FACULTY AND STAFF CONVOCATION AND CELEBRATION



MATT SANTOS

Vice President for University Relations and Athletics

WELCOME



2022-2023 YEAR IN REVIEW





YEAR IN PHOTOS 2022 - 2023











DR. KENNETH S. HAWKINSONUniversity President

OPENING REMARKS



COMPREHENSIVE PLANNING PROCESS

- Increase in New Students...... 3 Straight Years
- Tuition Freeze (In-State)...... 5 Straight Years
- Increase in state funding:
 - Replenish operating funds
 - Invest in positions
 - Support strategic initiatives



DR. KENNETH S. HAWKINSONUniversity President

DIVERSITY, EQUITY, AND INCLUSION



DR. KENNETH S. HAWKINSONUniversity President

WELCOME NEW EMPLOYEES



MATT SANTOS

Vice President for University Relations and Athletics

REMARKS



DR. KENNETH S. HAWKINSON

University President

RENEE HELLERT

Director of Athletics

COACHES OF THE YEAR



COACHES OF THE YEAR

Joseph Ambrose

Rick Binder

Chris Blum (3)

Erik Burstein (3)

Jim Clements (3)

Bernie Driscoll (6)

Barry Fetterman

Robert Fisher (3)

Tim Flannery

Eric Folmar

John Gump (2)

Dan Hinkel (2)

Ray Hoffman (2)

Judy Lawes (10)

Brian Mondschein (6)

Raymond Monica (2)

Kristen Nicholson

Ken Ralph

Suresh Ramamurthi (2)

Matt Royer (5)

Jeff Schellenberger (2)

Marci Scheuing (2)

Patty Weldon

Betty Wesner (2)

Tom York

Al Zellner



DR. DENNIS ROTH MEN'S COACH OF THE YEAR

ERIC FOLMAR
Baseball





DR. KENNETH S. HAWKINSON

University President

RENEE HELLERT

Director of Athletics

COACHES OF THE YEAR



DR. DOROTHY MOYER WOMEN'S COACH OF THE YEAR

KRISTEN NICHOLSONLacrosse





JESUS PEÑA, Esq.

Vice President for Equity, Compliance and Liaison for Legal Affairs

EMPLOYEE OF THE YEAR





CAECILIA HOLT

July 2022



NANCY BRYNILDSEN

August 2022





JOHN NEWHARD
September 2022



LAURETTE NORMAN *October 2022*





NANCY SCHUCK
November 2022



CRAIG BEIDLER
December 2022





YELITZA PAGAN January 2023



ANGELICA MISHRA
February 2023





JOSELYN WYNTER

March 2023



HEATHER ARBUCKLE

April 2023





AMANDA GARCIA May 2023



CHARLES MOODY

June 2023



JESUS PEÑA, Esq. Vice President

EMPLOYEE OF THE YEAR



EMPLOYEE OF THE YEAR: 2022-2023

NANCY SCHUCK

Facilities





DR. LEARIE C. NURSE

Vice President for Enrollment Management and Student Affairs

ENROLLMENT MANAGEMENT AND STUDENT AFFAIRS



DR. LEARIE C. NURSE

Vice President for Enrollment Management and Student Affairs

STRATEGIC PLAN



DR. LORIN BASDEN ARNOLD

Provost and Vice President for Academic Affairs

MATT DELANEY

Vice President for Finance and Facilities

STRATEGIC PLAN





LEAD WITH POSSIBILITY

A LIVING STRATEGIC PLAN

OUR MISSION

The mission of Kutztown University is to provide affordable high-quality undergraduate, graduate, and lifelong learning opportunities that empower students of all ages for their intellectual, social, civic, and career endeavors.

