

Pennsylvania State System of Higher Education
KUTZTOWN UNIVERSITY
MINUTES OF THE COUNCIL OF TRUSTEES
November 4, 2021

The Council of Trustees met on Thursday, November 4, 2021 at 3:00 p.m. in the McFarland Student Union Building, Room 250. The meeting was available through live stream on YouTube.

PRESENT:

Mr. Phillips Armstrong.....Lehigh County
Dr. Charles Blocksidge (by phone) McKees Rocks
Mr. Dennis Giorno, SecretaryHarrisburg
Mr. Robert Grim, Esq., Vice Chair.....Kutztown
Mr. Kevin Harden Jr., Esq.....Philadelphia
Mr. Guido Pichini Wyomissing Hills
Mr. Evan Santos, Student Trustee..... Kutztown
Mr. James Ludlow, Chairman.....Fogelsville

ABSENT:

Mr. Thomas Heck..... Wyomissing
Ms. Dianne Lutz..... Wernersville
Mr. John Wabby..... Pottsville

ALSO PRESENT:

Ms. Jadesola Alatishe , Student, Kutztown University
Mr. Matt Assad, Comptroller
Dr. Lorin Basden Arnold, Provost and Vice President for Academic Affairs
Dr. David Beougher, Dean, College of Liberal Arts & Sciences
Ms. Natalie Cartwright, Director, Institutional Research
Mr. David Drezek, Deputy Chief of Police, Public Safety & Police Services
Mr. Matt Delaney, Vice President for Finance and Facilities
Ms. Natalie Einsig, Attorney, Pennsylvania's State System of Higher Education
Mr. Michael Ferguson, Attorney, Pennsylvania's State System of Higher Education
Dr. Michael Gabriel, Department Chair, History
Ms. Anne Marie Hayes-Hawkinson, Volunteer, Associate to the President
Dr. Kenneth S. Hawkinson, University President
Ms. Renee Hellert, Director, Intercollegiate Athletic Services
Ms. Toyia Heyward, Senior Executive Associate to the President
Dr. Warren Hilton, Vice President for Enrollment Management and Student Affairs
Dr. Michelle Kiec, Interim Vice Provost for Extended & Lifelong Learning & Graduate Studies
Ms. Lisa Kowalski, Executive Director, KUSI
Mr. Alex Ogeka, Executive Director, KU Foundation and Alumni Relations
Mr. Jesus Peña, Esq., Vice President Equity, Compliance and Legal Affairs
Mr. Andy Russell, University Photographer, University Relations & Athletics
Mr. Bryan Salvatore, Director of Communications
Mr. Matthew Santos, Vice President, University Relations & Athletics
Dr. Jennifer Schlegel, Associate Professor, Anthropology/Sociology
Mr. Tyler Schwab, Technology Manager
Ms. Kayla Sherry, President, Student Government Board
Dr. Bradley Shope, Interim Dean, College of Visual & Performing Arts
Mr. Scott Stamm, Electronic System Technician

Mr. Ken Steward, Associate Vice President for Academic Financial Management
Ms. Julivette Torres, Student, Kutztown University
Dr. John Ward, Dean, College of Education

1. **Call to Order**

At 3:04 p.m. Chairman Ludlow called the meeting to order and informed the attendees that the meeting was being streamed live on YouTube. Chairman Ludlow noted that an Executive Session was held.

2. **Pledge of Allegiance**

The Pledge of Allegiance was recited by those in attendance.

3. **Roll Call of Council Members**

Attendance was taken at the direction of Chairman Ludlow which established that a quorum of the Council was present. Guests in attendance were invited to introduce themselves.

4. **Remarks by the Council Chairperson**

Chairman Ludlow welcomed members and guests to the November Business Meeting of the Kutztown University Council of Trustees.

Mr. Ludlow congratulated Mr. Phillips Armstrong for his re-election as Lehigh County Executive.

Chairman Ludlow congratulated the university community on a successful semester, including a festive homecoming weekend. He stated that our council is appreciative of the continued hard work of our entire KU family.

He reported that it was great to hear state representative Tim Twardzik of Schuylkill County echo at the House Appropriations and Education hearings in Harrisburg when he commended our university for the success his wife who is a KU alumna and a teacher. He reminded the council that this is just one of many alumni KU has sent out into the world to make a difference in our society.

Chairman Ludlow also congratulated the KU Foundation for the Together We're Golden campaign. He shared that many attended the spectacular kickoff event with the highlight being more than \$34 million raised toward the campaign's \$40 million goal. He thanked everyone for their commitment to scholarships, emergency funds and student experiences.

Mr. Ludlow concluded his report.

5. **Remarks by Student Government Board President**

Ms. Kayla Sherry provided a Student Government Board (SGB) update.

