REGULAR MEETING OF THE COUNCIL OF TRUSTEES
PHILIPS 3rd FLOOR BOARD ROOM
PHILIPS MEMORIAL BUILDING
November 7, 2013
5:15 PM

The regular meeting of the Council of Trustees of West Chester University of Pennsylvania was held on November 7, 2013, in the Philips Memorial Building, West Chester, PA.

AGENDA ITEM I – CALL TO ORDER:

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

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

MOTION (LEWIS/IRELAND):

APPROVAL OF MINUTES OF THE SEPTEMBER 26, 2013, MEETING AS PRESENTED.

MOTION UNANIMOUSLY APPROVED.

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

None.
AGENDA ITEM IV – REPORT OF THE COUNCIL CHAIRPERSON:

Chair Fillippo reminded the members about the Annual Holiday Program to be presented by the School of Music on December 7, 2013. He informed them to reserve tickets, they can contact Becky Hook who will take care of that. Chair Fillippo called on President Weisenstein for his report.

AGENDA ITEM V – REPORT OF THE UNIVERSITY PRESIDENT:

President Weisenstein gave the following report:

Thank you, Tom.

Congratulations to the WCU Alumni Association, Student Homecoming Committee, WCU Foundation, Office of Student Programming, and Athletics for organizing this year’s fantastic Homecoming celebration. Highlights included *Paint the Town Purple* which is a great cooperative activity with the merchants in the Borough of West Chester, the Black Student Union Pep Rally, a Comedy Show, the Annual Parade, multiple Golden Rams sporting events including a great Football win against ESU, selection of the King & Queen Court, and numerous Alumni events held throughout the day.

The Fraternity and Sorority Life membership at WCU stands at 1,400 students, which represents a 20% increase from fall 2012. Total Greek figures include 451 members of Interfraternity Council Chapters (157 new members), 948 members of Panhellenic Council Chapters (389 new members), and 81 members of Black & Latino Greek Council. I am very proud of our Greek
community here at WCU. They are a very responsible group and they are a big part of the more than 400,000 hours of volunteer time that our students give to their community. As I have reminded our Greek leaders, they are often times seen as the face of West Chester University, and in that capacity, I am very proud of them.

New Student Programs hosted a great Family Weekend on September 28-29. The Saturday Picnic sponsored by the WCU Foundation was a "sellout" and there was strong support for all of the events including a large crowd at the WCU vs. Kutztown football game. I would like to express my appreciation to the New Student Programs Office, Office of Residence Life, and WCU Foundation for their great work in organizing a very successful Family Weekend.

The WCU Golden Rams battle Bloomsburg this Saturday at Farrell Stadium @ 1:00pm in what should be the game of the year for the PSAC Conference. WCU is 9-0 and ranked #1 in the Divison II Football Super Region 1 poll and will take on Bloomsburg currently ranked #6, with a record of 8-1. This is also a special game in that it is Military Appreciation Day, with donations accepted for the Wounded Warriors Project and local veteran groups planning to attend the game. I would like to remind you that West Chester University is officially designated as a "veteran friendly" university and that is a very high standard for us to meet. We are proud of this distinction.
This past Tuesday was a great day for WCU athletics as all three of our teams involved in the first round of PSAC championship play were victorious; all three of these teams are now in the PSAC “Final Four” of their respective championship this weekend. We wish the very best to:

- Men’s Soccer as they head West to play Mercyhurst in the PSAC semifinals tomorrow (Friday);
- Women’s Soccer also heads west to their contest against Gannon University in the PSAC semifinals tomorrow (Friday);
- Women’s Field Hockey will be at Shippensburg tomorrow (Friday) to play Millersville in the PSAC semifinals.

WCU has received news of another outstanding estate gift. Thanks to the generosity of alumni Herbert and Gloria Mitchell, we will receive a $1.5 million donation for scholarship endowment. Mr. Mitchell was a 1947 graduate who studied music and his wife Gloria earned a degree in English education in 1942. Mrs. Mitchell passed away some years ago and Mr. Mitchell passed away just this last year. Half of the Mitchell gift is designated for scholarship endowment in the School of Music and the other half is for scholarship endowment for the English Department.