OUR STRATEGIC GOALS

Goal 1: Academic Excellence

Academic excellence, through creativity, scholarship, and innovative teaching and learning environments

Goal 2: Student Success

A culture that supports student success and well-being

Goal 3: Community and Civic Engagement

Serving the needs of the people of the commonwealth, the region, and the global community

Goal 4: Caring Campus Community

Value and respect all campus constituents, celebrate diversity, and embrace shared governance

Goal 5: Sustainability of Resources and Stewardship of Place

Maintain and enhance human, physical, and financial resources

THE SHARED PLANNING PROCESS

- Three primary leadership groups: Cabinet, Strategic Planning Resource Committee (SPRC), Institutional Effectiveness Committee (IEC)
- Cycle
 - Feb/March input from campus, including SPRC and IEC
 - May VPs create prioritized lists
 - July Cabinet compiles list of actions
 - August Highlights presented to faculty and staff
 - Sept/Oct SPRC consideration and recommendations
 - Oct/Nov Cabinet review of recommendations and updates to SP SharePoint and website, as well as with our trustees

GOAL 1 ACADEMIC EXCELLENCE



Objective 1 – Promote exceptional teaching



- Key results/actions completed:
 - New Faculty Orientation restructured emphasis on teaching
 - Center for Engaged Learning (CEL) restructured
 - Universal design learning (UDL), inclusive teaching, and other trainings deployed
- Key results/actions in progress:
 - Revision of clinical and field experiences in CoE
 - Equipment and training funding for faculty in CVPA to support workforce related teaching in Communication Design and Cinema Television Media Studies
 - More pedagogical training via CEL

- Objective 2 Commit to continuous improvement of academic programs by using results of regular and rigorous assessment
 - O Key results/actions completed:
 - Graduate programs assessed for consistency with institutional learning outcomes
 - Nuventive software assessment platform implemented
 - Key results/actions in progress:
 - Review and recertification of all courses in general education
 - External review of general education program
 - Completion of Middle States Commission on Higher Education (MSCHE) self-study – Chairs Dr. Karen Rauch and Dr. Greg Shelley

Objective 3 – Ensure students engage in high-impact practices and experiential learning

- O Key results/actions completed:
 - Funding provided for student research and conference travel
 - Study abroad scholarships established for Honors Program
 - Additional Frederick Douglass Institute (FDI) student experiences
 - Establishment of Office of Extended Education & Lifelong Learning and Graduate Studies
- Key results/actions in progress
 - Office of International Education and Global Engagement established
 - Funding provided for various units to support student experiential learning
 - Funding provided for equipment related to workforce needs

Objective 4 – Enhance and encourage research, creativity and innovation

- Key results/actions completed:
 - PASSHE-wide First Year Experience conference held in Spring 2023
 - Large-scale conferences supported, including Social Work, Art Ed, and ESL (English as a Second Language education)
 - Collaborative grants with Rodale Institute and Hawk Mountain
 - Grants successfully received implemented, including National Science Foundation grant and PA Dept of Education grant
- Key results/actions in progress:
 - Increased funding from deans for faculty research travel
 - Continue to contract with McAllister & Quinn for grant writing support
 - Ongoing grant collaborations with Hawk Mountain and Rodale Institute

GOAL 2 STUDENT SUCCESS



• Objective 1 – Improve academic success of all students

- Key results/actions completed:
 - Starfish student success platform implemented
 - Reboot program
 - ❖ Year 1 62 students, 93.5% successful
 - ❖ Year 2 62 students, 98.4% successful
- Key results/actions in progress:
 - Starfish platform advising function implemented
 - Year three of summer reboot program funded
 - Assessment of STARS program and plan for future
 - Development of success programs for incoming student-athletes

Objective 2 – Ensure graduates are prepared for a successful career

- Key results/actions completed:
 - Additional career/workforce related equipment funded in multiple programs
 - College to Career program enacted
- Key results/actions in progress:
 - Career Development Center relocation to Library
 - Program revisions to make curriculum more reflective of career needs

Objective 3 – Increase our focus on student well-being

- Key results/actions completed:
 - Wellbeing events launched and assessed
 - SISTERS program launched
 - Disability Services Office (DSO) pop-up sensory spaces and booths
- Key results/actions in progress:
 - Mentoring programs in AIMS and SISTERS enacted
 - Additional assessment of residence hall and dining experiences and plan for concrete changes

Objective 4 – Continue to expand and grow high-impact/highretention student programs

