, etc. The individuals who are on



the advisory board currently serve on the ABET Board which is the Board that certifies engineering programs which is an important component for us. They will be identifying both opportunities and gaps for us in terms of how many faculty we would need, what kind of space we would need, etc. We expect a report in a few weeks and from there, we will look at if we are ready and if not, we would study what we would need to invest if we were to do this.

“Another program at the undergraduate level that we are investigating is an international business major. It would involve faculty in Business, as well as faculty from Languages and Cultures. We would probably include two components, both the business aspect as well as the cultural aspect of working with a particular group and it builds on existing partners that we have. We have some partnerships with institutions in Turkey, we have some visiting scholars who have been here in our Business program. This provides some good linkage for us.

“A year ago, we engaged in an Academic Planning activity in the Academic Affairs Division. We engaged all departments and provided them with information on the students that they are serving including what the graduation rates were, how many degrees they were awarding, the viability of their programs (what are the trends and are they increasing, decreasing, etc.), diversity of faculty and students and also cost and efficiency (how many credit hours were being generated per faculty member, what were the average instructional costs) and compared them with all of the other programs across the institution. With this information, they were characterized in the top 10

percent or middle group or the lowest 25 percent. We shared within departments things like employability information as well as projections of employability. Through this process we have developed some requests for proposals for new areas to explore or changing some programs and doing some tweaking of some things and revising some other things as well.

“The new Strategic Plan has a place for Academic Planning and so the Academic Affairs Division will be building on this topic. It is an exciting time. The curriculum is not stagnate – our nursing program completely revamped their Master’s program this past year and some other departments are in the process of adding tracks and moving things around. There are new ideas and we are trying to be responsive both to Commonwealth interests and needs, but also by using the strengths that we have here at West Chester University.

“That concludes my report.”

At this time, Member Dozor asked for the floor and said that he would be remiss if he did not have some dialogue with Dr. Lamwers and remind the Council that he had brought these issues up for years again and again. He stated that West Chester University has a very fine nursing program, but it is too small. Year after year, he said that he raised the issue of trying to increase the enrollment of this program and he did not think it was being increased very much (he mentioned a possible increase of 10 -15 students over the course of a few years). He spoke about the large number of calls that he and other Council members receive regarding the nursing program because neighbors from Chester County, Delaware County, Montgomery County with excellent

credentials cannot get into WCU's nursing program. They are turned away. Students who have A and B averages who are already here at WCU and want to transfer into the nursing program are turned away and cannot get in.

A couple of years ago, the Council of Trustees were informed that a Master's program was needed. He stated that he raised the issues again at that time. The judgment was that a Master's program was needed. Now, the Council is informed that WCU needs a Doctoral program for a few very special applicants who are lucky enough to get into the program.

He said that he honestly believes (and this is not a surprise because in the past he raised this again and again) that the WCU mission is really better served if we increased the student population of the existing undergraduate program by using the financial resources of this proposed Doctorate Nursing Practice program and the faculty resources that already exist. This would allow some of WCU's better students to transfer in. He said that he cannot understand why when we have excellent students who live in neighboring counties are being turned away to enroll at other institutions because WCU needed a Master's degree program in nursing and now a Doctorate degree is needed in nursing.

On another issue, Member Dozor said that he honestly does not believe that we necessarily need more and more Master and Doctorate degree programs. He said that he realizes that WCU is a university and that Master and Doctorate programs are needed but the WCU mission is to provide education to as many students in this area as possible and we continue to turn

away possibly by now thousands of excellent students (our neighbors) because of these other programs. He said that he realizes that we need to have a balance and he trusts the Provost's judgment, but he thinks that we cannot lose sight of our mission in this area in terms of providing public higher education to the masses. He said he realizes that this is not a surprise and months ago there was a presentation to the Academic Affairs Committee and we knew this was coming, but he thinks it is a shame. He said that if he was told that at the same time that WCU was going to find ways of providing opportunities for undergraduate nursing students and ways would be found to allow our excellent students to transfer over, that would make sense, but that is not what he is being told. He is being told that WCU cannot do that, but we can find time for the Master's program (which we have now) and we can find time for a Doctorate program and how many will we graduate from this program? It will probably be a handful of students. What does that mean? It seems to be inconsequential.

