



## Mid-Year Update

From the Office of the President  
December 12, 2003

*Everywhere I go I hear people talking about how quickly this Fall 2003 semester has passed. It seems like only last week that we gathered for the opening day reception, moved students into the new Golden Bear Village South, and took a stroll across the Alumni Plaza. It's true, though – on Saturday, we will culminate the semester with the graduation of 600 of our students and in January, we'll return refreshed, pursuing new plans and projects, tackling ongoing challenges with renewed vigor, and taking the daily steps necessary to make Kutztown University the region's center for academic excellence, cultural enrichment, and public engagement.*

*With this in mind, I've asked each of the university's division leaders to review a few of the things that have been accomplished during this semester and give a brief glimpse at some of the many things we will be working toward as the spring semester begins. Please review these reports and see if you don't agree that we are moving closer to our goals each day. Let me underscore what I consider to be the two most important activities during the semester: the completion of the Strategic Planning process, and the General Education review. The former is available on the web and I encourage you to read it carefully. The latter is without question crucial to our academic success. The General Education Restructuring Team held open sessions for the campus during the fall and is planning to do the same during the spring. I encourage you to participate in those meetings and make sure your voice is part of this effort to ensure we have the highest academic standard for our students.*

*F. Javier Cevallos  
President*

### **From the Academic Affairs Division**

President Cevallos announced in his update on the strategic planning process that 20 new tenure-track faculty lines will be added for the next fiscal year, making it possible to meet the growing needs of our academic community. For more information on the strategic planning process, visit the KU website at [kutztown.edu/committees/sprc/index.shtml](http://kutztown.edu/committees/sprc/index.shtml).

The president has also announced that the \$65,000 in proceeds from the first President's Scholarship Ball will be divided among the university colleges to provide merit-based scholarships to attract high-achieving students. In a similar attempt to attract high-ability

students to the university, the Admissions Office has developed a fast-track admission procedure for students scoring above 1200 on the SAT.

The Academic Affairs team has also created information tools to assist department chairpersons to contact and recruit high-ability high school students

We were pleased to learn that during its sessions in November, the Middle States Commission on Higher Education acted to accept KU's Periodic Review Report and to reaffirm accreditation. The next self-study evaluation visit is scheduled for 2007-08.

Each college has established retention initiatives, such as early intervention programs, through which faculty identify problems and work with students to solve those problems. A new Retention Committee has been formed to provide research on causes of student attrition and to recommend approaches to address those causes.

As our international outreach continues to grow, KU has applied for and been granted by the U.S. Department of the Treasury a license to travel to Cuba for education-related activities, in accordance with the Cuban Assets Control Regulations.

A number of faculty members and administrators from the colleges of Visual and Performing Arts and Education will attend the Fourth International Congress on Higher Education in Havana, Cuba, February 2-6. During that visit, KU will explore possible exchanges with higher education institutions in Cuba.

The relationship with the University of Puerto Rico-Mayaguez continues to develop. Faculty members and administrators from both Mayaguez and KU have visited each other's campuses to explore exchanges. For example, in November, a biology faculty member was invited to join an National Oceanic and Atmospheric Administration research cruise from Las Palmas, Gran Canaria to San Juan, Puerto Rico in March 2004, and has developed a marine mammal survey project for the trip.

Online services continue to grow, as the KU website was enhanced this past semester to provide improved transfer course evaluation for all students, and community college counselors have been provided with Internet tools for course articulation.

Also online, prospective graduate students can find an application for admission and undergraduate students are able to sign up for housing. Likewise, the Bursar's Office website now updates automatically to make accessing financial records more efficient.

Some other items of note include:

- A Multicultural Studies minor program has been approved and implemented.
- The State System Board of Governors approved the Department of Music's proposal to offer a bachelor's of science degree in music education.
- The College of Visual and Performing Arts is developing new graduate programs, including a proposal for a master of fine arts degree.

- The College of Education is working with several other State System universities in delivering the Pennsylvania State GEAR-UP (Gaining Early Awareness and Readiness for Undergraduate Programs) project, funded by a U.S. Department of Education grant, to the Philadelphia School District. The purpose of the project is to increase the number of low-income students who are prepared to enter college and succeed. Components of the project include early intervention services for students, professional development for teachers, pre-service teacher education experiences, and scholarships.
- The Profs Online system has been fully implemented. Faculty members can advise students; look up transcripts; leave notes for students, view schedules, view class lists, check student prerequisites, enter grades, and more.