The WCU Alumni Association sponsored its annual scholarship brunch on October 26. More than $50,000 in scholarships was awarded to two dozen outstanding students.

The first President’s Speaker Series event took place on November 1 and was an outstanding success with a crowd of nearly 1,000 in attendance.
The featured speaker was journalist Bob Woodward of Watergate fame. It was a very special event and drew heavily from the community. I would like to thank Skye Hisiro for doing a marvelous job in introducing him. We are very proud of you, Skye. The next lecture will take place on March 7, 2014 and the speaker will be noted commentator, Cokie Roberts.

The President’s Circle Dinner was held in October with record attendance of nearly 200. This event honored our top contributors and recognized four couples for their long-time support with the President’s Award. These included alumni Lowen and Doris Marshall, and Jim and Joanne Wells, and friends Charles and Katie Knott, and Arlene and George Rengert. We are very proud of all of them for their support of West Chester University and our students.

At the October 17, 2013 PASSHE Board of Governors Meeting, a resolution was approved to seek an education and general appropriation budget of $429.3 million for the 2014-2015 fiscal year, which represents a 4% increase of $16.5 million. The source of these additional funds is pending. It should be noted that the current 2013-2014 education and general PASSHE appropriation is $412.8 million.

The Board of Governors also approved a one-time line-item request of $18 million for the 2014-15 fiscal year in support of new and expanded academic programs to better address workforce needs within the Commonwealth. The combined additional dollars being sought from the Commonwealth is $34.5 million and is intended to help off-set the 2014-2015
mandated increases, such as utilities, salaries and benefits estimated to be $56 million.

As a result of this action, our advocacy efforts will now begin to encourage Governor Corbett and our legislators to support the PASSHE requested 4% appropriation increase and the one-time $18 million line-item. Sample advocacy letters will soon be provided to each of you by the System. If you have any questions or concerns about advocacy or what is being requested, I encourage you to address those questions to Karen Ball at the Pennsylvania System of Higher Education Office.

The Doctor of Nursing Practice (DNP) is West Chester University’s first doctoral program and it was approved by the Office of the Chancellor and by the Board of Governors at their July meeting. The program was then submitted to the Middle States Commission on Higher Education and on September 3, 2013 their Executive Committee for Substantive Change acted to include the DNP within the scope of the institution’s accreditation (in other words, they approved it). The first cohort has already scheduled and an introductory course is being offered this fall. Provost Lamwers informs me that additional doctoral programs are queuing up to seek approval. Among those would be the Doctorate of Science in Bio-Statistics and a Doctorate of Education. We have other doctorates also that are being considered on campus but the Doctorate of Science in Bio-Statistics is directly responsive to the ViroPharma industry in this area and an effort for West Chester University to participate in retaining the research activities in those areas here in
southeast Pennsylvania as opposed to allowing them to migrate overseas or to another state. A Doctorate in Bio-Statistics is a key position in pharmaceutical and bio-medical research. It is very hard to find someone prepared at that level in those disciplines. We will be one of the few institutions to be providing the personnel resources to the ViroPharma industry.

As of October 28, 2013, 41 tenure-track faculty positions have been approved for hire this academic year. Remember, we hired 66 new faculty this last year and 65 new staff members. In addition, WCU is currently interviewing for the Associate Vice President of Academic Affairs and Graduate Dean. The searches for a Dean of the College of Business and Public Affairs, and an Associate Dean in the College of Arts and Sciences are also in progress.

Information Services continues to work with the Distance Education Department, investigating the new online exam software, Exam-ity. This is a system that will assist in delivering examinations through D2L and learning management systems (LMS) for Distance Education students to access from anywhere. One of the real challenges in Distance Education is how you deliver an examination with the security that an examination would require. This new software gives us an opportunity to work with some new technology to do that in a more secure environment. We are excited to see how this works.