Dr. Lamwers answered saying that it may be "inconsequential," but the average age of a nursing faculty member at this point in time is about 55 years old. The average age of someone who has a terminal degree in nursing which is often required when you are offering Master's programs is a bit younger than that. We have added three new faculty members to the Nursing Department this year as the President was talking about the number of faculty searches that we have had. We now have a couple of faculty who have retired through the voluntary retirement system, and we have a very successful partnership

program with Delaware County Community College where they are, in fact, doing the nursing component and they then are transferred to our institution and we provide the BSN program, but we don't have the costly expenses and the challenge of having clinical sites for those students. So what we have tried to do is to accommodate some of our own students, expand the transfer opportunities for Delaware County Community College so that we increase the number of nurses with the Baccalaureate degree. Dr. Lamwers stated that she clearly heard Member Dozor's remarks and she understands that nursing is a critical area. If in fact the profession requires people to have terminal degrees, it is Dr. Lamwers' belief that given the geographic location of West Chester University, our institution has some responsibility to meet those needs.

President Weisenstein remarked that he agreed that West Chester University needs to increase its capacity to prepare nurses at each of the levels. West Chester University has several problems that need to be overcome. One problem is adequate space. He explained that WCU has a simulation lab and those simulators allow our students to work with "patients" in a simulated setting so that they can learn a great deal because manipulation can be used and crisis situations can be created. All of those simulators are in the same room. Being in the same room, only one class at a time can use all three simulators. Each one of those simulators should be in a separate classroom so that three classrooms can use the simulators at the same time. We have a problem with space and that is one of the things we are trying to solve by looking external to the West Chester University campus. We are examining

what programs we can take somewhere else and be able to deliver with the same quality that we deliver here on campus.

Dr. Weisenstein then explained that Dr. Lamwers alluded to the second problem. WCU has a difficult time hiring terminal degreed faculty. We want to maintain top accreditation in these programs and yet there are not that many doctoral level nursing faculty from which to draw. Many of the nursing faculty with the terminal degrees have those degrees in something other than nursing, not within the discipline. As we establish a DNP (Doctorate of Nursing Practice), we add to that pool – our own pool – from which we can recruit as well as other pools. There is some advantage there to the undergraduate programs as we try to develop additional capacity by having more faculty available with that terminal degree as well as the space to accommodate more students.

He added that the Provost also mentioned another factor and that is field sites. Even though probably 70 percent or more of the health care services in Pennsylvania are within fifty or sixty miles of West Chester University, there is competition for those sites at hospitals and clinics, etc. It is a challenge to make sure that WCU has top quality internship sites where we can guarantee a good learning experience for our students. Having said all of that, these are things that we are trying to overcome. The President assured Member Dozor that these are not reasons to stay at the level where we are now in the nursing program because Council members are not the only people who get those calls. When we have 1,200 nursing applicants for sixty places, that is not a good

ratio because we have some very, very good students who we are turning away. However, West Chester University also has between 20,000 and 22,000 applicants for programs across campus. We are turning away a lot of very good students across those programs as well. We need to guarantee a quality higher education experience for everyone – our faculty and our staff as well as our students. We cannot admit many more students at the West Chester site. In addition, we need to maintain a good Town Gown relationship which from time to time does get tested. We are looking at how we can expand our capacity beyond our current site. President Weisenstein remarked to Member Dozor that he is absolutely correct, and the President appreciated that this was brought up because it is a concern that we all share.

Member Dozor responded that he believed that perhaps some of the other disciplines that the President cited may be better candidates for a doctorate degree.

Member Tomlinson asked Chairperson Fillippo for the opportunity to speak. He shared that he lived that frustration because his daughter is graduating from Gwynedd Mercy College Nursing School having been here at West Chester University but not even knowing that she could not get in the curriculum for nursing for a year. He shared that it was very frustrating and he shared that he, along with other people, were pushing for a bigger nursing program. One of the problems is that we cannot get enough professors who can teach nursing and this is a problem across the entire Commonwealth. He said that he understands now that going at this problem in a different angle by

going into a doctorate degree program which will not take much space on campus as a distance learning program but will in the long run provide qualified professors to teach nurses in the undergraduate nursing program. He said it is a creative solution to the problem even though it seems like a back-door approach to get into this field which will help people who need to get their doctorate to teach undergraduate students. Member Tomlinson stated that he is prepared to introduce the resolution for consideration and approval for the Doctor of Nursing Practice later at this meeting.