### **From the Advancement Division**

Through a highly inclusive process that involved students, the University Senate, alumni and others, the university has developed and launched a new logo. The university wanted to have an image that would conjure an image of the university in the minds of alumni and other friends of the university. The new logo includes a slightly oblique rendering of the clock tower of Old Main. The new logo has been well received both on and off campus.

In conjunction with the launching of the new logo, the Office of University Relations has developed a styleguide and visual identity manual for the campus community. All major universities have styleguides to standardize reference to various buildings and locations on campus, to offer pronunciation tips, and to provide guidance on common errors in American English usage. The visual identity manual describes at great length the university logo and the manner and colors in which it may, may not, or must be used.

The marketing plan this year marks a shift in focus from a general awareness campaign to one focused on three primary objectives: to increase graduate and transfer enrollment, to increase diversity among the student body, and to increase the applicant pool. The marketing slogan has changed from "Kutztown and You," to "Learn ... to make a difference." The new slogan has an implicit call to action, which the old slogan lacked. Newspaper ads in the Reading and Allentown newspapers are already carrying the new slogan. Help wanted ads in the Chronicle of Higher Education and area newspapers now feature the new logo. Billboards have been contracted for and will be appearing in various locations throughout Berks County, the Lehigh Valley and beyond. Radio commercials are being cut and will begin airing in December.

KU continues to gain national media attention. We are regularly mentioned in articles published on national news websites such as CNN Money and Yahoo News, and at least once a month our professors are quoted in news articles that appear in newspapers and are broadcast in radio stations around the country. Likewise, as the university establishes more ties with international universities, articles on Kutztown are appearing in newspapers abroad as well. Regularly, we see articles printed in Spanish about KU, not

just locally, but nationally and internationally as well. Reviews of KU music professor Frank Kumor's recent performance in Poland were published in Polish newspapers.

KU has gained the greatest national exposure in recent months from a series of stories being written by the Associated Press' higher education reporter, Steve Giegerich, chronicling the first-year experience of two of our first-generation students, Victor Nivar and Danny Hernandez. Two articles in the four-part series have been published thus far. Those stories, along with photos of the students taken on the KU campus, have appeared in major metropolitan newspapers such as the *Los Angeles Times*, *Miami Herald*, *Chicago Tribune*, and *Des Moines Register*, as well as dozens of other statewide and local papers across the United States.

The University Relations Office produces a monthly sampling of articles and commentary published about the university, which is distributed to the deans and directors in each college. Please take a look.

On Homecoming Day, the Alumni Plaza was formally opened and has been extremely well received by the entire University community. Our alumni are very proud of this gift they are providing, and we feel confident that it will become a real outdoor gathering place as the weather warms in the spring.

Construction of Golden Bear Village South, Phases II and III, is under way. It is anticipated that with favorable weather conditions, the facility will be available for occupancy in August of 2004. This will provide 500 additional beds for our students.

### **From the Student Affairs Division**

For the first time in well over a decade, KU held Freshman Convocation on first day of the fall semester. The convocation was brought back into existence not only to foster a spirit of collegiality and cohort identity, but to assist with establishing much needed traditions on campus that will affect recruitment and retention initiatives. Overwhelmingly, this first attempt was deemed successful with more than 900 students and faculty and staff members in attendance. The Freshman Convocation will again be held in 2004 with a slightly expanded program.

The Department of Public Safety acquired an emergency response vehicle that enables a more expedient full-service response in serving the community in emergency situations. This vehicle also substitutes as a mobile command post. This versatility was a tremendous asset during this past semester's hurricane.

The Department of Public Safety, in conjunction with the Health and Wellness Center, received the American Red Cross Berks County Chapter Community Partner Award for its establishment of the Kutztown University Red Cross Student Organization and involvement with conducting adult CPR courses.

The Department of Public Safety received a \$2,000 grant from the Pennsylvania Department of Transportation, in collaboration with the North Central Highway Safety Council, for seat belt safety and awareness for the KU community.

Through a collaborative program with the Health and Wellness Center, the Department of Public Safety received two grants from the Kutztown University Foundation. A \$6,788 grant was awarded to assist in expanding the Automated External Defibrillator Program. An AED will be placed in the library and in South Dining Hall to aid victims of cardiac emergencies. A second grant for \$2,579 was used to expand the community-based emergency medical training in CPR.

