



Council of Trustees  
West Chester University  
West Chester, Pennsylvania 19383

**UNANIMOUSLY APPROVED  
BY THE  
COUNCIL OF TRUSTEES  
JANUARY 26, 2012**

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**REGULAR MEETING OF THE COUNCIL OF TRUSTEES  
PHILIPS 3rd FLOOR BOARD ROOM  
PHILIPS MEMORIAL BUILDING  
November 10, 2011  
5:15 PM**

The regular meeting of the Council of Trustees of West Chester University of Pennsylvania was held on November 10, 2011, in the Philips Memorial Building, West Chester, PA.

**AGENDA ITEM I – CALL TO ORDER:**

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

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

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**MOTION (WHITLOCK/MOSKOWITZ):**

**APPROVAL OF MINUTES OF THE SEPTEMBER 22, 2011, MEETING AND THE MINUTES 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 welcomed everyone. He reminded the Council of the 90<sup>th</sup> Annual Holiday Program presented by the School of Music on Saturday, December 3, 2011 at 3:00 p.m. Tickets will be put on reserve for any Council members by calling the President's Office.

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

President Weisenstein gave the following report:

Thank you, Tom. What I'd like to do this afternoon is to give you an overview of things that have occurred at the University since our last meeting. I will be brief in my explanations of these items, so if there are any questions, please feel free to ask.

Feedback about our Learn More marketing campaign has been very positive. This campaign was introduced at our last meeting in September, shortly after it was launched. The billboards, the TV ads, the ads on buses, etc. have given the University a lot of recognition. We will know later on when there is a follow-up marketing survey whether it had the kind of impact that we hope will inform people about the quality of the University. People have recognized for a long time that WCU is a good value, but WCU is also highly competitive with respect to our quality.

In September, the WCU Facebook page was viewed more than 268,000 times. Our non-University viewers chose Facebook an average of 8,800 times a day. Again, we will see whether this has had the impact that we hope for in terms of reputation and image for quality. The Learn More TV commercials have been watched on YOUTUBE more than 10,000 times since our September launch. These are all very impressive figures.

Along with campus-wide strategic planning, the Academic Affairs Division has launched academic planning. The Academic Affairs Division are beginning that process by listening to people around the Commonwealth from the Department of Labor, economic development corporations, etc. that have the pulse of employment, employment needs and business development so that we make sure that we align our programs in the future with the needs of our service region. This is a very good place to start, and I commend Dr. Linda Lamwers, Provost and Vice President for Academic Affairs, and the academic deans and others who are taking this on simultaneously with our campus-wide strategic planning efforts.

Strategic planning itself is moving forward, too. We have taken a very broad-based approach to planning including gathering a good deal of input from various constituency groups. We recently met with government officials for a breakfast meeting. Typically, higher education plans its strategic plan and then approaches our government officials and informs them of our plan and asks for help to implement it. The approach that we have taken is to engage these groups, and particularly our government officials, in that

planning process because those are the people who are really in tune with what is happening in their communities with their constituencies and that is the information that is needed in order to inform our planning process. We anticipate having the strategic plan completed by the end of the academic year which remains an ambitious goal, but we are going to strive to achieve that goal.

The Department of Art was added to WCU's long list of accredited programs by the National Association of Schools of Art and Design. I believe that now all of our programs that can be accredited are accredited which is a tremendous accomplishment that few universities can claim.

WCU is also celebrating our 50th year of Graduate Education at WCU. That is a program that we have targeted for considerable and continuous growth into the future.

The Recreation Center is moving forward and should be completed toward the end of 2012. We were hoping to be ready at the start of the academic year, but we know the target now is sometime toward the end of 2012, depending on how closely the project can stay to the construction schedule. The abundance of rain that we had earlier this year set the project back a little bit. If you drive past the facility, you will see that this is a very large building. It should accommodate our needs very well and provide recreational and social opportunities for our students that have not existed here on campus previously. It will also help to keep more of our students here on campus with something to do around their studying and classroom schedules.

The University is investigating the possibility of purchasing property on Matlack Street which fits into the long range plan for our campus. As we move forward with the buying of that property and see what is possible to put together for an agreement, we will get back to the Council of Trustees as soon as our plan is clear.

The Veteran's Center undergraduate assistant and Center Director, Lawrence Davidson, is continuing to ramp up its services for veterans. They planned a Wounded Warrior and Honor Military Service Day at our football game on October 29<sup>th</sup>. A great program was organized, but it was a "snow bowl" that day. Unfortunately the program was not able to be completed because of the weather. As President, I was presented with a flag to fly next to the Michael Horrock's statue by Lieutenant Colonel Sally Stenton who has been affiliated with WCU as a graduate of the institution and is retiring after a tour in Afghanistan. We encouraged the Veteran's Center and Lawrence Davidson to plan this event again next year and to work with Ed Matejkovic, our Athletic Director, to make sure we have this scheduled for a home game on a Saturday or at night to do this.