**AGENDA ITEM VII - REPORT OF THE EXECUTIVE COMMITTEE:**

None.

**AGENDA ITEM VIII - REPORTS OF STANDING COMMITTEES:**

Academic Affairs

Member Tomlinson introduced the first resolution for consideration and action by the Council of Trustees:

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**MOTION (MOSKOWITZ/LEWIS)**

**BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY APPROVE THE DOCTOR OF NURSING PRACTICE TO MOVE FORWARD TO THE BOARD OF GOVERNORS OF THE STATE SYSTEM OF HIGHER EDUCATION FOR FINAL APPROVAL, PENDING APPROVAL BY THE OFFICE OF THE CHANCELLOR.**

**MOTION APPROVED BY EIGHT VOTES. ONE VOTE OPPOSED.**

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Member Dozor, also serving on the Academic Affairs Committee, introduced the second resolution for consideration and action by the Council of



Trustees:

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**MOTION (TOMLINSON/IRELAND)**

**BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY DESIGNATES THE FOLLOWING DISTINGUISHED FACULTY MEMBER AS AN AWARDEE OF THE TRUSTEES ACHIEVEMENT AWARD:**

**CHARLES HARDY, III**

**MOTION UNANIMOUSLY APPROVED.**

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Member Dozor introduced the third resolution from the Academic Affairs Committee for consideration and action by the Council of Trustees:

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**MOTION (SILBERMAN/IRELAND)**

**BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY CONFERS THE DESIGNATION OF EMERITUS UPON THE FOLLOWING DISTINGUISHED RETIRED FACULTY:**

**ROBERT HEWITT  
GAIL BOLLIN  
FRANCES SLOSTAD  
LARRY NELSON  
LOUIS PORTER  
RICHARD YODER**

**MOTION UNANIMOUSLY APPROVED.**

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Member Dozor reported that he and Member Tomlinson had the opportunity of meeting three students and two faculty members of our West Chester University Theatre and Dance Department. They have been actively involved for many years with the American College Theatre Festival which is sponsored by the Kennedy Center in Washington, D.C. The Kennedy Center sponsors a week long workshop during the winter break and over 600 academic

institutions throughout the United States participate as West Chester University does. In 2014 and 2016, West Chester University will be the host university for this region and more than 70 schools will be participating here on campus, and we expect more than 200 student productions to be entered. The Theatre Festival is an opportunity for students to showcase their theatre skills in the area of drama, directing, play writing, production, acting, theatre design, technician (lighting, set and sound design), and stage management of the business of theatre. The students were very excited, and this event will be great exposure for the whole region including Chester County, Delaware County and Montgomery County areas.

That concluded the report from Members Tomlinson and Dozor.

### Student Affairs

#### A. Report on SGA and Student Related Activities

Member Hisiro reported that the Student Affairs committee convened and were joined by a number of student leaders including some of the newly elected Student Government Association executive officers. She invited Theresa Pierantozzi to stand. Theresa was recently elected to the Senate as the President and she was elected along with Jared Epstein as the Vice President, Eric Wertz as Treasurer, John Caro as Secretary, and Olivia Kenney as Parliamentarian. The rest of the Executive Board was not able to come to the meeting but they are looking forward to coming to the meetings in the fall.

Member Hisiro gave the following update for the SGA: Theresa reported to the SGA on what she plans on doing in 2013-14 as President. The Spotlight

Organization for this meeting was the Forensics Team. Student representative, Daniel Hinderliter, who is the President of the Forensics Team was joined with two other members of the debate team along with Professor Hickman, the advisor, and they presented an overview of their very successful year and all of their accomplishments. Some of their accomplishments include: They won the Pennsylvania State Championship for the first time in fifteen years; debate members took the top 4 places in the overall competition. The team also competed in 3 national tournaments this year. Mr. Jared Brown, the Director of New Student Programs, was the featured guest. He shared with the committee members the plans for the summer 2013 new student orientation. Mr. Brown also provided information on the Freshman Interest Group (FIG) which is a collaborative effort with Academic Affairs and Residence Life. Dr. Bricketto highlighted major student group community service projects.