The Greek Life program, under the direction of Alan Paynter, assistant director for student involvement, is in the process of making major changes. Vice President Chick Woodard has convened a Greek Life Advisory Council, chaired by Dick Button, director of development. The Advisory Council will assist Alan with tasks associated with providing structure and support to strengthen the program. Current changes include:

- 1) Deferred Rush: Students must complete a minimum of 12 KU credits before participating in the Greek Life recruitment process.
- 2) Formal Rush has been moved to the spring semester to allow Greek organizations more time to effect their marketing strategies and to allow interested students more time to gather information before making a lifelong decision
- 3) The minimum grade point average for Greek life participants has been raised from 2.0 to 2.25 with unanimous Greek chapter support. Look to the near future for additional Greek leader training, advisor training, and a more structured Greek program.

### **From the Information Technology Division**

Thirty-three “smart classrooms” have been installed throughout campus, thanks to the leadership of the Academic Affairs Division in the use of the instructional technology fee.

Through a combination of instructional technology fee resources from Academic Affairs and Information Technology, detailed plans have been completed for installation of wireless technology for classrooms in three academic buildings (Lytle, deFrancesco, and two wings of Old Main), as well as several other points of student congregation. This first phase of wireless deployment using the new 802.11g technology will be completed during the spring and summer of 2004.

Plans have been completed for the separation of the resident student data network (ResNet) from the academic/administrative data network. This separation of networks will assist in protecting university data and network throughput, while providing students with a guaranteed bandwidth. The separation of the networks will be completed during the spring and summer of 2004. In addition to the separation of the networks, new Nortel switches have been ordered for residence halls to improve network efficiency and improve the ability of ITS to track problems.

A new three-year contract has been negotiated between the university and Service Electric Cable Television, Inc., with the option for two, one-year renewals. In addition to an expansion of channel offerings to include more diverse programming, the new contract also enables students to acquire premium channels and pay-per-view programming. In addition, Information Technology funded and implemented an expansion of fiber optic cabling on north campus that now allows cable television services to classrooms.

Vendor discussions are under way to acquire the services of a professional security consultant to conduct a complete high-level security assessment of the university's data network. This security assessment will help ensure our continued adherence to new federal and state laws.

The Microcomputer Replenishment Task Force has begun meetings to finalize details for the microcomputer lease program as well as assist in selecting a vendor and assist in planning implementation. The task force, consisting of members from all divisions and colleges of the university, will help ensure that the needs of all areas are considered in the planning phases of replacing between 1,500 and 2,000 microcomputers beginning in mid-May 2004.

New online (Windows) and CD-based (Macintosh) training programs were acquired to assist faculty and staff in better utilizing Microsoft products, including the entire Microsoft Office suite. The training programs allow users to either progress through an entire product in detail, or to select certain features of Microsoft products they wish to learn about. Contact the IT Help Center for more information.

The new [students@kutztown.edu](mailto:students@kutztown.edu) distribution list, along with the Bear Essentials weekly electronic newsletter for students being led by the University Relations Office and the Division of Student Affairs, are helping foster improved communications with all students.

Major upgrades in network infrastructure hardware and software not only continue to improve network performance, but also to handle the additional capacity needs for Golden Bear Village South and the new Boehm Science Center.

Implementation of Microsoft Software Update Services on all Windows microcomputers are enabling rapid deployment of software fixes resulting from Microsoft product weaknesses or virus/hacker problems.

A committee of faculty and staff members has selected Outlook Express as the new supported e-mail client to replace Netscape Messenger when the new microcomputers are installed this spring and summer.

Additional consolidation of servers has occurred, particularly in critical areas such as file and print services, where redundant clusters have been established to ensure reliability.

The university's energy management and fire alarm systems have been changed to multimode fiber to improve reliability and manageability.

Web-based Help Center utilities have been created for automated account creation and password changes for e-mail, resulting in shorter turnaround times on service requests.

### **From the Office of Human Diversity**

An environmental scan conducted by an outside consultant last semester has resulted in a variety of recommendations that support moving forward to conduct a comprehensive survey in Spring 2004. A team of campus representatives will work with the consultant to help in this process. The initial scan, which involved various campus participants, indicates that KU is an institution moving forward in addressing a number of growing challenges in the midst of new initiatives and opportunities.

The demands for services for students with disabilities continue to increase. Currently, 400 students are being served in various capacities to address equal access and reasonable accommodations as mandated by local, state, and federal laws. Services include student employment of 108 note takers critical to providing classroom accommodations. Faculty members consistently refer students to the office to provide the services of a distraction-reduced environment and readers/scribes to deliver the testing services. Retired faculty members have also been recruited and volunteer to be a part of this massive service delivery. ADA qualified students have chosen 50 faculty members as ambassadors of learning in recognition of their exceptional support in ensuring students academic success.