She shared that the SGB hosted and participated in many campus events including National Voter Registration Day, PrideFest, Grad Fest, Elect Her, and Homecoming Spirit stations.

Ms. Sherry informed the Council that the SGB tries to stay active and involved on campus as much as possible to remain connected to students and provide opportunities for entertainment and education as well as gather feedback on how the semester is going for the student body as a whole.

She reported that the SGB College of Liberal Arts and Sciences committee representative hosted a Meet the Reps event and many other collegiate groups recently sent out a survey to the student body to gather information to take back to administrators and college deans as well as how SGB can best represent the students.

Ms. Sherry reported that the SGB Academic Affairs committee released a newsletter to remind students of the resources and events on campus.

She reported that the SGB Public Relations committee continues to keep students informed and engaged with what is being done through various initiatives.

Ms. Sherry reported that the Student Affairs committee has worked hard to plan the annual Fall Festival which included over 30 student groups.

Lastly, she reported that the SGB is looking forward to the PASSHE Advocacy Planning Campaign. She shared that KU is represented on the PASSHE website showcasing a few SGB representatives. The SGB hopes to further advocacy efforts for the State System.

Ms. Sherry concluded her report.

6. Remarks by Dr. Kenneth S. Hawkinson, University President

President Hawkinson reported that the Kutztown University football team is currently 8-1 overall and 6-0 in the PSAC East and ranked second in the region. The Golden Bears have clinched the top seed in the PSAC East and will host the PSAC Championship game against the winner of the PSAC West, either Slippery Rock or Cal, on Saturday, November 13th at noon at Andre Reed Stadium. KU football will be seeking its second conference title in school history. KU will finish PSAC East play on Saturday, November 6th at West Chester with hopes of securing a berth in the NCAA playoffs, which begins November 20th.

Dr. Hawkinson reported that the Golden Bear women's soccer team is also having an extraordinary season. KU is currently 15-1 and ranked (third) in the nation in NCAA Division II. PSAC quarterfinal playoffs begin at KU next Tuesday afternoon at Keystone Field. He noted that KU field hockey was at West Chester in PSAC playoffs Tuesday 11/2.

He acknowledged Dr. Georgeos Sirkakos, professor of secondary education, Dr. Lisa Frye, department chair and professor of computer science and information technology, and Joleen Greenwood, professor of sociology, received a three-year National Science Foundation (NSF) grant to better understand the barriers and challenges for success faced by underrepresented high school students in computer science, namely females, underrepresented racial minorities and/or students of low socioeconomic status. The grant is funded in the amount of \$484,199.

He also acknowledged Dr. Nancy Zimmerman, associate professor of modern languages, won the Pennsylvania State Modern Language Association (PSMLA) Frank Muhlern Leadership Award. This award recognizes the exemplary work of an individual who has provided outstanding leadership in the world language profession in the state, region and/or nation and contributed significantly to the work of the association.

President Hawkinson shared that Kutztown University alumna Caelan Brooks '21 was named the 2021 recipient of the American Physical Society's LeRoy Apker Award, the highest honor awarded to undergraduate physicists in the United States. The American Physical Society is the world's premier organization for physics. Brooks is the first student in the Pennsylvania State

System of Higher Education to win the award. She is a native of Bear, Del., and is currently pursuing a Ph.D. in physics at Harvard University.

Dr. Hawkinson acknowledged the work of Dr. Khori Newlander, Assistant Professor, Department of Anthropology & Sociology, and his students for their work this past summer with the KU Archaeology Field School (KUAFS) at the KU site, a prehistoric site located on farmland owned by Kutztown University near our Pennsylvania German Heritage Center. After receiving a grant Dr. Newlander and his students sought to determine the spatial extent and time depth of prehistoric occupation on the site. This experience provided students an opportunity to get their hands dirty as they learn about the history beneath their feet. He shared that this is just one example of the many intensive learning experiences offered at Kutztown University. He highlighted a video on the project.

President Hawkinson stated that as each committee presents its report the council will be updated on many other things happening at the university in the divisions of academic affairs, finance and physical plant, enrollment and student affairs, university relations and athletics, and great news from our foundation.

Finally, Dr. Hawkinson acknowledged our Director of Institutional Research, Ms. Natalie Cartwright who will soon be leaving the university to work with the state system. He thanked her for sixteen years of high competence, tireless enthusiasm, initiative, and creativity. He shared that her warm personality, sense of humor and love of KU made her a pleasure to work with. He thanked her for her many contributions at the university and best wishes as she moves on to the next step in her journey.

President Hawkinson concluded his report.

7. **Public Comments**

There were no public comments presented.

8. **Approval of Minutes, September 23, 2021**

Upon motion duly made by Mr. Jim Ludlow and seconded by Mr. Kevin Harden Jr., Esq. the minutes of the September 23, 2021 meeting were approved.

