

FACULTY AND STAFF
CONVOCATION AND CELEBRATION

KUTZTOWN
UNIVERSITY

MATT SANTOS

Vice President for University Relations and Athletics

WELCOME



2023-2024

YEAR IN REVIEW

KUTZTOWN
UNIVERSITY

KUTZTOWN

U N I V E R S I T Y

YEAR IN PHOTOS 2023 - 2024



DR. KENNETH S. HAWKINSON

University President

OPENING REMARKS



COMPREHENSIVE PLANNING PROCESS

- 2023-24
 - Increase in new students and FTE students
 - First time in 14 years
- 2024-25
 - Increase in graduate and transfer students
 - Decrease in new students and FTE



COMPREHENSIVE PLANNING PROCESS

- Balanced Budget..... *7 Straight Years*
- Tuition Freeze (In-State)..... *6 Straight Years*

- Increase in state funding:
 - Replenish operating funds
 - Invest in positions
 - Support strategic initiatives



DR. KENNETH S. HAWKINSON

University President

DIVERSITY, EQUITY, AND INCLUSION

DIVERSITY, EQUITY AND INCLUSION

- 2023 Freshman Class: 31% minority students
 - All-time high for KU
- 2023-24 Student Body: 25% minority students



DR. KENNETH S. HAWKINSON

University President

**WELCOME
NEW EMPLOYEES**

KUTZTOWN
UNIVERSITY

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

KUTZTOWN
UNIVERSITY

COACHES OF THE YEAR

Joseph Ambrose

Rick Binder

Chris Blum (3)

Erik Burstein (3)

Jim Clements (4)

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 (3)

Patty Weldon

Betty Wesner (2)

Tom York

Al Zellner



DR. KENNETH S. HAWKINSON

University President

RENEE HELLERT

Director of Athletics

COACHES OF THE YEAR

KUTZTOWN
UNIVERSITY

DR. DENNIS ROTH MEN'S COACH OF THE YEAR

JIM CLEMENTS

Football



DR. KENNETH S. HAWKINSON

University President

RENEE HELLERT

Director of Athletics

COACHES OF THE YEAR

KUTZTOWN
UNIVERSITY

DR. DOROTHY MOYER

WOMEN'S COACH OF THE YEAR

MARCI SCHEUING

Field Hockey



MATT SANTOS

Vice President for University Relations and Athletics

REMARKS

JESUS PEÑA, Esq.

