Penn State Schuylkill
Community Report
Winter 2013
_Season’s Greetings,_

I am delighted to present the Winter 2013 edition of the Penn State Schuylkill Community Report.

As we near the end of 2013, we take note of the many wonderful achievements of our faculty, staff, alumni, students, and friends of the campus. We have collectively made great strides as an institution, and look forward to the promise of what lies ahead in 2014—the year of our 80th anniversary.

Central to the success of our campus is the dedication and commitment of our talented faculty to the students in their pursuit of knowledge. We are extremely fortunate to have faculty that have changed the world through their research and creative accomplishments. Our campus is deeply committed to academic excellence, as illustrated through the revitalization of the Penn State Schuylkill Honors Program under the leadership of co-coordinators, Drs. Charles Cantalupo, Darcy Medica, and S. Hakan Can. On November 3rd, twenty-one Honors students and twenty Honors faculty joined together for a reception in the R. Michael Fryer Conference Center.

The Penn State Schuylkill Honors Program offers students the opportunity to enrich their education by taking honors courses, working closely with faculty on special projects, and participating in honors-related extracurricular activities and service projects. At the Honors Program kickoff event, Dr. Cantalupo unveiled an artistic representation of some of his most transformative works, which he has gifted to the campus.

We continue to improve the facilities and infrastructure of the campus in support of a high-quality educational environment and aesthetically appealing campus. Improvements were completed on a new courtyard and landscaping along the west side of the Classroom building, and a new walkway and landscaping on the west side of the Student Community Center. New lighting, benches, and outdoor planters were some final touches that were added to the exterior improvements. There are many additional, exciting projects forthcoming in preparation for the Board of Trustees visit in July 2014.

Under the direction of Thomas Dubreuil, members of the student affairs staff have been working closely with students to provide more activities, including on and off campus community service projects. Participation continues to grow exponentially in the area of service, philanthropy, and contribution to community. This reflects the commitment to service by the students and the campus, for the overall betterment of society. We are grateful for the countless hours dedicated by students, staff, faculty, and alumni in support of important, local philanthropic efforts.
As a campus, we have been working diligently to drive the applicant pool higher that will enable us to supplement a strong student body with an increasingly enhanced academic profile. Our direct applications for the fall 2013 incoming class were up by 28% (687 from 535). This success was a result of an effective marketing campaign, increased direct marketing, and increased contact with student prospects. The increase in applications led to a **38% increase** in direct deposits for students from Pennsylvania, as well as a **7% increase** in overall new student enrollment. Other notable numbers include a significant increase in our yield rate for students and a **35% increase** in deposits from Schuylkill County students.

It is with mixed emotions that we bid farewell to Tammie Durham, who has accepted a position as the Director of Financial Aid at New York University. Tammie has been with Penn State for thirteen years, most recently serving as the Director of Enrollment Services. With Tammie’s departure, I have named Janelle Gruber to serve as the Interim Director of Enrollment Services. I am certain that she, and the entire admissions team, will continue our efforts to recruit students who are well prepared for the college experience. A national search to fill the position will be launched in the coming weeks.

Thank you for the opportunity to share these updates with you. I wish you all a happy holiday season, and a prosperous new year!

Respectfully,

Kelly Austin
SUCCESS IN ACADEMICS
For the fall 2013 semester, thirty-nine students completed all of their degree requirements in their programs of study. These students will be invited to participate in the spring Commencement Ceremony in May 2014. Congratulations to all Penn State Schuylkill fall 2013 graduates!

A revival of the Penn State Schuylkill Honors Program has taken place under the leadership of Drs. Charles Cantalupo, Darcy Medica, and S. Hakan Can, who serve as the program’s co-coordinators. On November 3rd, the campus held a gala luncheon reception in the R. Michael Fryer Conference Center that was attended by twenty-one Honors students and twenty Honors faculty. Speakers included Chancellor Dr. Kelly Austin, who began the event with a call for, and a commitment to "a first-rate Honors Program at Penn State Schuylkill." The program also included brief remarks by Drs. Cantalupo, Medica, and Can, and the unveiling of Dr. Cantalupo’s new self-portrait. Subsequently, the Honors Program conducted the election of officers and, on November 16th, sponsored a bus trip to New York City that included a visit to the Metropolitan Museum of Art. In addition, the Honors program will conduct special advising sessions for Honors students, hold regular meetings throughout the year, sponsor a trip for Honors students over spring break, and more. On October 25th, Drs. Medica and Can participated in the Schreyer Honors College Consortium at University Park that included Honors coordinators from throughout the University. Last but not least, the Honors Program has an updated website at http://www.sl.psu.edu/Academics/honors.htm.

