

CHEYNEY UNIVERSITY OF PENNSYLVANIA -

Council of Trustees

Minutes of the Quarterly Public Meeting

June 18, 2019

Marcus Foster Student Union Center Auditorium

In Attendance:

Council of Trustees

Mr. Robert W. Bogle, *Chairman*
Mr. Samuel Patterson, *Chairman*
Finance and Administrative Services Committee
& *Strategic Planning*
Mr. James Raith, *Chairman*
Academic Affairs Committee
Mr. Larry C. Skinner, *Chairman*
Student Affairs Committee
Dr. Robert L. Traynham, *Chairman*
University Relations Committee
Dr. Audrey Bronson, *Member*
Mr. Joseph Wells, *Member*
Mr. Leon R. Spencer, Jr., *Member*
Mr. Vincent D. Gordon, *Member*
Absent: Honorable Vincent J. Hughes, *Member*

Administration

Mr. Aaron Walton, *President*
Dr. Bradley Buchner, *Interim Provost*
Ms. Elisabeth Burton, *Executive Director of*
Campus Life & Student Affairs
Ms. Cynthia Moultrie, *Executive Director of*
Finance & Administration
Mr. Jeff Jones, *Executive Director of*
Enrollment Management
Ms. Robin Coward, Esq., *Executive Director of*
Institutional Effectiveness, EEO & Title
Mr. James Lewis, *Executive Director of*
Operations Management
Mr. Clifton Anderson, *Senior Advisor & Chief*
Strategist

The Quarterly Meeting of the Cheyney University of Pennsylvania Council of Trustees was held on Tuesday, June 18, 2019 in the Marcus Foster Student Union and Alumni Center Auditorium. With a quorum present and notice of meeting duly exercised in accordance with Trustee By-Laws, Chairman Robert W. Bogle opened the meeting at 1:17 P.M.

APPROVAL OF MINUTES –

Chairman Bogle requested a motion to approve the Cheyney University of Pennsylvania Council of Trustees Quarterly Public Meeting Minutes of March 19, 2019. This motion was seconded by Trustee Gordon, and the motion carried.

PUBLIC COMMENT –

Mr. Darien Threadgill, Class of 1974, reported the fundraising efforts and contributions to the University on behalf of the Cheyney University National Alumni Association:

The Resurgence	\$25,000
Archives Restoration	\$20,000
High School Dual Enrollment program	<u>\$20,000</u>
Total:	<u>\$65,000</u>

Mr. Junious Stanton, Class of 1969, thanked President Walton and Ms. Ramona Dixon for their assistance with the 50th Anniversary Celebration of the Class of 1969.

PRESIDENT’S REPORT

President Walton announced that the University’s fiscal year ends on June 30, 2019 and significant progress has been made in several campus areas. President Walton highlighted a few of the strategic priorities based upon their long-term significance:

Financial Aid Legacy Issues - HCM2 and Program Review –

- The University will have submitted six reports with less than a 10% error rate by October 2019. Regarding Program Review, the University has submitted all required documentation to the U.S. Department of Education and await their calculation of the University’s estimated liability.

Enrollment Management - President Walton introduced Mr. Jeff Jones, Executive Director of Enrollment Management, to provide an overview of the progress in this area. Mr. Jones reported the following

- 2019 deposits are up by 2,188 percent over prior years; this percentage includes transfer students and Summer Bridge participants.
- The University has 45-50 international students registered for the fall semester.

Campus Facilities – President Walton introduced Mr. James Lewis, Executive Director of University Operations, to provide an update on campus facilities. Mr. Lewis reported the following:

- The renovation work in Burleigh Hall and Biddle Hall, due to water damage, is near completion.
- Emlen Hall renovations are complete and will open for student occupancy in the fall. If necessary, additional beds will be added.
- Architects are finalizing the plans for Browne Hall, which is slated for renovation as a welcome center and museum.

Rebranding - President Walton introduced Mr. Clifton Anderson, Executive Consultant and Chief Strategist, to provide an overview of rebranding activities. Mr. Anderson reported the following:

- The University has made significant progress in terms of changing the narrative, rebranding and promoting the message of the University. Strategic highlights include:
 - A compelling education model that highlights the University’s vision and core values.
 - New and knowledgeable leadership and staff dedicated to Cheyney students.
 - Student success and faculty excellence.
 - Private and public partnerships with career-minded curriculum for Cheyney students.
 - New sources of non-traditional income.
 - Recruitment improvements that attract a dynamic student body.

- The February launch of the new Cheyney website, which has generated increased traffic and a positive response from faculty, staff, students and alumni.
- The “Cheyney Made” brand is used in recruitment efforts.
- The public relations firm, Ceisler Media, is handling strategic communications for the University. The February press conference President Walton hosted with business partners in the Science Center generated positive media coverage.
- A campaign that highlights successful “Cheyney Made” alumni.
- The Resurgence and overall support from the Alumni Association ensures that the University has a positive story to tell and positions the University as an investment.