Homecoming went very well this semester. We had many alumni come back to campus and, generally, people have expressed a real appreciation for West Chester University and how it touched and changed their lives. It is great to hear those stories and what our alumni are able to do with a West Chester University education and with the kinds of personal qualities that they brought to the institution and have used through the rest of their lives. Great things

have been accomplished. In order to make sure that everyone was safe and reasonably quiet and well behaved, our Partners in Safety Program with Matt Bricketto, Vice President of Student Affairs, and others were out walking in the southeast quadrant in the Borough to make sure that things were going well so that we did not have any problems that sometimes can occur around Homecoming with the exuberant behavior of our students and the excitement around the events.

Our Demonstration and Application Center and the Classroom of the Future are progressing well – a spring 2012 grand opening is still on schedule.

Mike Maloy, Associate Vice President for Human Resources, is co-leading a PASSHE project to encourage and promote attracting and retaining non-represented employees (those without union representation). He and his staff at WCU (and with others across the System) have been very creative in identifying non-monetary based incentives. For example, quality of work life here on campus, flexible schedules, etc. that will attract and retain the very best talent here at WCU regardless of our limitations in being able to reward people through monetary-based incentives. We are also providing leadership to the PASSHE Academy which is a professional development initiative across the entire System. So, as usual, West Chester University is out in front leading the System and providing the kind of support that is going to be helpful to all of the campuses.

At this time, I would like to introduce newly hired employee, Colleen Bradley, who joined WCU on November 1 as the Director of Budget and Financial Planning.

I understand that legislation for regulatory relief is moving forward. We have two sets of bills being considered, one of which is a single bill coming out of the House of Representatives. We talked a little about this during the informal COT session a few weeks ago. That single bill coming out of the House is the Higher Education Modernization Act. In the Senate, several bills have been introduced that accomplish somewhat the same thing. The Senate bills together are more comprehensive than the Modernization Act. Senator Tomlinson has introduced one of those bills on behalf of the State institutions, and we are very appreciative of his action on that bill along with his continued advocacy and support. The support for that legislation crosses both aisles and both parties have been very much involved in both sponsoring the legislation, as well as supporting it. We are expecting to achieve a positive outcome. That will be tremendously helpful to us in breaking down some barriers for the institutions to be as efficient and as effective as possible. I provided testimony to the Senate Education Committee on October 13, 2011 in Harrisburg around statute and regulatory relief. Testimony was also provided on November 3, 2011 to the Appropriation Committee hosted at Millersville University. Both meetings went quite well, and I think that our legislators were pleased to get additional information about the importance of this legislation.

Some of you are aware that I was in Costa Rica a few days ago and spent a week down there pulling together some loose ends around our Knowledge Crossing Borders Conference that we are hosting at WCU from May 30 – June 1, 2012. There are two dimensions to that conference. One is the traditional conference format. The second is something new that we have added to the conference and that is the Global Presidential Conclave on the Future of Higher Education. For that event, we will be bringing together rectors, presidents and chancellors from around the world to WCU. So far, there are 15 different countries represented in a relatively small group of about 35 or 40. We will be talking about major issues that are affecting higher education as well as how higher education itself can affect the major issues of our time. By major issues, I mean issues like hunger, literacy, world peace, and the environment, etc. and the role that higher education should play in those. We have several distinguished attendees who are going to help us provide some context for our discussions. Muriel Howard, President of AASCU (American Association of State Colleges and Universities), and the First Vice President of Costa Rica, the Senior Vice President of Microsoft, are some of the people who will be with us on campus during this time and will help us focus and generate discussion around important issues. The conference itself looks like we could have approximately 500 attendees for that three-day period. They are coming from about 25 different countries, including China, Russia, Turkey, Finland, Norway, and Latin American countries. It will be a significant event for the



Borough of West Chester as well as for West Chester University. We are proud to be hosting this.

Approval of Purchase Orders and Contracts

President Weisenstein asked for approval of Purchase Orders and Contract in excess of \$5,000 during August and September, 2011.

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**MOTION (CARROZZA/WHITLOCK):**

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

**MOTION UNANIMOUSLY APPROVED.**

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This concluded President Weisenstein's report.

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

Chairperson Fillippo invited Mr. Mark Mixner (Vice President for Administration and Finance) to introduce two guests for a presentation on behalf of that division. Mr. Mixner came forward and remarked that there would be a brief presentation on West Chester University's audit and financial statements. He introduced representatives from the audit firm of ParenteBeard, LLC (Terry McMann and Michael Johns) who presented highlights of the University's audit for the fiscal years ended June 30, 2011 and 2010. The brief overview of the audit included the following topics: Audit Scope and Timing, Current Year Financial Data and Required Communication. The audit report provided an unqualified audit opinion, which is the highest

level of assurance that can be provided in an audit. In addition, the financial statements show that the University continues to be financially sound. The audited financial statements were distributed to all Council of Trustees members and were added to these minutes.

