

**Pennsylvania Western University  
Council of Trustees Regular Quarterly Meeting**

Thursday, January 19, 2023  
3 p.m.  
PennWest California Convocation Center  
250 University Ave., California, PA 15419

**Meeting Minutes**

The Council of Trustees at Pennsylvania Western University met in regular session on Thursday, January 19, 2023, at the PennWest California campus at 250 University Ave., California, PA, and via Zoom. The meeting began at 3:04 p.m.

**ATTENDING**

Mark Bellini	Representative Donna Oberlander
JD Dunbar	Kathy Pape
Patricia Kennedy	Larry Pickett
Barbara Logue	Sarah Seader
Commissioner Larry Maggi	Neil Weaver
Barry Niccolai	Sonia Yost

**ABSENT:** Danny Jones, Kathryn Robinson

At the direction of Chair Pape, roll call attendance was taken. A quorum of Trustees was present.

Also in attendance: Dale-Elizabeth Pehrsson, Founding President; Lorraine Bernotsky, Executive Vice President and Chief Operating Officer; James Geiger, Vice President for Advancement; Susanne Fenske, Vice President for Student Affairs and Institutional Effectiveness; Brenda Fredette, Interim Vice President for Academic Affairs and Provost; Daniel Engstrom, Deputy Provost and Interim Dean, College of Education; Fawn Petrosky, Vice President for Finance; Erinn Lake, Vice President for Enrollment Management, Student Services and Global Innovation; Kelly Moran-Repinski, Chief of Staff; Molly Passmore, University Legal Counsel; Robin Weaver, PennWest Faculty Senate; Jackie Knaust, PennWest Faculty Senate; Peter Kuvshnikov, PennWest Faculty Senate; Mario Majcen, Local APSCUF President, PennWest California; Joyce Overly, Local APSCUF President, PennWest Clarion; Staci Tedrow, Administrative Assistant II.

**APPROVAL OF CONSENT AGENDA**

Chair Pape moved that the Consent Agenda be approved as presented:

- Meeting Minutes 10-12-2022

**Yeas: All**

**Nays: None**

**Motion Passed**

**PUBLIC COMMENT**

None.

**APSCUF COMMENT** (Full comments in video archive)

Dr. Mario Majcen, local APSCUF President, provided comment on behalf of PennWest California.

Dr. Joyce Overly, local APSCUF President, provided comment on behalf of PennWest Clarion.

**COUNCIL CHAIR REPORT** (Full report in video archive)

Chair Pape provided a report highlighting PennWest Trustee engagement, appointment of trustees to committee assignments, and focus of attracting students to PennWest and retaining current students.

**STUDENT REPORT** (Full report in video archive)

Student Trustees Sarah Seader (California) and Sonia Yost (Edinboro) provided reports on the status and activities at PennWest California and PennWest Edinboro.

No report from Trustee Robinson for PennWest Clarion.

**UNIVERSITY PRESIDENT'S REPORT** (Full report in video archive)

President Pehrsson welcomed new student Trustees Sarah Seader and Sonia Yost, and congratulated PennWest California student, Darrek Harshberger, on his appointment as a student representative on the PASSHE Board of Governors.

President Pehrsson shared the focus of the semester:

- Achieving long-term fiscal sustainability and promoting efficiencies.
- Putting our students first and ensuring decisions add value to the student experience.
- Continuing initiatives that build a culture of diversity, equity, inclusion and belonging.
- Growing community engagement.
- Strengthening engagement and partnerships with regional business and industry leaders.

**PACT/BOG UPDATE** (Full report in video archive)

Trustee Niccolai offered a PACT update.

**FACULTY SENATE REPORT** (Full report in video archive)

Dr. Peter Kuvshnikov provided remarks on behalf of the PennWest Faculty Senate.

**UNIVERSITY REPORTS** (Full reports in video archive)**1. ACADEMIC AFFAIRS**

Dr. Daniel Engstrom provided an update on division activity:

- Review of Academic Structure
- Curriculum Update – Graduate and Undergraduate
- Commencement Summary
- Center for Faculty Excellence
- Academic Excellence Days

**2. INSTITUTIONAL EFFECTIVENESS AND STUDENT AFFAIRS**

Dr. Susanne Fenske provided an update on division activity:

Institutional Effectiveness and Institutional Research:

- IE/IR Team submitted progress reports and hosted Middle States site visits as follow-up to Complex Substantive Change; Assessment Team working to launch overall PennWest assessment protocols and mapping for the institution; Advanced Analysis Team working to combine campus NSSE data to provide actionable data for PennWest use and are managing data-gathering tools for the Strategic Plan process.
- Strategic Planning: Currently, finalizing plans and tools to fill stakeholder feedback gaps.

University Police:

- Working towards certification for University Police officers through the Municipal Police Officer Education and Training Commission per a legislative change initiated by the State System Police Chiefs and PASSHE administration.

- University Police continued valuable university and community service this fall to engage with students and the campus communities through Cornhole with a Cop, Coffee with a Cop, and Shop with a Cop to name a few.

#### Auxiliary Services, Budgets, and Project Management

- Implemented weekly Did You Know? newsletter to division faculty and staff with information and resources from the IESAP division and university-wide to help us better serve and support our students.
- Auxiliary team working closely with F & A on multiple integrations projects for Auxiliary Services; bookstore, laundry, and food service contracts to name a few, as well as University student fees and budgeting.