Information Services has helped almost 2,000 customers via phone, desk-side, and walk-in support since the start of the semester. We are providing good support to our students, faculty and staff in using the latest technologies.
The Software Application Training Team will soon be announcing the availability of Microsoft's online, self-paced, eLearning courses for faculty and staff. These courses will allow employees to improve their software skills with self-paced, interactive, and engaging online training.

The web team has developed a Strategic Plan site on SharePoint which will be integrated with TracDat to monitor the progress of the Building on Excellence Strategic Plan. We are already a user of TracDat to collect information about our academic programs, and this will allow us to stay on top of the progress being made to examine that progress and report it back to the campus community on our new Building on Excellence Strategic Plan.

The Web Team has also created new videos describing various academics buildings, student services, and housing on campus along with the Digital Media Center. They have been partners in that effort. These videos are part of the WCU Virtual Tour website. In addition, the WCU campus map has been updated to reflect campus design changes. We also have an application that shows where our buses are that connect us with South Campus and will very soon connect us with the railroad station in Exton. Students can take the train in from Philadelphia or other locations and catch a bus from that Exton station to and from campus. Students tell me that the application is very helpful. It pinpoints exactly where the bus is at any time.
On the evening of Oct. 28, Mark Mixner (the Vice President for Administration & Finance), Mike Bicking (the Director of Public Safety), and Greg Cuprak (the Executive Director of Facilities Management) and I met with Trustee Skye Hisiro and several other student leaders and conducted a student leadership bus tour of the campus. The purpose of the tour was to identify areas where students believe that they might be at some risk because of lack of lighting or there may be other safety concerns. We tour the campus every couple of years so that we can keep our campus up-to-date by dealing with those concerns and adding additional lighting where it is required. We got very good feedback from students, and we already acted on some of that feedback and other recommendations will be taken care of very shortly.

Dr. Weisenstein concluded his report by asking for approval of Purchase Orders and Contracts executed during August and September, 2013.

Approval of Purchase Orders and Contracts

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**MOTION (FRANKLIN/LEWIS):**

**BE IT RESOLVED THAT THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA HEREBY APPROVES THE LIST OF PURCHASE ORDERS AND CONTRACTS IN EXCESS OF $5,000 EXECUTED DURING AUGUST AND SEPTEMBER, 2013 FOR THE PURCHASE OF EQUIPMENT, SERVICES, AND SUPPLIES.**

**MOTION UNANIMOUSLY APPROVED.**

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This concluded President Weisenstein’s report.

Chair Fillippo thanked President Weisenstein for his excellent report.
AGENDA ITEM VI – REPORT OF THE VICE PRESIDENT:

Chair 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 CliftonLarsonAllen (Steve Rosa, CPA and Principal along with Chrissy Bowman, Senior Manager) who presented highlights of the University’s audit for the fiscal years ended June 30, 2013 and 2012. The brief overview of the audit included the following topics: Deliverables and 2013 Audit Results (Governance Communication and Financial Recap). They reported on the University’s basic financial statements. The audit results provided an unmodified audit opinion. It was reported by the representatives that there were no audit entries (findings that would have indicated that were errors in the books of the University) and there were no such findings. They affirmed that everything was done properly. The representatives had no issues with management. The representatives' scope was not limited in any way, and there were no problems. The audit went very well. They informed the Council that next year, there is one statement that will impact the University. It is a classification on the balance sheet. There is going to be a new line of reporting below assets and below liabilities called “Deferred Inflows” and “Deferred Outflows.” That is where the University would classify any grant revenues that cannot be touched for timing. In addition under Statement 65, bond issuance costs are no longer to be amortized on the
balance sheet and expensed over the life of the bond. Bond issuance costs must now be expensed immediately when the bond is issued and that will be applied retroactively. Also under Statement 68 in two years from now, the big change is the statement on pensions. Currently, there is not the requirement to record a liability for the participation in plans such as SERS and PSERS. Only the expense is recorded through the income statements at this time. However, in two years, the University’s portion of that SERS and PSERS liability is going to be calculated and it will be shown on the balance sheet. With this change, the University’s liabilities will grow significantly and will decrease the University’s net position significantly. The audited financial statements were distributed to all Council of Trustees members and were added to these minutes.