- Key results/actions completed:
 - Targeted marketing of MBA completed
 - 11 Tenure-track faculty searches approved and completed 21-22 and 22-23
 - Additional incentives to support undergraduate staff positions in Res Life
- Key results/actions in progress:
 - Targeted marketing in graduate programs
 - 9 Tenure-track faculty searches approved to occur in 23-24

GOAL 3 - COMMUNITY AND CIVIC ENGAGEMENT



Objective 1 – Develop new and strengthen existing programs that address workforce needs

- Key results/actions completed:
 - Added programs to PA's Eligible Training provider lists
 - Support for PA Small Business Development Center
 - Botanical Research Facility completed
 - Office of Extended and Lifelong Learning established



- Key results/actions in progress:
 - Strategic marketing to develop KU brand for workforce education
 - Implementation of platform for non-credit workforce offerings

Objective 2 – Strengthen, enhance, and expand partnerships.

- Key results/actions completed:
 - #Prepared4PA grant submitted
 - Upward Bound grant submitted and renewed
 - PROFS program with Child Promise expanded
 - Rodale partnership enhanced, including Botanical Research Facility
- Key results/actions in progress:
 - Partnership for workforce development in progress for 80,000 business supported by PASBDC, PA Housing Authority, and more
 - Rodale partnership expansion continues

Objective 3 – Expand Community and Alumni Engagement with the University

- Key results/actions completed:
 - Establishment of Lifelong Learning Council and courses begin
 - Keith Haring Fitness Court completed
- Key results/actions in progress:
 - Increase in number of lifelong learning courses
 - COB creation of Sustainability board/forum and related events
 - Community engagement platform under review for implementation
 - Engaging area legislators with events and meetings





GOAL 4 CARING CAMPUS COMMUNITY

- Objective 1 Create a campus culture that is committed to a diverse, equitable, inclusive, and accessible environment, and that champions the success of all members of its community
 - Key results/actions completed:
 - Additional Diversity, Equity, and Inclusion (DEI) events held
 - Provide training related to harassment and discrimination to all faculty, staff, and students
 - Increased diversity of student population
 - Key results/actions in progress:
 - Base funding for FDI events increased
 - CEL activities and trainings for Universal Design Learning (UDL) and Culturally Responsive Teaching

Objective 2 – Expand DEI professional development programming for all employees

- Key results/actions completed:
 - Cultural competency embedded in new faculty orientation
 - Faculty trained in Universal Design Learning and Cultural Competency
 - Assistive technology training provided
 - EMSA attends "A Long Talk About the Uncomfortable Truth" training
 - 663 employees completed Social Equity Policies training including antidiscrimination, anti-harassment, sexual misconduct/Title IX, and amorous relationships policies.
- Key results/actions in progress:
 - CLAS chairs and staff funded for DEI professional development
 - Faculty training related to accessibility of course material both inperson and via D2L
 - Review of documents, policies, and procedures to remediate language

• Objective 3 – Improve the diversity of the KU Campus Community

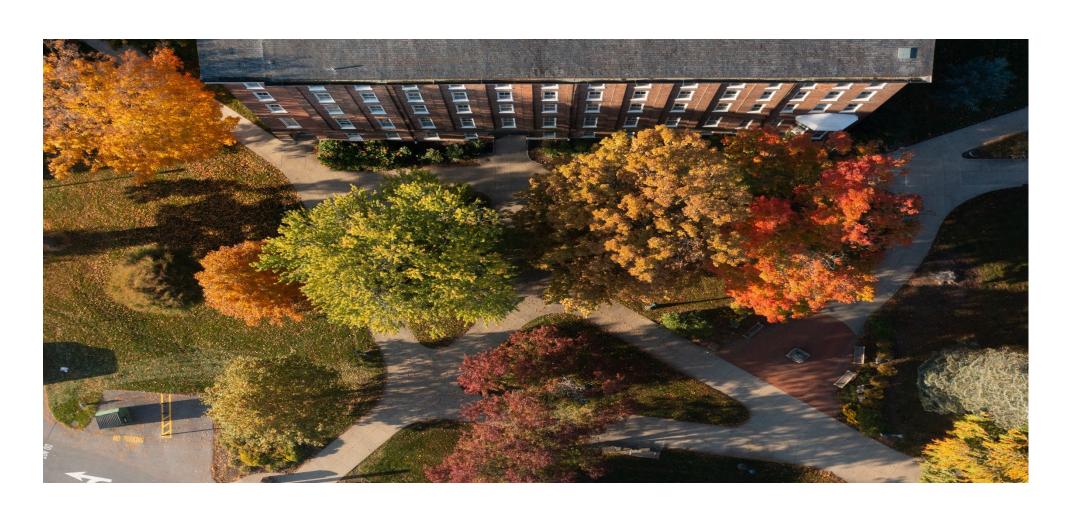
- Key results/actions completed:
 - JEDI assessment completed
 - PASSHE Campus Climate Survey completed
 - Faculty hiring advertisements in targeted publications
 - Dual enrollment agreement with Pottsville School District established
 - Events for k-12 students from diverse districts held including Girls in STEM, Merit Badge University, Science Olympiad, and others
- Key results/actions in progress:
 - Continued k-12 STEM events for diverse students
 - Continued efforts to increase hiring diversity through advertising and search processes

