

**East Stroudsburg University  
Council of Trustees Minutes  
September 13, 2012**

1. **Call to Order:** The regular meeting of the Council of Trustees was called to order at 4:00 p.m. by Chair Pat Ross. The following members were present:

Dr. Vincent DeFranco  
Mr. Marcus Lingenfelter  
Dr. Hussain Malik

Ms. Nancy Perretta  
Ms. Felicia Revero  
Mr. Pat Ross

Ms. Amy Welch  
Mr. Robert Willever

2. **Lyme Aid Presentation:** LYME-AID, a diagnostic tick testing kit that determines whether a tick is a carrier of Lyme disease, is expected to go on the market in October. The first check presentation to ESU relative to its licensing agreement with Garrett Hewitt International, LLC., was conducted at the Council of Trustees meeting.
3. **Public Comment:** Dr. Nancy Van Arsdale, president of the local chapter of APSCUF, indicated that the faculty has had a wonderful start of the academic year, and that they appreciate President Welsh being here. Dr. Van Arsdale also thanked the trustees for giving the faculty the opportunity to provide feedback on the renaming of Monroe Hall.

Dr. Ken Mash, distinguished professor of political science, indicated that his colleagues are upset over the possible renaming of Monroe Hall because there was a long history of conflict with Dr. Dillman. He stated that we had an incident here on our campus and what he sees from administration and the Council is nothing. There is nothing but silence from the Dixon Center, according to Mash. He said that we have seen nothing that speaks to how we might prevent this in the future. Whether or not Dr. Dillman did anything wrong, there is still a cloud over our campus. Until that cloud is removed, Mash does not think we should honor anyone involved in the case.

JD Smith, a community member and former a grad student here, read from another organization's gender discrimination and sexual harassment policy (not ESU's). She stated that she was discriminated against in the classroom, and she went to the diversity office, and then Dr. Dillman, but they didn't want to be bothered. No building should be named after Dr. Dillman, according to Smith.

Dr. Robert McKenzie, distinguished professor of communication studies, stated that his department is now housed in Monroe Hall. Monroe Hall was named after Monroe County, which was named after President Monroe. Dr. Dillman was more about the sciences, and according to McKenzie, a more fitting honor would be to name a science building after him. Dr. Allan Benn, distinguished professor of English, stated that he doesn't know whether Dr. Dillman is guilty in any way, but he knows that the concern on campus was great enough that hundreds of students gathered when Governor Rendell was here. He stated that we have been told that there was going to be an internal investigation. He mentioned that at Penn State, a statue was removed. It would be good for Dr. Dillman, and for the school, to have an investigation released. Chairman Ross commented that this is a civil case; there hasn't been any criminal action. Trustee Ross then introduced Dr. Welsh, and commended Dr. McKenzie for his speech at the all-university meeting.

4. **Approval of Minutes:** Trustee Willever made a motion to approve the minutes from the April 11 meeting; Trustee Revero seconded. The motion carried.