#### Campus Life

- Campus student food pantries combined this fall under the *PennWest Pantry* moniker. Campus pantries served 203 individual students during the fall semester.
- PennWest recognized by the ALL IN Campus Democracy Challenge for having a *Highly Established Action Plan* and a *Most Engaged Campus* for voter registration.

#### Residence Life and Housing

- PennWest Residence Life conducted 667 activities during fall through a combination of collaborative programs, campus events, and floor programs.
- PennWest common housing application for fall 2023 freshmen opened in November and room selection began for current students on all campuses.

#### Wellness

- Recreational Services hosted former NHL player Kevin Stevens to educate 300+ students about the dangers of substance abuse ([www.powerforward25.com](http://www.powerforward25.com)) and held a memorial hockey game to benefit the Branson King Memorial PennWest Endowed Scholarship.
- Student Wellness Services presented the 35<sup>th</sup> annual Health Fair at California, and Edinboro hosted the annual Stories of Strength Day providing wellness activities for students, faculty, staff, and communities.
- Office for Students with Disabilities received a grant for a fourth year to support Edinboro's wheelchair basketball team and to provide student resources for OSD programming.
- Student Health Services teamed with local Intermediate Units to provide free COVID testing this fall.
- Alcohol and Other Drugs office and PASSHE AOD coordinator received multiple grants through the PLCB to educate and help prevent underaged and dangerous drinking.

### 3. STRATEGIC ENROLLMENT AND GLOBAL ONLINE

Dr. Erinn Lake shared an update on Spring 2023 enrollment; CPP FTE target achieved.

- Fall 2022 Freeze data still in process (98% complete). Will update recruitment and retention plan when available and focus on Fall 2023 class projections with assistance from RNL.
- Refining SEM org. structure in collaboration with WCU colleagues.
- Revisiting student search strategy and contracts for UG and GR.
- Continued collaborations with Marketing and Communications on campaigns.
- January 2023 – PennWest held its first Study Abroad program in 1,290 days.
- ASU Accelerator Grant for \$60k approved and executed.
- A PW-trained Innovation Team will coordinate regular student, staff, faculty, alumni, and employer feedback loops that will provide stakeholders an opportunity to have their voice heard and share concerns or ideas to improve the student experience.
- Data will be used to fuel innovations and initiatives towards a more student-centered university.

#### 4. FINANCE AND FACILITIES

Fawn Petrosky introduced CliftonLarsonAllen audit team to present on the Audited Financial Statements for California, Clarion and Edinboro.

##### **Action Item: Audited Financial Statements**

Chair Pape moved to approve the Audited Financial Statements as presented.

**Yeas: All**

**Nays: None**

**Motion Passed**

VP Petrosky reported on the quarterly contracts and purchases for the period of July 21, 2022, through November 20, 2022. Further division activity reported on includes Accounting, Financial Planning and Analysis, Student Accounts, Information Technology, Human Resources and Administration.

#### 5. UNIVERSITY ADVANCEMENT

James Geiger provided an update on University Advancement to include:

- Communications and Marketing:
  - Launched PennWest News @ pennwest.edu/news
  - Launched PennWest eNews
  - Alumni Magazines will remain campus-focused; will introduce some PennWest-wide information.
  - Social Media
    - Facebook page reach grew 13% November – December
    - Instagram followers grew 15% November - December
- Alumni Engagement/Advancement Services/Grants
  - Total alumni of record – 188,444; total alumni of record with PA addresses – 126,868 (67%).
  - Homecoming 2023 dates announced
    - Edinboro – September 30
    - Clarion – October 7
    - California – October 14
  - Fundraising for June 30, 2022 – December 13, 2022 (unaudited) exceeded combined campus 5-year average.
- Brand Identity/Marketing
  - Enrollment Marketing
    - “Here for It” campaign launching in January
    - Informed by market research
      - Responses from more than 7,000 respondents, including 170 prospective students, 1,045 current students, 430 faculty and staff, 943 community members and 4,523 alumni.
      - Workshops with key stakeholders, including students and faculty/staff.
    - Partner with Strategic Enrollment on mail flow pieces.
  - Fall 2023 launch of new integrated website, Global Online subdomain and PennWest intranet.

#### 6. UNIVERSITY AFFAIRS

Kelly Moran-Repinski provided an update on University Affairs:

- People and Culture Taskforce
  - Fall Highlights
    - We listened and took action

- PennWest Employee Directory
    - Organizational Charts
    - Forms and Policies SharePoint
  - Identified areas of focus for spring semester
    - Employee Morale
    - Employee Recognition
    - Work-Life Balance
- Spring 2023
  - Three sub-committees to focus on key areas: Employee Morale, Employee Recognition, Work-Life Balance
  - Goals: Collection feedback from employees across three campuses, use data to identify opportunities, recommend solutions, Action Plan
- Advocacy
  - Promote the power and promise of PennWest and PASSHE – our economic and social impact and value.
  - Build a culture of advocacy with leadership, students, students, faculty, staff, trustees, and supporters of PASSHE.
  - Achieve the FY 23-24 funding request to:
    - Keep tuition affordable for students
    - Educate students for career in high demand fields
    - Strengthen Pennsylvania’s workforce and economy

## **ADJOURNMENT**

Chair Pape moved to adjourn the meeting. The meeting adjourned at 4:45 p.m.

Meeting webcast available [here](#).