This concluded Member Hisiro's report.

### Advancement

Member Silberman reported that the committee did meet and received a report from Tracey Dukert, the Alumni Director, who took this position in August of 2012. Apparently, since her tenure here, events for alumni have increased from 30 events to close to 50 events. There have also been huge gains in social media for alumni and apparently things are really moving along at a very nice pace in that area. We also received a presentation of the early results of market research that is being done on the entire marketing program. The preliminary results that were received are extremely positive and at the

upcoming June Board Retreat, the Council of Trustees will get a very detailed report on that. Finally, regarding April fundraising, we reached the goal two months ahead of schedule which is very positive.

This concluded Member Silberman's report.

### Campus Development and Facilities

Member Matlawski reported that the committee did meet and were updated on several projects which are under construction as well as a briefing on some upcoming projects. The student housing initiative is under construction on south campus and occupancy is still anticipated by August of 2013. The Commonwealth residence hall on north campus is under construction and occupancy remains on schedule for August of 2014. The New Street Parking structure is moving rapidly and going very smoothly all things being considered. The committee talked about the continuing geo thermal projects and they will be back digging in the Sykes parking lot in the not too distant future. The Business and Public Affairs Center project is going forward as are Mitchell Hall renovations and a number of other projects that were discussed. For the members' consideration, this spring and summer there are a number of campus projects that will either be under construction or are now under design including the Hollinger Field House Basketball Arena, construction of a new artificial turf soccer field down at south campus, new planetarium in Schmucker Science Center, conversions of classrooms in the Old Library, exterior repairs to the Library, installation of the Frederick Douglass statue, in which many of the members here were involved in the

fundraising for that efforts, renovations of bathrooms and kitchens in great numbers at the College Arms.

This concluded Member Matlawski's report.

### Information Technology

Member Moskowitz reported on two items: 1) The student housing wireless project plan is underway and cost analysis is being done for the University Student Housing (USH) to provide network coverage in the existing affiliated housing units that do not presently have wifi (University Hall on north campus and Village Apartments in south campus), and 2) All classrooms on the campus have been upgraded to dense wireless network coverage to allow all students in the class to access wifi at the same time.

This concluded Member Moskowitz' report.

### Budget and Finance

Member Lewis reported that the Budget and Finance Committee convened with a very full agenda. First, the committee approved the award of 5 ½ scholarships from the Philips' Fund. These are scholarships awarded to outstanding academic performers who have grade point averages that most of the Council could only probably dream of having. The one-half is a student who will graduate in December and who was a prior award recipient. Also reviewed were the revenue and expenditure forecast for the current fiscal year. Member Lewis was pleased to report that it is projected that West Chester University will end up roughly \$4 million in a surplus condition. That \$4

million is due in part to higher enrollment of part-time students. This is a very excellent performance on behalf of the University.

Member Lewis introduced a resolution for consideration and action by the Council of Trustees regarding the endowment spending rate.

Member Lewis reported that last year the spending rate was 3.5 percent and the investment sub-committee of the West Chester University Foundation made a review of the spending rate and recommended that we again continue it at 3.5 percent.

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**MOTION (MOSKOWITZ/MATLAWSKI):**

**BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA HEREBY APPROVES THAT THE CURRENT 3.5% TOTAL RETURN ENDOWMENT SPENDING RATE OF THE MARKET VALUE OF THE ENDOWMENT BE CONTINUED FOR THE 2013-14 FISCAL YEAR.**

**MOTION UNANIMOUSLY APPROVED.**

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Member Lewis shared that the investment performance of the endowment was reviewed and as expected with the market up, the endowment was also up, so that was a good report.

Also, endowment asset allocation is determined by the West Chester University Foundation because they manage the endowment assets for West Chester University. Recently, the Foundation performed a review of the asset allocation. We have currently been allocated at 60 percent equities and 40 percent bonds in fixed income. They have recommended that investment allocation be modified to 70 percent equities and 30 percent fixed income. That

recommendation is for reporting purposes. They foresee more favorable conditions for equities going forward and they also believe that there is risk to the fixed income side if interest rates were to rise and these are at historic lows today.