Vice President for Equity, Compliance and Liaison for Legal Affairs

EMPLOYEE OF THE YEAR

KUTZTOWN
UNIVERSITY

EMPLOYEES OF THE MONTH



KATE CLAIR
July 2023



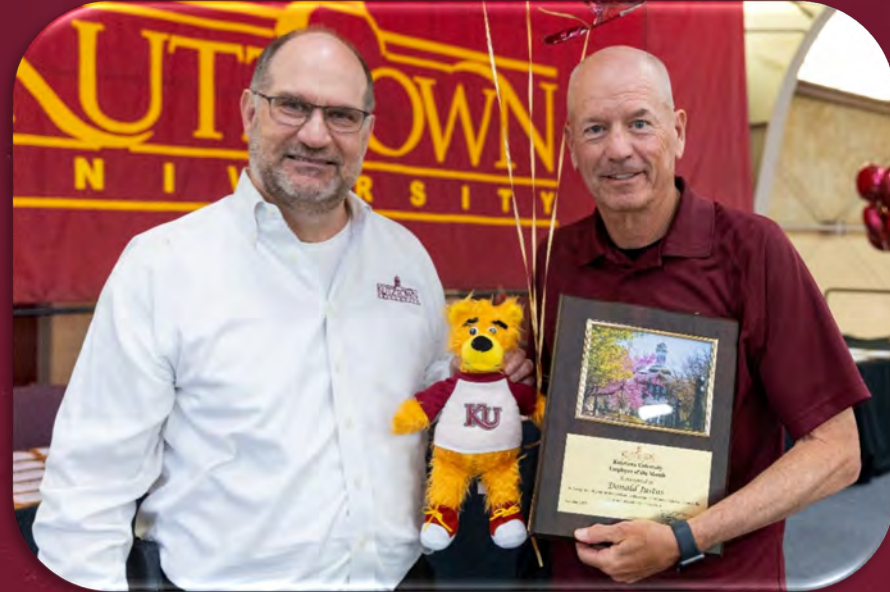
DIANA LoCHIATTO
August 2023



EMPLOYEES OF THE MONTH



TUCKER MERTZ
September 2023



DON JUSTUS
October 2023



EMPLOYEES OF THE MONTH



ALEXIS PEOPLES
November 2023



JULIE SMITH
December 2023



EMPLOYEES OF THE MONTH



LISA MEYERS
January 2024



COLLEEN CLEMENS
February 2024



EMPLOYEES OF THE MONTH



MARIA DE LA CRUZ
March 2024



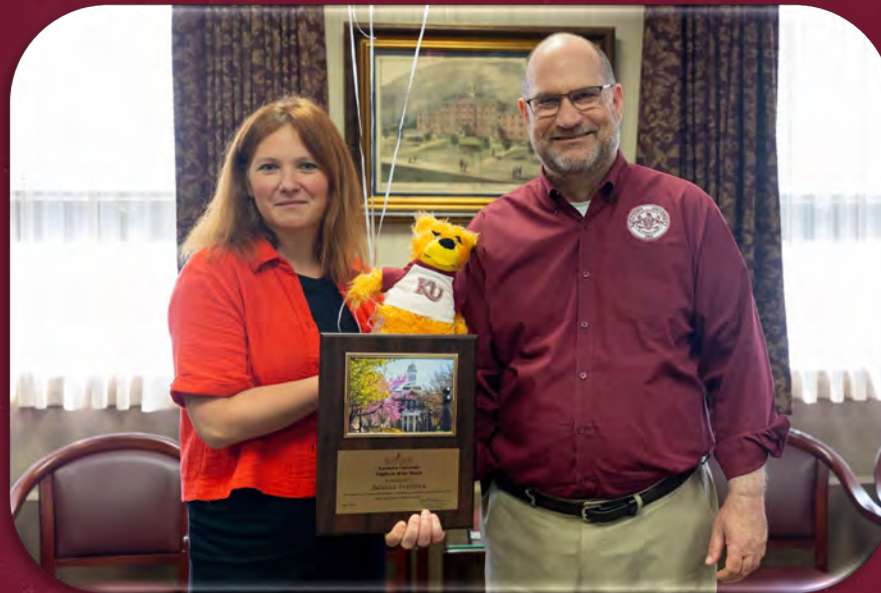
MEGANLYN NORRIS
April 2024



EMPLOYEES OF THE MONTH



RICK SALAFIA
May 2024



JULIANA SVISTOVA
June 2024



JESUS PEÑA, Esq.

Vice President

EMPLOYEE OF THE YEAR

KUTZTOWN
UNIVERSITY

EMPLOYEE OF THE YEAR: 2023-2024

JULIE SMITH

Liberal Arts and Sciences



DR. STEPHEN ST. ONGE

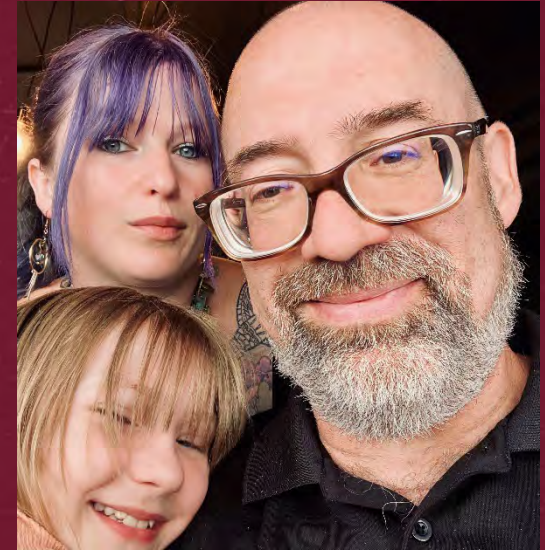
Vice President for Enrollment Management and Student Affairs