Objective 4 – Create accountability and transparency for DEI efforts

- Key results/actions completed:
 - Utilize Digital Accessibility group to facilitated discussions related to accessibility
 - Data from PASSHE Climate Survey provided to Campus Climate Committee
 - D2L and NeoEd accessibility reviews completed
 - Reviewed all publisher contracts for textbooks and content to ensure that all include digital/accessible versions.
- Key results/actions in progress:
 - Provide campus information regarding JEDI analysis
 - DEI actions added more directly to managerial evaluations
 - Assessment of major check sheets for accessibility

- Objective 5 Improve the effectiveness, accountability and transparency of the shared governance system
 - Key results/actions completed:
 - Shared Governance Taskforce completed review, recommendations made, some adopted
 - Provost's update and faculty engagement events established with regularity
 - Key results/actions in progress:
 - Additional shared governance changes enacted

GOAL 5 - SUSTAINABILITY OF RESOURCES AND STEWARDSHIP OF PLACE



• Objective 1 – Increase overall university enrollment

- O Key results/actions completed:
 - Comprehensive financial aid strategy led to a freshmen class of 1,600
 - Increased retention rate from 73.7% to 79.3%
 - India partnerships entered
 - Successful target marketing for MBA and other grad programs
 - Increased effectiveness of social media and paid digital campaigns
 - Addition of high-interest sports, such as acrobatics & tumbling
- Key results/actions in progress:
 - Revision of program array for better alignment with student and workforce needs
 - Development of programs in high need areas
 - Revise graduate onboarding
 - Continue high impact recruitment initiatives

Objective 2 – Maintain a balanced budget without the use of cash reserves

- Key results/actions completed:
 - Aligned expenses with recurring revenues
 - Implemented Cabinet review and approval for all searches
 - Increased revenue through strategic tuition changes
 - Careful review of program enrollments for action
- Key results/actions in progress:
 - Using the allocation formula to our benefit
 - Increasing base budget in strategic areas and for growing departments
 - Reviewing and realigning AWA utilization
 - Establish best practices for Gen Ed scheduling
 - Hire Gen Ed staff for analysis and implementation

Objective 3 – Attain financial sustainability (Green) as defined by PASSHE System Redesign

- Key results/actions completed:
 - Moved from Plan 2 (Orange) to Plan 1 (Yellow) in Fall 2021
 - Increased cash balances by over \$20 million during the past four years
 - Raised minimum reserves from 169 days to 224 days
 - Increased the student-to-faculty ratio from 16.7 to 18.0
- Key results/actions in progress:
 - Stabilize overall enrollment (Less than 2% decrease over two years)
 - Continue efforts to improve the annual operating margin
 - Maintain healthy reserves and cash balances

Objective 4 – The Kutztown University Foundation will conduct a Comprehensive Campaign