Member Lewis then introduced the new auditors. Every 5 years, PASSHE engages in a competitive process to bring on board new auditors and the winner of that process was CliftonLarsonAllen. He then introduced Steve Rosa who is engagement partner and Christina Bowman who is the lead manager for the engagement. He invited Mr. Rosa and Ms. Bowman to come forward and present to the Council emerging issues with the audit and any other information that they wish to convey.

Mr. Rosa and Ms. Bowman thanked the Council members for having them come to the meeting. Mr. Rosa gave information about CliftonLarsonAllen and shared that their firm did win the entire award for all 14 PASSHE Universities plus the Chancellor's Office. They are the 9<sup>th</sup> largest firm in the country and they concentrate on smaller and medium size businesses. They have an extensive practice in non-profits and particularly in higher education. The final work will take place in August and they will be back meeting with the Council with their progress at the end. He asked that if there are any issues or questions from the Council that they contact them directly and they will be happy to talk to any of the members.

At this time, Ms. Bowman shared a few subtle changes for this year that will be in the annual financial report. There are new clarity standards that will

change the audit opinion page. What is now called the "Statement of Net Assets" will be called the "Statement of Net Position." The most exciting topic in the government world is "Statement 68" as it relates to pensions. This will require all governments that have pensions to report their portion of the liability on the "Statement of Net Position." Currently, that entire liability is with the PSERS/SERS systems in which West Chester University participates. Those systems will be determining West Chester University's portion of the liability and it will be shown on the financial statements which will most likely create a net deficit position going forward on the "Statement of Net Position."

Member Lewis added that on the change to the accounting for the pension benefits, the impact will not just be merely to put West Chester University in a deficit position, but it is also going to have an impact on West Chester University and other governments' ability to issue debt at favorable rates. This is something that the Finance and Budget Committee will need to be aware of and be mindful of as we move forward.

Member Lewis concluded his report by thanking Mark Mixner and Colleen Bradley for guiding the Committee through a very lengthy agenda and doing such a wonderful job in assembling the information. Also, on behalf of the Committee, he wanted to thank the SGA representative, Kevin Hammond, who attended this afternoon what is his last meeting. Member Lewis appreciated his attendance, participation and help.

This concluded Member Lewis' report.



**AGENDA ITEM IX – REPORTS OF SPECIAL COMMITTEES:**

Member Dozor reported on the results of the nominating committee (Members Dozor, Ireland and Franklin) by presenting the following slate of officers for consideration and action by the Council of Trustees:

- Chair - Mr. Thomas A. Fillippo
- Vice Chair - Mr. Adam Matlawski
- Secretary - Ms. Christine Costello

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**MOTION (DOZOR/IRELAND)**

**BE IT RESOLVED THAT THE FOLLOWING MEMBERS OF THE COUNCIL OF TRUSTEES WILL SERVE AS THE OFFICERS AS DESIGNATED BELOW FOR THE 2013-2014 ACADEMIC YEAR:**

- CHAIR - MR. THOMAS A. FILLIPPO**
- VICE CHAIR- MR. ADAM MATLAWSKI**
- SECRETARY- MS. CHRISTINE COSTELLO**

**MOTION UNANIMOUSLY APPROVED.**

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**AGENDA ITEM X – REPORTS OF LIAISON TO CONSTITUENCIES:**

None.

**AGENDA ITEM XI – OLD BUSINESS:**

Member Dozor requested that, at the September meeting, a report be given regarding “highway signage” that was brought up and discussed at a previous meeting regarding a meeting with Penn DOT representatives, etc. to investigate what could be done to put large WEST CHESTER UNIVERSITY signs along Rt. 202 and all of the corridor roads leading to WCU.

**AGENDA ITEM XII – NEW BUSINESS:**

Chairperson Fillippo urged all members to attend the COT Retreat on June 11, 2013.

**AGENDA ITEM XIII – ADJOURNMENT:**

Chairperson Fillippo asked for a motion for adjournment.

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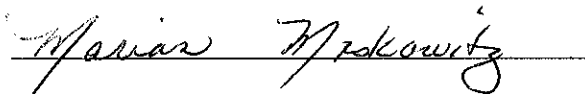
**MOTION (DOZOR/MATLAWSKI):**

**MOTION TO ADJOURN AT 6:35 P.M.**

**MOTION UNANIMOUSLY APPROVED.**

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Respectfully submitted,



Marian Moskowitz  
Secretary, Pro Tem