Chair Fillippo thanked Mr. McCann and Mr. Johns for their report.

**AGENDA ITEM VII – REPORTS OF EXECUTIVE COMMITTEE:**

None.

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

Chair Fillippo reminded the members that the format to follow for reports from the standing committees is that each committee member chair will report that the committee has met and that a summary of the meeting has been provided and will be made part of the minutes.

Academic Affairs

Member Tomlinson reported that the committee did meet and asked that the summary provided be included with the minutes. He added that there was a very informative session regarding the College of Arts and Sciences providing support for faculty teams to travel abroad to develop relationships with universities in Africa, China, and other countries. These relationships have resulted in research collaborations, teaching exchanges and opportunities for students to study abroad. Dr. David Wright, Assistant Vice President for International Programs, is developing new initiatives that include an International Visitor Exchange Program, support for faculty-led study abroad programs and an ESL program for graduate students.

## Student Affairs (including SGA Report)

### A. Student Affairs Committee

Member Alicea began her report by informing the members that WCUR (the WCU station) student leaders were invited to come to present to the Student Affairs Committee. In just two years, WCUR has increased their membership from approximately 30 members to 110 members which is significant growth of membership in the world of student leadership. This semester, they have done 36 programs compared to six programs last semester. They have at least 12 more lined up. They are also now streaming online and can be found in six or seven other countries with a good number of listeners. The exciting group of young men who presented to the committee did well, and they were encouraged to continue in their expansion and development with WCUR.

### B. SGA and Related Student Activities

Member Alicea reported that for SGA, one of the biggest things accomplished in the month was that they approved a new organization, the Public Health Club. This club will work with students not only in the public health discipline, but with anyone who has general interests in advocating for better health policies and practices among students.

Also, SGA will be utilizing OrgSync more which is social media used on campuses within the PASSHE system to gather all of the student-run organizations and help them share information more efficiently. SGA is uploading minutes onto that website so that any student can have access at

any time to see what was discussed at a meeting as well as get the financial policies, procedures and student operating procedures as well.

SGA collaborated with the Homecoming Committee and they were successful in distributing 1,000 Homecoming tee shirts and all other memorabilia to students at the football game.

Member Alicea also reported that this semester, women's athletic teams are much stronger than the competition. The women's soccer team is going into the NCAA playoff rounds against Edinboro, the women's field hockey team has entered the semi-finals where they will be playing Bloomsburg this weekend, and the women's volleyball team has entered their PSAC playoffs. The men's teams are not doing as well.

This concluded Member Alicea's report.

#### Advancement

Member Silberman reported that the committee did meet and he asked that the summary report be included with the minutes. He also announced that letters will be going out to all COT members regarding annual giving. He learned at the meeting that WCU appears to be the only university in PASSHE in the last 10 years that has a record of 100 percent Council of Trustees' giving.

This concluded Member Silberman's report.

### Campus Development and Facilities

Mr. Greg Cuprak, Executive Director of Facilities, reported that the committee did meet with the SGA representative to that committee and asked that the summary provided be included with the minutes.

This concluded Mr. Cuprak's report.

### Information Technology

Member Moskowitz reported that the committee met and she asked that the summary of information be made part of the record. She reported that the Demonstration and Application Center is planned to be open in the spring of 2012, and it looks like it will be very exciting.

This concluded Member Moskowitz' report.

### Budget and Finance

Member Carrozza reported that the committee had met and reviewed the audit information and asked that the summary provided be included with the minutes. Member Carrozza publicly thanked Mr. Mark Mixner, Bernadette Hinkle, Kevin McFadden and Colleen Bradley for all of their hard work on getting the unqualified audits. WCU consistently ranks at the top and is consistently clean due to Mr. Mixner's oversight and the efforts of his staff. He reported that the fiscal 2012 budget is looking extremely healthy, again due to many people tightening belts, and Mr. Mixner's overseeing efficiency and effectiveness in money management. WCU is doing well and is very solid.

Member Carrozza reported that the endowment investment report would be found in members' packets.

This concluded Member Carrozza's report.

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

None.

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

None.

**AGENDA ITEM XI – OLD BUSINESS:**

Chair Fillippo reported that due to Member Chris Lewis' travel schedule for the month of November which does not allow him to serve on the President's Review Committee, he was pleased to announce that Member Marian Moskowitz has been appointed to the Review Committee for 2011-12 along with the Committee Chairperson, Member Bernie Carrozza and Member Eli Silberman.

**AGENDA ITEM XII – NEW BUSINESS:**

The Chair suggested that plans be made for a formal photograph to be taken of the COT members.

**AGENDA ITEM XIII – ADJOURNMENT:**

Chairperson Fillippo asked for a motion for adjournment.

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**MOTION (CARROZZA/WHITLOCK):**

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

**MOTION UNANIMOUSLY APPROVED.**

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Respectfully submitted,

  
Bernard J. Carrozza, Ed.D.