- Key results/actions completed since the campaign's start:
 - Successfully completed Together, We're Golden: The Campaign for KU six months early, exceeding the fundraising and engagement goals
 - Fundraising increased by 100%
 - Donor-funded scholarships increased by 35%
 - New donors to KU increased by 133%
 - Engagement with alumni doubled
 - 1866 Minute Giving Challenge increase year to year; 2022 challenge raised \$380,000 in student support
- Key results/actions in progress:
 - Fundraising focus on scholarships and retention initiatives
 - Campaign closing events are September 8 and 9
 - 1866 Minute Giving Challenge on Oct 25-26 & Homecoming Oct 27-28

Objective 5 – Enhance University Campus through Capital Projects and Environmental Sustainability Initiatives

- Key results/actions completed:
 - DeFrancesco College of Business renovation completed
 - Wells Rapp Center for Mallet Percussion, DeLight E. Breidegam Building (PAGHC), and Nancy Jean Stump Seiger Botanical Research Center completed with significant financial support from KUF
 - Stadium scoreboard replacement and sound system upgrade
 - South Dining Hall Renovation completed
- Key results/actions in progress:
 - Admissions Welcome Center (Poplar House renovation)
 - Keystone Hall renovation (Athletic facility)
 - Deferred maintenance work
 - Environmental sustainability initiatives









Objective 5 – Enhance University Campus through Capital Projects and Environmental Sustainability Initiatives

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 - Environmental sustainability initiatives



Objective 6 – Ensure that a Kutztown University education remains affordable

- Key results/actions completed:
 - In-state undergraduate tuition has not increased for five years
 - New comprehensive financial aid strategy
 - Housing scholarships
 - Developed Pell Promise program to help students with greatest need
- Key results/actions in progress:
 - Refinement of financial aid strategy
 - Multiple pricing options within the residence halls and dining program
 - Allocate all available scholarships and identify additional opportunities
 - Continued tuition freeze

- Objective 7 Provide the technology infrastructure and services appropriate to meet University objectives, while maximizing sustainability
 - Key results/actions completed:
 - Study of backup and recovery plan complete
 - Computer replenishments complete for faculty and staff
 - Additional server space and data center upgrade projects completed
 - Cyber security measures increased
 - Key results/actions in progress:
 - Improve campus WiFi in faculty offices
 - Replace core network switch and servers
 - Enact data recovery plan
 - Provide budgeted funding for ongoing IT work

STRATEGIC INITIATIVE FUNDING

Academic Initiatives	\$142,500	DEI Initiatives	\$20,000
Enrollment Initiatives	\$72,500	Grant Support	\$53,550
Campus Safety	\$74,213	Marketing	\$96,000
Equipment Replacements	\$271,660	VP/Dean Allocations	\$500,000
Facility Improvements	\$144,000		
IT Enhancements	\$325,000	Total Allocation	\$1,699,423



DR. LORIN BASDEN ARNOLD

Provost and Vice President for Academic Affairs

MATT DELANEY

Vice President for Finance and Facilities

STRATEGIC PLAN



DR. LORIN BASDEN ARNOLD

Provost and Vice President for Academic Affairs

PROMOTED AND TENURED FACULTY



PROMOTED FACULTY

ASSOCIATE PROFESSOR

Michael Covello, Art and Design
Marco Ehrl, Communication Studies
Kristina Fennelly, English
Richard Heineman, Biology
Jonathan Joy, Cinema, Television and Media Production
Brandon Krieg, English
Sandra Leonard, English
Megan O'Byrne, Communication Studies



PROMOTED FACULTY

PROFESSOR

Michael Davis, Geography
Christopher Habeck, Biology
Julia Hovanec, Art Education
Lauren Moss, Counselor Education and Student Affairs
Robert Portada, Philosophy and Government
Stephen Stoeffler, Social Work
Juliana Svistova, Social Work
Mark Wolfmeyer, Secondary Education



TENURED FACULTY

Bradley Congelio, Sport Management
Michael Covello, Art and Design
Marco Ehrl, Communication Studies
Kristina Fennelly, English
Saehwa Hong, Business Administration
Jonathan Joy, Cinema, Television and Media Production
Gregory Kaufinger, Business Administration
Brandon Krieg, English
Sandra Leonard, English
Andrew Miness, Secondary Education
Megan O'Byrne, Communication Studies