ENROLLMENT MANAGEMENT AND STUDENT AFFAIRS



ABOUT ME

- 3rd vice presidency (10 years as VP)
- Native Vermonter
- Live in Kutztown with partner of 11 years
- 22-year-old son, 9-year-old daughter
- SUNY system, part of first delegation of the state of NY to China to develop articulation agreements with Ministry of Education



ABOUT ME

- Appointed by Governor of Vermont to work on taskforce to create educational pathways from high schools to colleges
- Experience overseeing all aspects of Student Affairs, Enrollment Management and Auxiliaries
- Highlighted work – increasing the retention of students of color on multiple campuses



ADMISSIONS TRANSITION – FALL 2023

- Staff transition; new recruiting team formed in October
- Fall recruitment started late and less high school visits (128 less than Fall 2022) and less college fair attendance happened as a result (30 fewer than Fall 2022)



ADMISSIONS TRANSITION – FALL 2023

- Spring 2023: \$8k was spent on name purchases (we have spent \$109,000 since my arrival in February 2023)
- In March 2024, purchased 77,932 rising senior names
 - 109,932 total for this upcoming recruitment cycle.
 - 20,000 new sophomore names



FALL 2024 ENROLLMENT

- *Unofficial until Freeze Date*
- Freshman
 - Fall 2023 – 1,594
 - Fall 2024 – 1,344
- Transfer
 - Fall 2023 – 372
 - Fall 2024 - 461
- Graduate Students: +25 over last year
- Retention numbers trending up



FALL 2024 ENROLLMENT

- Increase in Yield Rate
 - Fall 2023 Yield Rate – 20.6%
 - Fall 2024 Yield Rate – 21.1%
- Transfer Yield Rate
 - Increase from 53.7% to 61.9% for Fall 2024



ACADEMIC CLASS

- Admissions standards were raised last year
- Minimum GPA for Acceptance
 - Fall 2023: 2.0 (2.0-2.3 for Stars)
 - Fall 2024: 2.2 (2.2-2.4 for Stars)
 - Regular Admit: 2.4
- Fall 2023 average high school GPA: 3.3
- Fall 2024 average high school GPA: 3.4



SOLVING THE PROBLEM – INCREASE APPS

- Strategic increase in name buys
- Partnership with NICHE – first direct enrollment school in the system
- Redesigning admissions counselor territories with specific goals and metrics (monitored weekly)
- Launching a Strategic Enrollment Management Plan



SOLVING THE PROBLEM – INCREASE APPS

- Prioritize local and regional diverse populations
- Goal: Continue to increase the diversity of our students and ensure student success
- “Instant Decision Days” at every high school visit
- Increase partnerships with community colleges, host Transfer Fridays



SOLVING THE PROBLEM – INCREASE APPS

- Partner with Philadelphia Mastery Charter programs to recruit students
- Implement increased MORE events for the Philadelphia area, partner with alumni
- Community events this summer: Berks Pride, Musikfest, LV Pride, Berks Latin Fest, LV Dominican Festival, LV Iron Pigs Hispanic Night, Reading Phils Back to School Night, and Reading Phils Pride Night



DR. STEPHEN ST. ONGE

Vice President for Enrollment Management and Student Affairs

ENROLLMENT MANAGEMENT AND STUDENT AFFAIRS

KUTZTOWN
UNIVERSITY

DR. LORIN BASDEN ARNOLD

Provost and Vice President for Academic Affairs

REMARKS

ACADEMIC AFFAIRS

- Launched Middle States Review Process
- New Concentrations and Certificates
- Supported Professional Development

- Office of International Education and Global Engagement
- Events through Career Development Center
- Increased Graduate Enrollment
- Coursera (non-credit learning)



ACADEMIC AFFAIRS

- Launched Banner (New MyKU)
- Supported Honors students
- Starfish upgrades

- Launched Title III Grant

- Faculty supported teaching excellence
- Refined curricula
- Supported wellbeing and equity activities
- High-quality scholarly and creative activity