Chair Fillippo thanked Mr. Rosa and Ms. Bowman for their report. He congratulated Vice President Mark Mixner and his team.

Chair Fillippo called on Dr. Tom Purce, Assistant Vice President for Student Affairs (who stepped in for Vice President Dr. Matt Bricketto, who could not attend). Dr. Purce introduced Becky Ross, Director of the Twardowski Career Development Center and the Assistant Director, Amanda Mitchell who gave an informative report entitled “Career Preparation and Education for a Meaningful Life in All Its Dimensions.” A copy of the PowerPoint presentation will be attached to these minutes.
Chair Fillippo thanked Director, Becky Ross and Assistant Director, Amanda Mitchell for their excellent report on behalf of the division of Student Affairs.

AGENDA ITEM VII – REPORTS OF EXECUTIVE COMMITTEE:

None.

AGENDA ITEM VIII – REPORTS OF STANDING COMMITTEES:

Academic Affairs

Member Tomlinson reported that the sub-committee had the pleasure of hearing a very interesting and informative presentation from Professor Bradley Allen, Executive in Residence and Adjunct Professor of Accounting.

Incorporated in the presentation, a report was given to the committee regarding Project Belize by an outstanding student, Caitlin Gardner and an alumni, Jeff O’Brien. Both were students of Professor Allen and both obtained internships at PricewaterhouseCoopers (PwC).

Professor Allen is a retired partner from PwC. All three applied for and were selected by PwC in 2013 to participate in Project Belize where they taught financial literacy to Belizean public school children. Jeff and Caitlin shared their experiences working with the children, the long-lasting relationships that were built and the importance to their education and careers of this international experience.

Member Tomlinson shared that the committee was shown wonderful slides from this project showing students with whom they worked. It was heartwarming to hear the stories of how they connected with the students and
how they also helped build playgrounds for them. They built long-lasting relationships and it was a wonderful international experience.

This concluded Member Tomlinson’s report.

**Student Affairs Committee and SGA Update**

Member Hisiro reported that the Student Affairs Committee convened starting with a Student Government Association (SGA) update given by Ms. Theresa Pierantozzi, President of SGA. During the next week, SGA will host an open forum on Thursday, November 14 beginning at 3:30 p.m. in Sykes Theatre. It will be an opportunity for students on campus (and administrators) to come out and voice their concerns. Also, we are starting to advertise for the 4th Annual Gala for Hope. That will take place on April 5, 2014 and it will benefit the Children’s Hospital of Philadelphia (CHOP). SGA has set a goal to raise $5,000 to support CHOP.

For the Student Affairs Committee of the Council of Trustees, the LGBTQA was the spotlight organization. As an organization, they have made tremendous strides over the last few years. A few of the accomplishments are their Peer Educator Program and their Speak Out Program which are both thriving. They also have had a number of successful programs throughout the month of October. They sponsored “National Coming Out Week” for which they had different events throughout the week and programming. They also had the Rocky Horror Picture Show presented which was very successful. They formed a team to participate in the “Aids Walk Philly” and their team raised over $750. Looking ahead, next week is “Transgender Awareness Week” on campus and
they shared with the committee some of the events and guest speakers that will be showcased that week. On Friday, they will end with a memorial to commemorate some people who have unfortunately lost their lives as a result of the issue. For next semester, they are beginning to prepare for the “Second Chance Prom” and this will be the second year that they are holding this event. One of the goals that the LGBTQA shared with the committee is that they are looking to create a center on campus to offer students a safe place for them to come and talk.