The J. B. White House was transformed to become the new J.B. White Multicultural Center and celebrates its third year of collaborative success and broadening campus inclusivity. The center offered an abundance of cultural and ethnic celebrations in support of diversity, educational awareness, and student retention. It is a vibrant living and learning co-curricular center. Programs included dancing and dance lessons, poetry readings, and art displays from Mexico, Cuba and Puerto Rico. In October, an Eastern European Week celebration included and embraced the international students and participants shared aspects of their culture and heritage while dining on a variety of food representing a number of countries such as Russia, Poland and Latvia and Germany.

In November, Native American heritage was recognized and celebrated with education, traditional foods, authentic dances, and traditions of music, poetry. Jewelry and other artifacts were available for display and sale. Student panels and dialogue on topics of interest, film forums, and cultural excursions round out the ongoing leadership, spiritual and social development opportunities. The center's motto is to acknowledge our differences, share our hopes, and collaborate and act in harmony.

The Women's Center continues to increase participation and educational awareness while working for planned social change. The center has contributed to the community at large

while fostering a caring and rightful place for gender voices to be proudly raised and recognized. The center launched a new collaborative campaign this fall to further educate our students on the issues of domestic abuse and violence, homelessness, date and acquaintance rape and healthy lifestyles. Safety whistles were distributed and “stall talk” posters were placed throughout the residence halls to help drive the messages home regarding women’s rights, responsibilities and social behavior. The Women’s Center sponsored national speakers to address gender legal issues, and other areas of activism. The staff continues to support, nurture and encourage while mentoring our students.

A GLBTQ (gay, lesbian, bi-affectionate, transgendered and questioning) Resource Center is being established on our campus to provide additional educational awareness, information, and learning opportunities regarding sexual orientation. The campus Allies organization supports and works with the GLBTQ organization in establishing safe space environments/offices on campus in addition to the Women’s Center and the Office of Human Diversity. The space renovation is expected to be completed and the center open at the beginning of the Spring 2004 semester. The group has worked long and hard to establish its place on campus. This university initiative continues to expand our efforts in diversity and inclusion. We are optimistic and excited about this next initiative and the potential of future opportunities to meet our vision and mission.

### **From the Division of Finance and Administration**

The pace of construction and other physical improvements around campus over the past year has been truly amazing. While new construction and renovation projects can be problematic for us all, they also signify a healthy and vibrant institution with growth and a bright future. Potential students and their parents take project activity as a positive sign when visiting the campus. Visits to other campuses clearly show that KU’s physical assets are on par with the best, and exceed most.

Of course, progress always comes at a price. The facilities staff members work very hard to try to minimize the largest potential conflicts and to mitigate problems as soon as practicable when they arise. Obviously, they are not always immediately successful in their efforts and there is some negative impact to campus constituents. The Office of Planning and Construction expresses great appreciation for the patience and perseverance of the faculty, staff and students on campus as they endeavor to continue to make KU a better place.

To say that the science center project has been a challenge and a frustration over the past year would be the epitome of understatement. Phase I (new addition construction) of the project was several months late, and the faculty had to plan move and lab set-ups numerous times, often on short notice. Finally, the building was essentially ready for occupancy the day before classes began. As usual, however, the whole KU community pulled together and made the building opening for the students an exciting experience. Since the students and visitors don’t know what had to be done to get to where we are now, they are able to completely focus on the beautiful new building which houses our growing science programs. This building is quickly becoming the envy of other

institutions in the area and State System. My sincere appreciation to all who made this happen.

Phase II of the project, renovation of the old Boehm building is ongoing. However, this building also is behind the original schedule. Instead of being able to move into the renovated building over the winter break as planned, the move will have to take place over the Spring Break in March. Once again, therefore, we will unfortunately have to impose on the affected faculty and staff to make the Herculean effort to get ready for classes in a new building with essentially no preparation time. Jim Sutherland, Jeff Grimm and Carol Sztaba are working directly with the deputy secretary of Department of General Services in Harrisburg to keep the schedule from slipping further.

The final phase of the project, partial renovation of the planetarium and demolition of the existing Grim building, is currently scheduled to start in the spring and summer, and be completed by the end of September.