LOOKING AHEAD

- Promote exceptional teaching
- Center for Engaged Learning initiatives
- Review/revise curriculum
- Assess General Education course portfolio
- Excellence in assessment
- Provide students high-impact, hands-on learning opportunities
- Create efficient course schedule



DR. LORIN BASDEN ARNOLD

Provost and Vice President for Academic Affairs

PROMOTED AND TENURED FACULTY



PROMOTED FACULTY

ASSOCIATE PROFESSOR

Scott Bastedo, Cinema, Television and Media Production

Sally Hyatt, Counselor Education and Student Affairs

Pierette Kulpa, Art & Design

Dannell MacIlwraith, Art & Design

Brenda Muzeta, Secondary Education



PROMOTED FACULTY

PROFESSOR

Christopher Bloh, Special Education

Alexander Hernandez, Biological Sciences

Michael Johnston, Cinema, Television and Media Production

Joshua Miller, Art & Design

Lindsey Runell, Criminal Justice

Jennifer Schlegel, Anthropology and Sociology



TENURED FACULTY

Scott Bastedo, Cinema, Television and Media Production

Sally Hyatt, Counselor Education and Student Affairs

Pierette Kulpa, Art and Design

Dannell MacIlwraith, Art and Design

Brenda Muzeta, Secondary Education



DR. KENNETH S. HAWKINSON

University President

JOHN P. SCHELLENBERG AWARD

KUTZTOWN
UNIVERSITY

SCHELLENBERG AWARD RECIPIENTS

Dean Ballas
Angela Cirucci
Brooks Emerick
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



2024 JOHN P. SCHELLENBERG AWARD

DR. DIANA C. ELLIOTT

Counselor Education and Student Affairs



DR. CARLSON R. CHAMBLISS

Professor Emeritus, Department of Physical Sciences

DR. KENNETH S. HAWKINSON

University President

CHAMBLISS FACULTY RESEARCH AWARDS

KUTZTOWN
UNIVERSITY

CHAMBLISS AWARD RECIPIENTS

Mohammad Ashraf Adeel

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

Mostafa Maksy

Amy Pfeiler-Wunder

Al Pisciotta

Willis Rapp

Phillip Reed

Marc Renzema

Gregory Setliff

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

Wing Hong Tony Wong

Yun Lu

Maximiliano Zuniga



CHAMBLISS FACULTY RESEARCH AWARD

DR. FEISAL MURSHED
Business Administration



DR. CARLSON R. CHAMBLISS

Professor Emeritus, Department of Physical Sciences

DR. KENNETH S. HAWKINSON

University President

CHAMBLISS FACULTY RESEARCH AWARDS

KUTZTOWN
UNIVERSITY

CHAMBLISS FACULTY RESEARCH AWARD

DR. CHRISTINE SAIDI

History



DR. LORIN BASDEN ARNOLD

Provost and Vice President

ACADEMIC AFFAIRS

KUTZTOWN
UNIVERSITY

MATT DELANEY

Vice President for Finance and Facilities

FINANCIAL OVERVIEW

FINANCIAL HIGHLIGHTS

- Balanced budget without the use of cash reserves
- Completion of the Comprehensive Planning Process documents (Financial Sustainability)
- Improvement in financial indicators
- Allocation of strategic initiative funding



E&G BUDGET – FY 2024-25

- Balanced budget approved by COT in June
- No increase to in-state undergraduate tuition rate
- Improvement in FTE enrollment
- Significant increase to state appropriation
- Full impact of faculty and staff pay increases



**Kutztown University: Current Unrestricted, Educational & General Fund
Fiscal Year 2024-25 Budget**

	2023-24		2024-25		
	Revised		Original	%	Difference
Revenues					
Tuition	60,850,568	48.3%	61,606,399	47.0%	755,831
Instructional Service Fee	5,949,680	4.7%	6,051,632	4.6%	101,952
Technology Tuition Fee	3,650,717	2.9%	3,708,999	2.8%	58,282
Other Student Fees	4,432,581	3.5%	4,544,088	3.5%	111,507
State Appropriation	50,002,413	39.7%	53,859,616	41.1%	3,857,203
Investment Income	975,000	0.8%	1,250,000	1.0%	275,000
Total	125,860,959		131,020,734		5,159,775
Expenditures					
Salaries & Benefits	91,652,278	72.8%	96,798,228	73.9%	5,145,950
Operations	23,758,681	18.9%	23,772,506	18.1%	13,825
Student Aid	10,450,000	8.3%	10,450,000	8.0%	0
Total	125,860,959		131,020,734		5,159,775