Skye continued reporting that the Student Affairs update was given by Dr. Purce on behalf of Dr. Bricketto. She reported on a successful Family Weekend and Homecoming celebrations. Also the dining hall feasibility project was approved so that will move forward. The new South Campus dining location is up and running. Currently, the resident assistant search process is going on as well as the orientation leader search. Also, Dr. Purce shared that the Office of Service Learning and Volunteer Programs puts out a monthly “Service Corner” and as the President mentioned West Chester University has a great history of doing a lot of community service (reported at more than 400,000 hours), and there are many ways that students can get involved just for the month of November and into December.

This concluded Member Hisiro’s report.
Advancement

Member Silberman reported that the committee did meet. He introduced the following resolution from the Advancement Committee recommended for consideration and action by the Council of Trustees.

**MOTION (MATLAWSKI/COSTELLO):**

**CERTIFICATION OF COMPLIANCE OF AFFILIATED ORGANIZATIONS WITH BOARD OF GOVERNORS' POLICY ON EXTERNAL FINANCIAL SUPPORT (POLICY 1985-04).**

**THE COUNCIL OF TRUSTEES OF WEST CHESTER UNIVERSITY OF PENNSYLVANIA, UPON RECOMMENDATION OF THE PRESIDENT, HEREBY CERTIFIES, AS PER BOARD OF GOVERNORS' POLICY 1985-04-A, THAT THE FOLLOWING AFFILIATED ENTITIES MAKE A FINANCIAL CONTRIBUTION TO THE UNIVERSITY OR PROVIDE SIMILAR BENEFITS ON A REGULAR BASIS, SATISFACTORY TO THIS COUNCIL OF TRUSTEES AND TO THE PRESIDENT.**

**STUDENT SERVICES, INC.**
**WEST CHESTER UNIVERSITY ALUMNI ASSOCIATION**
**WEST CHESTER UNIVERSITY FOUNDATION**


**THE COUNCIL OF TRUSTEES ALSO CERTIFIES THAT, TO THE BEST OF ITS KNOWLEDGE, INFORMATION AND BELIEF, NO UNIVERSITY EMPLOYEE SERVES AS A VOTING MEMBER OF THE BOARD OF THESE AFFILIATED ENTITIES, NOR DOES ANY EMPLOYEE OF THE**
UNIVERSITY RISK ADVERSE INTEREST THROUGH SERVICE TO OR RELATIONSHIP WITH AN AFFILIATED ENTITY.

A COPY OF A STATEMENT BY THE UNIVERSITY'S CHIEF FINANCIAL OFFICER SUMMARIZING BOTH THE DIRECT UNIVERSITY SUPPORT PROVIDED TO THE AFFILIATED ENTITIES AND THE CONTRIBUTIONS MADE BY THE AFFILIATED ENTITIES TO THE UNIVERSITY COVERED IN THIS CERTIFICATION IS ATTACHED HERETO AND MADE A PART HEREOF.

MOTION UNANIMOUSLY APPROVED.

Member Silberman continued with some other points that were covered at the Advancement Committee meeting. Gifts to the Annual Fund Campaign are running 10 percent ahead of last year and are on target to meet the $1.7 million goal for gifts in support of current operations. Additionally, as part of the Annual Fund Campaign, Trustees will soon receive their 2013-14 appeal letters. In fact, some Trustees may have already received their pledge reminders. We are hoping to have 100 percent participation in Trustee giving for the thirteenth consecutive year. Member Silberman mentioned that West Chester University is the only university of the fourteen universities in PASSHE which is consistently receiving 100 percent Trustee participation in this.

The *Becoming More* campaign is making excellent progress. As of October 31, 2013 the campaign has secured gifts and pledges totaling more than $19 million which is 38 percent of the $50 million goal. The campaign will be publicly announced at the President’s Scholarship Gala in March, 2014.

