Administrative Council Minutes

September 30, 2011
8:30 a.m.
Room 301 Stratton Administration Building

Welcoming Remarks
Dr. Barbara Darden

Dr. Barbara Darden welcomed everyone to the first meeting of the fall semester and started the meeting at 8:33 a.m. Dr. Darden welcomed the new members to the Administrative Council.

Introductions

Everyone introduced themselves and new members stated what areas they represented.

Approval of the Minutes

Dr. Carlos Vargas-Aburto motioned to approve the minutes of April 22, 2011. The motion was seconded by Mr. Jerry Silberman and passed.

Status of the Wellness Committee
Ms. Fran Cortez-Funk

Ms. Fran Cortez-Funk asked the Administrative Council to review the By-Laws of the Health and Wellness Committee (last revision of by-laws approval on 3/30/11). Some revisions that will have to be considered are:

- There is no longer the position of Health & Wellness Services, Executive Director (Ms. Mary Gutekunst retired)
- Restructuring of the Student Affairs and Campus Division (positions are in the Division of Academic Affairs and the Division of Administration and Finance).
- Several representatives on the committee are no longer employed at the University
- The former chair represented several areas. Presently, some of those areas are not currently represented.

It was decided that the Administrative Council should review the Health and Wellness Committee By-Laws and come back with suggestions as to who should be members of the committee in recognizing the recent reorganization of University divisions. It was by acclamation that Ms. Fran Cortez-Funk would be the committee chair.

Dr. Johnson asked if there is a committee for counseling that looks at mental health on a global level rather than on the individual. Mr. Cortez-Funk said that she will look into this because she is not aware what the Counseling Department does. She will also check with Mr. Watrous. She will report at the next Administrative Council meeting.
Ms. Cortez-Funk reported on the Health and Wellness Committee’s Health Fair which she said was a resounding success. She also shared that vendors who were represented stated that this fair was the best fair in the county.

Dr. Johnson suggested that since the Strategic Planning Task Force will be going to cabinet to discuss the needs of our students for the 21st century that this is a good time to look at the committee’s membership and where the Administrative Council wants the Health and Wellness Committee to go. Ms. Cortez-Funk responded that the suggestion is a wonderful idea.

**Image Study**

Mr. John Green

Dr. Cevallos stated that Advancement needs to be changed to University Relations.

Mr. John Green reported on the results of the image study as follows:
- Image Survey – sent to parents who have children 14-17 years old and who are considering college after high school
- Three primary markets: Lehigh Valley, Philadelphia, HLLY
- Findings:
  - Kutztown University was 2nd ranked in Lehigh Valley market area, behind Penn State
  - Criteria: What is important parents – the following are the top four (40
  - Quality of academics
  - Programs/majors offered
  - Safety on campus/community
  - Cost
  - Kutztown University is primarily known for its teaching program

Mr. Green presented a slide presentation and the following questions ensued:
- Question: Has the MBA enrollment increased – Answer: MBA enrollment has increased over the last 3 years and this year there was a slight decrease
- Question: Since education is our number one major, what other areas are students majoring? Answer: Sport Management, criminal justice, social work and psychology are all very strong enrolled departments

**Naming Policy**

Mr. Jerry Silberman

Effort to formalize and standardize the way we name our facilities.

Fundraising efforts offered to help reduce the costs of the university

Current project is Schaeffer Auditorium

Policy covers procedure for naming building, with in building, outside areas.

Also related to Board of Governors policy

Going through would provide naming policies based on contribution

Different procedures for naming building vs. outdoor spaces/equipment
Present to council so that they can use for Schaeffer and other upcoming namings.

Ms. Fran Cortez-Funk asked if some contributions mark the contribution as to how they would like to distribute funds. Dr. Cevallos answered that contributor’s do both.

Dr. Vargas had some comments on the language of the policy and suggestions on the way things should be stated.

Dr. Carlos Vargas-Aburto motioned to recommend that the Naming Policy be approved as presented. The motion was seconded by Ms. Fran Cortez-Funk and passed.

Ms. Fran Cortez-Funk made a motion to adjourn the meeting at 9:49 a.m. The motion was seconded by Mr. John Green and passed.

**Members Present:**
- Dr. Cevallos
- Dr. Darden
- Ms. Christina Ferris
- Ms. Frances Cortez-Funk
- Mr. John Green
- Dr. Deryl Johnson
- Dr. Karen Rauch
- Mr. Jerry Silberman
- Dr. Carlos Vargas

**Members Absent:**
- Dr. Michael Gambone
- Mr. Paul Keldsen
- Mr. Jesús Peña
- Dr. Paul Quinn
- Mr. Bob Watrous

**Guests Present:**
- Ms. Barbara Koon
- Mr. Nick Perize