5. **President's Report:** Dr. Welsh began by thanking the Council of Trustees for their support. She has been meeting with many groups on and off campus. The Lehigh Valley Center ribbon cutting was a success. She also reported that we have had two deaths: Derek Brown, a football player, and Dr. Lucy Stanovick, an English professor. Also Dr. Dennis Bell, who was ESU's president from 1980-86, passed away at the end of August. She thanked the Council during these tough budgetary times. President Welsh stated that she has begun to create her own vision for the university which includes strengthening our website, calendar, marketing and positive presence in the media. Our students are struggling to afford college, so she said we need a better enrollment plan. Enrollment declines are happening across the state. President Welsh helped students move in, which was a great experience. She has established a summer school task force made up of faculty, staff and students. She stated that we need to focus on the needs of our students, not the needs of the faculty or administration. The president has also been tweeting! She sent out a survey and received about 15 from the community and 230 from the campus. Dr. Welsh also announced that Saturday is the 50<sup>th</sup> anniversary of Stony Acres.
6. **Chair's Report:** Chairman Ross announced that the COT full board and committee meetings from now on will be in the Innovation Center. He also stated that his thoughts and prayers are with Trustee Lee who had to leave town for his son-in-law.
7. **Foundation Report:** Frank Falso was unable to attend, so President Welsh gave the Foundation Report. She stated that we need to continue to move ESU forward. The student phonathon is ready to begin, and there are a number of significant events coming up. Trustees received a handout listing these events.
8. **Committee Reports**
  - A. **Finance & Administration:**
    - (1) The committee reviewed the Cash Disbursement Journals for March 2012 through July 2012. Trustee Willever reported that everything is in order. **Trustee Willever made a motion to approve the cash disbursement journals; Trustee Malik seconded, and the motion carried.**
    - (2) The committee reviewed the Act 57 purchases report from March 2012 to August 2012. Everything was in order and all questions were answered satisfactorily. **Trustee Willever made a motion to approve the Act 57 purchases report. Trustee Perretta seconded and the motion carried.**
    - (3) Vice President Staneski made a presentation and distributed a handout about the budget. It is in a balanced state. He indicated that we meet the state's guidelines for the amount of reserves we are holding. We increased class sizes and didn't hire as many adjuncts, which has been a big cost savings. Staneski reported that we have made substantial progress on the plan for the new Keystone Center. We have conducted a feasibility study on Dansbury Commons. He stated that we need to develop an effective approach to complete Phase II of the student housing project, which is on hold because UPI received a tax bill. Our state appropriation is decreasing .9%, and tuition and fees are increasing. Students pay close to 75% of our budget. Not only have we saved on the instructional side, we have held a lot of positions vacant. Operating is increasing 11%, largely because we didn't spend as much as we could have spent. Personnel expense is only 70%, which is the lowest Mr. Staneski has seen. **Trustee Willever made a motion to approve the budget. Trustee Malik seconded and the motion carried.**

- (4) **Trustee Willever made a motion to approve the president's policy recommendation FA-2011-024, Use of Commonwealth & University owned vehicles. Trustee Revero seconded, and the motion carried.**
  - (5) **Trustee Willever made a motion for the approval of Resolution 12-02 to approve a system-financed, auxiliary facilities project to construct a one-level parking deck over parking lot A, plus additional surface parking, and to authorize the president to sign the PASSHE Loan Covenant Agreement to secure financing for said auxiliary facilities project from the State System of Higher Education. Trustee Perretta seconded, and the motion carried.**
  - (6) The project status report was reviewed. All questions and concerns were answered satisfactorily.
  - (7) The Notice to Proceed on Construction Contracts was reviewed. All questions and concerns were answered satisfactorily.
- B. Academic Affairs & Enrollment Management:** Dr. Yun Kim, Associate Provost, presented PASSHE's Power Point presentation on the Accountability Plan for 2012-2017. The presentation discusses transforming: students and the learning environment, resources, university-community relations, and PASSHE's role in determining the Commonwealth's future. Themes of success, access, and stewardship were presented. Each institution will commit to 10 performance indicators over the next 5 years. Expectations for performance include institutional improvement, external comparison, and university performance measured as met or not met expectations. ESU selection principles include being: student success focused, mission central, and maximize our share of performance funding dollars. For *Success*: In the Group I, Mandatory category, we have degrees conferred and closing the achievement gaps. In the Group II, Optional category, we have student persistence and student learning assessment. For *Access*: in the Group I, Mandatory category, we have closing the access gaps and faculty diversity. In the Group II, Optional category, we have non-faculty diversity and student diversity. For *Stewardship*: We have private support (mandatory) and instructional productivity (optional).
- C. Community & Press Relations:** The committee discussed community outreach projects including: ESU at Musikfest/StroudFEST, Opening of ESU's LV Center, Opening Weekend Activities, TCMC Partnership Event, Family Weekend (September 21-23), and Homecoming Week (September 30 – October 7). Marketing, advertising, and media relations initiatives include: Extended Learning Advertising, Admissions/Education Guide, Lyme-AID. The Admissions publications package is nearly complete, featuring two new view books and new branding initiative. The summer/fall issue of the Alumni Herald features Dr. Welsh, and the cultural events brochure is completed and being distributed. Upcoming campus events include: University Authors Reception – November 13, 4 – 6 p.n. – Stroud Hall Lobby and Commencement: Graduate: December 14, 7 p.m., Koehler Fieldhouse and Undergraduate: December 15, 10 a.m., Koehler Fieldhouse
- D. Research & Economic Development:** LYME-AID: Jason Clerke, President, Garrett Hewitt International, LLC, (GHI) presented a status report on Lyme-Aid sales and marketing efforts. Currently, GHI is finalizing an agreement with two hundred and twenty (220) Duane Reade Stores in New York and New Jersey to sell Lyme-Aid beginning March 2013. Additionally, Bradley Caldwell, Inc., a distributor to 2,000 independently owned pet, and lawn & garden stores, will be selling Lyme-Aid kits in 23 states, from Virginia to Maine. Jere Dunkelberger, CEO, Dunkelberger's Sports Outfitters, discussed his support of the LYME-AID kit and plans for launching the kit at Dunkelberger's this fall.