9. **Summary of Discussions-Council Committee on Academic and Student Affairs**

Mr. Guido Pichini presented the discussions of the committee.

10. **Student Presenter**

Mr. Guido Pichini introduced Dr. David Beougher, Dean, College of Liberal Arts and Sciences. Dr. Beougher introduced the student presenter, Ms. Julivette Torres. Ms. Torres shared her personal background, her experiences at Kutztown University as a student and shared her goals for the future. The members of the council recognized and congratulated Ms. Torres on her many accomplishments.

Mr. Guido Pichini requested to present agenda items 11 – 15 as one action item.

11. **Internship Agreement with Various Institutions and Kutztown University**

Mr. Guido Pichini presented the internship agreement which establishes a relationship whereby students may participate in practical experience outside the traditional classroom setting.

12. Affiliation Agreement with a School/Non-School and the College of Education

Mr. Guido Pichini presented the affiliation agreement which provides for a Professional Development School (PDS) agreement between Kutztown University and Lehigh Career and Technical Institute.

Lehigh Career & Technical Institute, Schnecksville, PA

Renewal

13. Letters of Understanding with Various PASSHE Institutions and Kutztown University

Mr. Guido Pichini presented the Letter of Understanding which establishes an agreement to provide expanded student access to a course that might not be available at their home campus.

West Chester University of Pennsylvania

New

MGT 321 – Organizational Theory and Behavior

MGT 411 – Communicating Business Insights and Ethics

SCM 361 Supply Chain Management

14. Articulation Agreement with Various Institutions and Kutztown University

Mr. Guido Pichini presented the articulation agreement of academic cooperation which allows students to participate in the 4+2 agreement.

Philadelphia College of Osteopathic Medicine, Philadelphia, PA

New

15. Letter of Understanding with Organizations/Institutions and Kutztown University

Mr. Guido Pichini presented the letter of understanding which provides an accelerated academic pathway for students. The intent of this Letter of Understanding is to make the process transparent to students.

Berks Career and Technology Center, Leesport

New

Mr. Guido Pichini moved to approve the Internship Agreement (#11), Affiliation Agreement (#12), Letters of Understanding (#13 & #15), and Articulation Agreement (#14) as presented. Mr. Phillips Armstrong seconded the motion and it carried unanimously. The motion was approved.

Mr. Guido Pichini abstained from the vote on item #15- Letter of Understanding with Berks Career and Technology Center.

16. New Program Proposal – B.S. in Game Development

Mr. Guido Pichini presented the new program proposal which provides students with an interdisciplinary program leading to a Bachelor of Science degree in Game Development.

Mr. Guido Pichini moved to approve the New Program Proposal as presented. Mr. Evan Santos seconded the motion and it carried unanimously. The motion was approved.

Mr. Pichini concluded his report.

17. Summary Discussions-Council Committee on Finance, Property and Audit

Dr. Charles Blocksidge presented the discussions of the committee.

He reported that the committee received an update on the Computer Replenishment Project. The project is a 3-phase approach and is planned with the 1st phase this year through phase 3 in summer 2023.

He reported that there was discussion regarding the 2022-23 Auxiliary Fees.

18. Consent Agenda Items

Dr. Charles Blocksidge reported that the committee thoroughly reviewed and were advised by staff that the purchases and contracts are in compliance with the current policies and procedures.

Purchases and Contracts under \$100,000

Dr. Charles Blocksidge reported that the council reviewed the purchases and contracts under \$100,000 as presented.

Purchases and Contracts \$100,000 and over

Dr. Charles Blocksidge reported that the council reviewed the purchases and contracts \$100,000 and over as presented.

19. 2021-2022 E&G Budget Revision

Dr. Charles Blocksidge presented the 2021-2022 E&G Budget Revision.

Dr. Charles Blocksidge moved to approve the 2021-2022 E&G Budget Revision as presented. Mr. Phillips Armstrong seconded the motion and it carried unanimously. The motion was approved.

Dr. Blocksidge concluded his report.

20. Summary of Discussions – Council Committee on Human Diversity

Mr. Evan Santos presented the discussions of the committee.

Mr. Santos reported that Ms. Dianne Lutz was unable to be present and Chairman Ludlow attended the committee meeting.

Mr. Santos reported that Mr. Peña provided a brief update on complaints and searches currently ongoing.

Mr. Santos reported that Mr. Jerry Schearer provided diversity programming updates from the Multicultural Center. Mr. Schearer highlighted Orange Shirt Day to commemorate the legacy of the Canadian Indian residential school system, Gaming & Guys, Spanish Bingo, the screening of Indigenous Film “River of Silence”, and a webinar screening “Moving Beyond Land Acknowledgements & Token Representations”

Mr. Santos acknowledged Veterans Awareness Week. He shared that Veterans Services will be hosting many events throughout the week, including a kickoff event with Mayor Schlegel of Kutztown, a donation drive, ceremonies, and veteran spotlight.