The design for the relocation of the central heat plant from the center of campus to the industrial area south and east of the main campus is ongoing. It is anticipated that the design will be complete in February 2004. Normally, this would mean construction could actually start around June 2004. However, there is still political debate over the fuel sources to be used in the plant. The university has been working this fuel issue for approximately six years. Two previous university studies and an additional DGS study all show the life cycle economic analysis favorable to a gas/oil plant, along with the associated environmental benefits of burning these fuels. A fourth study has been commissioned by DGS via an independent third party in response to another request for fuel source conversion economy validation. This study should be completed by the end of this year, and it is hoped, this will finally end the debate and construction of the new plant can start sometime in 2004.

The high-tech classroom building is the first capital project that has received both authorization and actual funds allocation in the governor's five-year Capital Budget Plan. The governor is only releasing the funds one year at a time so, if necessary, the state has the ability to address any continuing budget problems. The university does have two other authorized projects in the current plan (Sharadin and Schaeffer renovations and additions) that if the economy holds, will also be awarded within the next five years.

The classroom building project is currently in the pre-design stages. A steering committee made up of various campus constituents has been formed, and the Smart Classroom Task Force members have been added to the committee. This decision was made to help ensure that the success realized last year in the initial implementation of smart classrooms across campus carries into the design of the new classroom building. The start date of the actual design depends on the progress of the committee and the analysis of academic classroom needs due to our growth that may alter the design parameters in some ways. It is currently estimated that design could begin sometime during 2004, for 2006 opening of the facility.

It appears the university will be delegated authority from DGS to manage the design and construction of this project.

Renovations to the Sharadin Building and Schaeffer Auditorium are currently in the feasibility study stage, which is the process of trying to meet building user needs and desires with the actual funds authorized for the project. This is not an easy task for the steering committees assigned to these projects, because there is never enough money to do what is needed and desired. In the case of Schaeffer Auditorium, the fact that the building was built for a campus population approximately 15 percent smaller than our projected enrollment over the next few years, makes this analysis and decision making process even tougher. The current budget simply does not allow us to address all of the academic and performing arts objectives needed for this project. So, the choices of how to get to that budget authorization are not simple, nor easy to agree upon.

However, I am pleased to report that the committees are well on their way to developing a plan that fits within the authorized budget for both buildings. It is anticipated that the feasibility studies for both projects will be completed by the end of spring semester. The committees have come up with an approach to address the concerns about the budget shortfalls, while at the same time facing the realization that some improvement (using the current authorized funding levels) in both these buildings is better than none.

The approach consists of having three scenarios under which the buildings could move to the next step of design. The least palatable of these scenarios plans for a building project that fits within the authorization, but which no one likes. The second scenario moves the building closer to what is needed for the programs planned, but still falls a bit short of everyone's needs and desires. The final scenario essentially gives all users the essential building characteristics to properly accomplish the academic programs that will reside in the buildings. The two more appropriate scenarios will be examined in the future to see how additional funds might be made available to supplement the current allocations.

The student recreation center project, which is funded by student fees, is currently in the design phase. The project construction start date is August 2004, with a projected opening for the fall semester of 2005. The facility will be located across from Keystone Hall and Fieldhouse, and will house extensive exercise equipment, elevated walking/running track, multi-use sport courts, rooms for aerobics, yoga, and the like, as well as a healthy juice/snack stand, and if the bids come in favorably, two racquetball courts. This will be an exciting new on-campus venue for our students.

One clear shortcoming upon coming to campus for the first time is the lack of a coherent exterior signage and wayfaring plan for the University. Before leaving, President McFarland allocated funds to start moving toward the realization of a consistent and comprehensive campus signage and wayfaring plan. The planning effort to address this shortcoming has now started with the appointment of a core group made up of individuals from University Relations, Facilities, and the Campus Beautification Committee. As this group defines the parameters within which the plan will be developed and executed, other

campus constituents with interests will be brought into the steering committee to help refine the plan.

The current schedule is to have the parameters and priorities for the basic project developed by the core group by the end of December. The identification of actual signs and sign location, which will include the expanded campus constituency, is to be complete by March 2004, with the planned first phase installation of road and pedestrian signs to begin in the summer and continue through the fall.

There will obviously not be enough funds available to address all campus signage requirements, but the steering committee will come up with phase stages of sign implementation and associated costs as part of their charge. As funds allow, other phases of the sign plan will be implemented.

The Facilities Office of Planning and Construction currently has an additional 77 projects identified for potential execution over the next two to five years. The availability of funds, and the workload capacity of the current staff, will determine when, or if, these projects get executed.