COMPREHENSIVE PLANNING PROCESS

- Completed document submitted in May 2024
- Lays out our plan for financial sustainability
- Includes 2 years of actual results and 3 years of projections through FY 2026-27
- Based on assumptions provided by PASSHE
- Document is available on the KU website



FINANCIAL INDICATORS

Year	Enrollment	Operating Margin	Primary Reserve	Min Reserves
2019	7,601	-3.2%	30.4%	169
2020	7,260	-3.3%	33.2%	189
2021	7,043	-0.2%	38.4%	222
2022	6,735	-3.7%	32.9%	224
2023	6,648	2.3%	41.6%	229
2024*	6,813	1.4%	39.9%	200

Moving Avg*	1.2%	-0.9%	36.8%	200
2020 - 2023	ORANGE	RED	YELLOW	GREEN
2024	GREEN	ORANGE	YELLOW	GREEN



STRATEGIC INITIATIVE FUNDING

Academic Initiatives	\$124,800
Enrollment Initiatives	\$179,886
Campus Safety	\$175,499
Equipment & Vehicle Replacements	\$307,892
Facility Improvements	\$110,800

IT Enhancements	\$150,000
Marketing	\$45,000
VP/Dean Allocations	\$625,000
Total Allocations	\$1,718,877

MATT DELANEY

Vice President for Finance and Facilities

CONSTRUCTION UPDATE



FUTURE CAMPUS PROJECTS

- Keystone Hall Lifecycle Renovation
- New Academic Building
- Deferred Maintenance & Campus Infrastructure Improvements



ALEX OGEKA

Executive Director, Kutztown University Foundation

KUTZTOWN UNIVERSITY FOUNDATION



TOGETHER, WE'RE GOLDEN

THE CAMPAIGN FOR KUTZTOWN UNIVERSITY

\$46,852,180
RAISED



56,734 hours engaged with
alumni and friends



163 new scholarships
created



10,000 new donors

KU FOUNDATION

- Raised: \$6,235,285
- Endowment: \$42,656,000
- 1866 Giving Challenge
 - Raised \$428,468



ALEX OGEKA

Executive Director, Kutztown University Foundation

KUTZTOWN UNIVERSITY FOUNDATION



ALEX OGEKA

Executive Director, Kutztown University Foundation

**WIESENBERGER FACULTY
AWARD FOR EXCELLENCE IN
TEACHING**

KUTZTOWN
UNIVERSITY

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

Carrie Nordlund

James Ogden

Elaine Reed

Randy Schaeffer

Will Rapp

David Peterson

Tom Schantz

Jack Schellenberg

Theresa Stahler

Marilyn Stewart

Evan Summer

Dave Wagaman

Robert Ziegenfus



ALEX OGEKA

Executive Director, Kutztown University Foundation

WIESENBERGER FACULTY AWARD FOR EXCELLENCE IN TEACHING

KUTZTOWN
UNIVERSITY

WIESENBERGER FACULTY AWARD FOR EXCELLENCE IN TEACHING

DR. LAUREN MOSS

Counselor Education and Student Affairs



ALEX OGEKA

Executive Director, Kutztown University Foundation

KUTZTOWN UNIVERSITY FOUNDATION



DR. KENNETH S. HAWKINSON

University President

CLOSING REMARKS

CLOSING REMARKS

- 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 Board
- Foundation Board
- Other Advisory Groups



CLOSING REMARKS

- Campus Leaders
- Town/Gown Meetings
- Moving Forward



DR. KENNETH S. HAWKINSON

University President

CLOSING REMARKS

IT'S GOOD TO BE
GOLDEN.

KUTZTOWN
UNIVERSITY