Mr. Santos reported that the LGBTQ+ Resource Center is honoring Transgender Day of Remembrance to honor those who were bullied or killed due to anti-transgender prejudice and violence.

Mr. Santos reported that the Women’s Center continues to host Feminist Fridays throughout the semester.

Mr. Santos reported that Mr. Schearer provided an update on Diversity, Equity, and Inclusion. Four KU employees participated in the PASSHE DEI Action Network retreat in Shippensburg.

They were part of a group from around the system that broke down the DEI Strategy Framework. The Action Network will meet as needed, and Chief Diversity Officers from PASSHE schools continue to meet each month.
Mr. Santos concluded his report.

21. Summary of Discussions-Council Committee on University Relations/Athletics and Advancement

Mr. Robert Grim presented the discussions of the committee.

He reported the following items provided by Mr. Matt Santos. University Marketing is nearing the full launch of its comprehensive digital marketing campaign. This campaign will utilize paid advertising through Google and multiple social media channels that target prospective new and transfer students and parents, with further segments based on geography and position in enrollment funnel.

Mr. Grim reported that the Tower magazine, which is produced in association with the KU Foundation, arrived in mailboxes and on campus in the first week of October.

He reported that KUR home football broadcasts have received record ratings this year with its stream nearly maxing out during broadcasts.

Mr. Grim reported that the Office of Communications has issued 21 press releases from Sept. 13 to Oct. 21, an average of three per week. Story pitches included a viral TikTok story on KU volunteer Kraig Piper which was picked up by WFMZ and, in turn, carried by dozens of news outlets across the country.

He shared that after a successful summer camp season, Conference Services generated more than \$102k in scholarship revenue. The office welcomed 13,500 guests to campus for 48 events between mid-May to first week of August.

Mr. Grim mentioned that on September 22, KU Presents! kicked-off its 2021-2022 season line-up with FACE Vocal Band. On October 21, KU Presents! held its second performance of the season with The Fabulous Equinox Orchestra.

Mr. Grim reported the following items provided by Mr. Alex Ogeka. Together, We're Golden: The Campaign for Kutztown University was publicly unveiled on October 2. As part of the campaign announcement, donors and members of the KU community were invited to learn about this 100% student-focused initiative and the campaign's goal to raise \$40 million for scholarships, emergency funds and student experiences – and strengthen our network of alumni. We have currently raised \$34,371,065 (85.9% towards goal). The 3rd annual 1866 Minute Giving Challenge was held October 26-27 and raised more than \$320,000 in support of KU students.

He reported a record number of guests registered for Homecoming 2021 with more than 540 alumni registered for the Bear Tent, and more than 300 for the Cub Tent. Eighteen affinities groups gathered Homecoming morning. The KU Foundation's tailgate celebration in the Rec Center was sold out.

Mr. Grim shared that the Hampton Inn Kutztown had the fourth record setting revenue in September with a YTD occupancy rate of 72%.

He reported that KUF's Board of Directors approved an increase in spending policy from 4 to 5%, resulting in an increase in scholarships and support to KU of \$407,000. Market value on Sept. 30, 2021, was \$42.66 million.

Mr. Grim concluded his report.

22. As May Arise

Chairman Ludlow introduced our incoming PASSHE legal counsel, Ms. Natalie Einsig.

Mr. Ludlow recognized council member, Mr. Harden Jr. Esq. for his cover story and photos in the current Tower magazine.

Chairman Ludlow thanked Dr. Hawkinson, Ms. Toyia Heyward and everyone who worked so hard to organize today's meeting.

Mr. Kevin Harden Jr. Esq. shared that he had the privilege to visit the Sharadin Arts Building - Marlin and Regina Miller Gallery. He shared that they have selected work from the Petrucci Family Foundation Collection of African American Art titled Figures and Projections. He encouraged everyone to take time to visit the exhibit through December 12.

Mr. Phillips Armstrong shared that the State Department of Veterans Affairs has a great band for events and encouraged the KU Veterans Services Office to contact them for future events.

Lastly, Mr. Ludlow acknowledged Mr. Andy Russell who will soon be leaving the university to work with the University of North Carolina. He thanked him for his many contributions at the university and provided best wishes as he moves on to the next step in his journey.

23. Adjournment

Mr. Jim Ludlow moved that meeting be adjourned. Mr. Armstrong seconded the motion and the meeting adjourned at 3:55 p.m.

NOV. 4, 2021

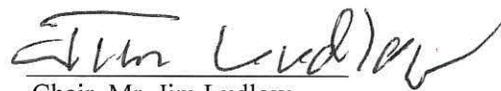
Date

NOV. 4, 2021

Date



Secretary, Mr. Dennis Giorno



Chair, Mr. Jim Ludlow