INTEGNOL: ESU Business Accelerator Company, Antoni Jakubowski, President, discussed opportunities with ESU in the areas of woodworking, advanced manufacturing, renewable energy, and university partnerships between ESU and Poland. A. Jakubowski also discussed his company's proprietary business management technology that integrates total productivity solutions in various industry sectors including renewable energy, woodworking, and advanced manufacturing.

University Economic Development Association (UEDA) Award of Excellence: M. F. Postupack reported that the PASSHE Student Business Plan Competition was selected as a finalist in the UEDA Awards of Excellence Innovation and Entrepreneurship category, and the ESU Innovation Center in the Community Connected Campus category. Finalists will be selected at the UEDA national conference in Chattanooga TN October 21-24, 2012.

- E. **Student Affairs:** Review of Student Affairs and Student Activity Association Annual Reports; Accomplishments from Student Activity Association: E-Card Transition from magnetic stripe to smart card technology; New fitness center; Co-Curricular Transcript program; Student Government participation and policy; Keystone Center Planning and Design; Voter Identification discussion. Student Affairs Highlights 2011-12: Organizational changes in Student Affairs; Defining / redefining relationships with SAA, Inc.; Improving support for Intercollegiate Athletics; CAPs Program, Active Mind and recognition; Commuter Students – Welcome Back Day Fall 2012

Upcoming Events: September 15, 2012, Stony Acres and 50<sup>th</sup> Anniversary; Latino Heritage Month Celebration; September 22, 2012, Family Weekend

Student Senate Report: October 17, 2012 Weiner Day; Upcoming Events: Think Tank, Breast Cancer, Awareness Week, Campus Safety Walk, Student Senate Meeting

Student Trustee Report: PASSHE Undergrad Women Leadership Institute – Trustee Revero shared feedback from recent attendance at conference; Violence against Women Projects and initiatives underway; Plans for presence of Student Trustee at Convocation; Student Trustee in a more publicized role.

9. **Old Business:** None.

10. **New Business:**

- A. The fall PACT Conference will be held at Millersville University October 17-18.
- B. **Trustee Willever made a motion to elect Trustee Welch as secretary to replace Trustee Berman. Trustee Perretta seconded, and the motion carried.**

11. **Executive Session:** An executive session to discuss legal matters was called at 5:17 p.m. The meeting reconvened at 5:35 p.m.

12. **Adjournment:** The meeting was adjourned at 5:37 p.m.

Respectfully submitted,

Patrick Ross  
Council Chair

Recording Secretary: Caryn S. Fogel