Finally, the *LEARN MORE* advertising campaign is in full swing right now and will include another set of television commercials which are
highlighting West Chester University's quality and distinctiveness. We have just finished producing these this week and they are very consistent with the LEARN MORE campaign. They are very unique in that, as most of you know who have seen them, they do not utilize any announcer. In my career in advertising with commercials, we always started out by realizing that most people watching are simply not interested in all the wonderful news that we want to present about whatever the product is, in this instance, West Chester University. So, we have selected three samples of very unique information about what is going on at the University and have attempted to dramatically try to portray them. We will share the commercials at this time. We are excited to get these on the air.

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. The student housing initiative, on which he had reported previously, the five new apartments on South Campus (housing approximately 269 beds), has been completed. On North Campus, Commonwealth Hall is currently under construction and the date for occupancy remains August of 2014. There is good news regarding the geo-thermal project which is ongoing. Apparently, the Sykes Union parking is being dug up and people are able to park there now. For now, 94 holes have been drilled in the parking lot and are being connected
to the central well field system. The DGS project regarding the northern piping extension, which will bring geo-thermal water to the Business and Public Affairs Center (BPAC) and Mitchell Hall area, is scheduled to be finished by the end of the year. Also, they are working on conversion of approximately ten buildings from use of steam from the central heating plant to local high-efficiency natural gas boilers. The BPAC project has received the final land development approvals and construction documents are being finalized. Bids for demolition of McCarthy Hall (where BPAC is going to be built) are anticipated to be received in late winter of 2013. Construction is anticipated to begin in the spring of 2014. Mitchell Hall is going through a renovation project with a targeted completion date of spring of 2014.

President’s Cabinet identified a list of proposed projects in the 2012 Comprehensive Campus Facilities Plan (CCFP) for immediate implementation. In conformance with PASSHE requirements regarding preparation of a feasibility analysis to confirm the parameters of the project, the University selected teams of professionals to provide the necessary services. A presentation was made to President’s Cabinet in June 2013 outlining the preliminary recommendations of the professionals.

This concluded Member Matlawski’s report.
Information Technology

Member Moskowitz reported that the Information Technology Services Committee met and the summary is in the COT packet. She pointed out that Aruba Networks, campus WiFi vendor and West Chester University’s Information Services division presented a nationwide Webinar to a large audience on October 23, highlighting WCU as a successful case study on deployment of the latest technologies in wireless environment supporting thousands of computing devices. During the month of September 2013, WCU faculty, staff and students brought over 49,000 unique devices to WCU and connected to WCU’s WiFi network system to access services and use resources. She thanked Vice President Adel Barimani and his division for all the amazing things that they are providing for WCU. She added that they are setting the pace for universities statewide.

This concluded Member Moskowitz’s report.

Budget and Finance

Member Lewis reported that the Budget and Finance committee met being led by Member Chris Franklin and Vice President Mark Mixner. The committee heard a fuller version of the report that was given to the Council by the auditing firm (CliftonLarsonAllen) with regard to the audit for the year ended June 30, 2013. He restated the important conclusions of the audit: West Chester University received an unmodified opinion which is the highest level of assurance that can be given. There were no concerns with internal controls and there were no disagreements with management or difficulties
encountered. It was a perfectly clean audit report. The committee also received a report on the endowment performance and on the budget performance for the budget year to date. The budget is showing a small surplus which is good. The figure will be clearer when WCU gets into the spring semester as to how we will actually end up for the year.

This concluded Member Lewis’s report.

AGENDA ITEM IX – REPORTS OF SPECIAL COMMITTEES:

None.

AGENDA ITEM X – REPORTS OF LIAISON TO CONSTITUENCIES:

None.

AGENDA ITEM XI – OLD BUSINESS:

None.

AGENDA ITEM XII – NEW BUSINESS:

None.

AGENDA ITEM XIII – ADJOURNMENT:

Chair Fillippo asked for a motion for adjournment.

MOTION (IRELAND/MATLAWSKI):

MOTION TO ADJOURN AT 6:25 P.M.

MOTION UNANIMOUSLY APPROVED.

Respectfully submitted,

Christine Costello, Secretary