DR. JOHN P. SCHELLENBERG

Professor Emeritus, Department of Physical Sciences

DR. KENNETH S. HAWKINSON

University President

JOHN P. SCHELLENBERG AWARD



SCHELLENBERG AWARD RECIPIENTS

Dean Ballas Angela Cirucci Robert "Moe" Folk Heather Fountain Lisa Frye Janice Gasker Randy Kaplan Brian Kronenthal Pierette Kulpa **Kevin Mahoney** Keith Massie

Lyn McQuaid Khori Newlander Christine Nunez Adrienne Oakley Phillip Reed C.J. Rhoads George Sirrakos **Gregory Shelley** Wing Hong Tony Wong

2023 JOHN P. SCHELLENBERG AWARD

DR. BROOKS EMERICKMathematics





DR. CARLSON R. CHAMBLISS

Professor Emeritus, Department of Physical Sciences

DR. KENNETH S. HAWKINSONUniversity President

CHAMBLISS FACULTY RESEARCH AWARDS



CHAMBLISS AWARD RECIPIENTS

Mohammad Ashraf Adeel Mostafa Maksy

Andrew Arnold

Allan Back

Kunal Das

Matthew Daub

James Delle

Albert Fu

Michael Gabriel

Michael Gambone

Cheryl Hochberg

Yong Huang

Mauricia John

Patricia Kelleher

Yongjae Kim

John Lizza

Avidan Milevsky

Amy Pfeiler-Wunder

Al Pisciotta

Willis Rapp

Phillip Reed

Marc Renzema

Laura Sherrod

Kim Shively

Edward Simpson

Marilyn Stewart

Evan Summer

Dan Talley

Sarah Tindall

William Towne

Valerie Trollinger

Todd Underwood

Francis Vasko

Edward Vitz

Glenn Walters

Mark Wolfmeyer

Yun Lu

Maximiliano Zuniga



CHAMBLISS FACULTY RESEARCH AWARD

DR. GREGORY SETLIFF Biology





CHAMBLISS FACULTY RESEARCH AWARD

DR. WING HONG "TONY" WONGMathematics





DR. LORIN BASDEN ARNOLD

Provost and Vice President

ACADEMIC AFFAIRS



ALEX OGEKA

Executive Director, Kutztown University Foundation

WIESENBERGER FACULTY AWARD FOR EXCELLENCE IN TEACHING



WIESENBERGER FACULTY AWARD RECIPIENTS

Alan Back
Duane Crider
Arifeen Daneshyar
Kathleen Dolgos
Patrick Duddy
Lorri Engstrom
Ed Evans
Kurt Friehauf
Lisa Frye
Michael Gabriel

Thomas Grant, Sr.
Frank Kumor
John Landis
John Loomis
Kevin McCloskey
Allida McKinley
Lyn McQuaid
James Ogden
Elaine Reed
Randy Schaeffer

David Peterson
Will Rapp
Tom Schantz
Jack Schellenberg
Theresa Stahler
Marilyn Stewart
Evan Summer
Dave Wagaman
Robert Ziegenfus



ALEX OGEKA

Executive Director, Kutztown University Foundation

MALCOLM HUGGINS

Director, Alumni Engagement

WIESENBERGER FACULTY AWARD FOR EXCELLENCE IN TEACHING



WIESENBERGER FACULTY AWARD FOR EXCELLENCE IN TEACHING

DR. CARRIE NORDLUNDArt Education





ALEX OGEKA

Executive Director, Kutztown University Foundation

KUTZTOWN UNIVERSITY FOUNDATION



DR. KENNETH S. HAWKINSONUniversity President



- Constituent Meetings
- Meeting Schedule
- Events at President's Residence
- Office Hour



ADVISORY GROUPS

- President's Faculty Advisory Group
- President's Roundtable on Drugs and Alcohol Abuse
- President's Town/Gown Council
- Provost Faculty Advisory Group
- Human Resources Advisory Group
- Marketing Faculty and Staff Advisory Group
- International Programs Faculty Advisory Group
- Alumni Council
- Foundation Board
- Other Advisory Groups



- Campus Leaders
- Town/Gown Meetings
- Moving Forward



DR. KENNETH S. HAWKINSONUniversity President



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