Athletics - President Walton introduced Robin Coward, Esquire, Executive Director of Institutional Effectiveness and Title IX, to provide an overview of athletics. Ms. Coward reported the following:

- On April 29, 2019, the Annual Senior Athletic Banquet and Awards Ceremony was held. 12 graduating seniors received letter jackets in recognition of their collective athletic achievements.
- Steps are underway to complete game rosters for a 26-game season for the Men’s and Women’s Basketball Teams, as well as a 12-game season for Women’s Volleyball.
- On June 21, 2019, the United States Collegiate Athletic Association (USCAA) will meet with University officials regarding joining the conference.

Fundraising –

- President Walton shared his optimism regarding the University reaching its short-term fundraising goal by June 30, 2019 in the amount of \$4 million, and the long-term inclusive goal of \$10 million by November 30, 2019. The achievement of these goals will help position the University toward long-term financial stability, which is the final requirement of Middle States accreditation.

Other Announcements –

- President Walton stated that the next Middle States report is due August 15, 2019. An onsite review team visit will be held September 9-10, 2019.
- Cheyney University’s Homecoming Celebration will be held on October 5, 2019.

REPORTS OF THE STANDING COMMITTEES -

Academic Affairs Committee

Trustee James Raith, Chair of the Academic Affairs Committee, introduced Dr. Bradley Buchner, Interim Provost, to present his report.

Dr. Buchner announced that the following faculty members were awarded tenure:

- Professor Norbert Ebisike
- Professor Tamika Thomas
- Professor Herbert Black

Information Item No. 1: Summer and Fall 2019 Schedules. Dr. Buchner announced that 73% of the University's continuing students have registered. 32 students are registered for the Summer Bridge program.

Information Item No. 2: Academic Affairs Council. Dr. Buchner announced that the Council has moved to a SharePoint process as an efficient way to handle the petition process.

Information Item No. 3: Center for Instructional Design and Digital Innovation. Dr. Buchner reported that 16 faculty members participated in an "iPads in Higher Ed" workshop. Further discussion ensued.

Information Item No. 4: Library. Dr. Buchner reported that library expanded hours are as follows: M-W – 10:00 A.M. – 8:00 P.M.; TH-F - 8:30 A.M. – 5:00 P.M.; Saturday and Sunday – 12:00 P.M. to 5:00 P.M. Further discussion ensued.

Finance and Administration

Chairman Bogle introduced Ms. Cynthia Moultrie, Executive Director of Finance and Administration, to present her report.

Action Item No. 1: Purchase Orders and Contracts in Excess of \$9,999.99. Chairman Bogle requested a motion to approve the purchase orders and contracts in excess of \$9,999.99. This motion was seconded by Trustee Traynham, and the motion carried.

Action Item No. 2: Approval of FY 2019-2020 Fees, Dormitory, and Meal Plans. Chairman Bogle requested a motion to approve the FY 2019-2020 Fees, Dormitory and Meal Plans. This motion was seconded by Trustee Spencer, opposed by Trustee Traynham, and the motion carried.

Information Item No. 1: Year-to-Date Actuals vs. Budget – Through April 2019; Other Revenues Update and Expense Comparison. Ms. Moultrie provided an overview of budget plans and projections. Further discussion ensued.

Information Item No. 2: Vanguard Scholarship Endowment Fund and The Philadelphia Foundation. Ms. Moultrie provided an overview of statement and endowment details as of March 31, 2019. Further discussion ensued.

University Relations

Trustee Robert Traynham, Chair of the University Relations Committee, introduced Ms. Cynthia Moultrie, Executive Director of Finance and Administration, to present her report.

Information Item No. 1: University Grants and Contracts Report – July 1, 2018-May 31, 2019. Ms. Moultrie provided an overview of the summary of grants, contracts and receipts through May 31, 2019.

Information item No. 2: University Donations Report – July 1, 2018-May 31, 2019. Ms. Moultrie provided an overview of the donations received by the University through May 31, 2019.

Information Item No. 3: The Cheyney Foundation Fundraising Report – July 1, 2018-May 31, 2019. Ms. Moultrie provided an overview of the summary of gifts through May 31, 2019.

Information Item No. 4: University News Articles – July 1, 2018-May 31, 2019. Ms. Moultrie provided an overview of various articles in which Cheyney University is highlighted or mentioned.

Campus Life and Student Affairs

Trustee Larry Skinner, Chair of the Student Affairs Committee, introduced Ms. Elisabeth Burton, Executive Director of Campus Life and Student Affairs, to present her report.

Information Item No. 1: Division of Student Affairs Update. Ms. Burton provided an overview of Student Affairs departmental and student activities for the second quarter of 2019. Further discussion ensued.

Chairman Bogle requested a motion to approve the Standing Committee reports, as written. This motion seconded by Trustee Spencer, and the motion carried.

ADJOURNMENT –

With no further business having to be attended to, Chairman Bogle requested a motion to adjourn the June 18, 2019 Quarterly Meeting of the Cheyney University of Pennsylvania Council of Trustees. This motion was seconded by Trustee Bronson, and the motion carried. The meeting adjourned at 3:01 P.M.

Submitted By:

Irene Scheivert

Irene Scheivert
Recording Secretary

Approved:

Robert Traynham

Robert Traynham
Secretary to the Trustees