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<thead>
<tr>
<th>Faculty</th>
<th>Project</th>
<th>Funded</th>
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<tbody>
<tr>
<td>Charles Cantalupo</td>
<td>Travel to London</td>
<td>$2,502.00</td>
</tr>
<tr>
<td>Charles Cantalupo</td>
<td>&quot;Down the Shore&quot; – a poem</td>
<td>$909.00</td>
</tr>
<tr>
<td>Rod Heisey</td>
<td>Needs assessment for reconditioning and set-up of a High Pressure Liquid Chromatograph in Biology Research Lab</td>
<td>$1,308.00</td>
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<tr>
<td>Lauren Joseph</td>
<td>True Blue or Gay</td>
<td>$8,561.00</td>
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<tr>
<td>Lee Silverberg</td>
<td>Rotary Evaporator</td>
<td>$1,995.00</td>
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<tr>
<td>Jeffrey Stone</td>
<td>Electronic Learning Tools</td>
<td>$220.00</td>
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</tbody>
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Faculty and Staff Achievements
The Office of the Chancellor has made funding available to the faculty for research and development and faculty-student research totaling over $26,000. The table provides the information about the faculty and their research, and the amount of their award.

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<thead>
<tr>
<th>Faculty</th>
<th>Project</th>
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<tbody>
<tr>
<td>Darcy Medica</td>
<td>Alternative methods to reduce mosquito biting rates and population numbers</td>
<td>$6,665.00</td>
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<tr>
<td>Darcy Medica, Elinor Madigan, Jason Reuscher</td>
<td>A pedagogical study to examine the effects of mobile apps on student learning in Mammalian Anatomy (BIOL 129)</td>
<td>$4,154.00</td>
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<tr>
<td>Charlie Law</td>
<td>School Satisfaction and Commitment</td>
<td>$300.00</td>
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Ms. Bim Angst published the following invited paper (Publication on Pennsylvania English was delayed because of an editor’s illness; the issue with my prose piece came out this fall though it is dated 2012): "Bicycle Commute (prose)." Pennsylvania English, 33/34,7-10. Fall 2010-Spring 2012.
Dr. Pamela Black has submitted two articles to refereed journals:


Dr. Black also reviewed the following paper:

Dr. Salih Hakan Can conducted international research with Dr. Helen Hendy and Dr. Joseph Osafa from University of Ghana. "University student concerns when deciding to stay in or leave romantic relationships,” initiated with University permission.

Other activities that Dr. Can participated in for this quarter include:
“Regional comparison of racial and ethnic perceptions of police legitimacy,” was revised and resubmitted to the Journal of Criminal Justice in collaboration with Dr. Durant Frantzen.

“Introducing e-learning to Serbian police: An e-learning experience and the other side of the coin,” with a colleague from United Nations. Manuscript was revised and resubmitted to Police Practice and Research.


Two manuscripts in collaboration with Dr. Helen Hendy: “Types of police stressors, negative outcomes associated with them, and coping mechanisms that may reduce these associations,” was submitted to Police Quarterly, and “Prevalence and predictors of overweight in police officers,” was submitted to Policing: A journal of Policy and Practice.

Partnering with Dr. Helen Hendy, and Megan Imbody, an undergraduate student, Dr. Can submitted the manuscript, “Models for aggression by police officers to romantic partners and police partners,” to International Journal of Police Science and Management. He also, presented a paper on “Police stress and coping mechanisms,” at North Eastern Association of Criminal Justice Sciences at Bristol Rhode Island with Dr. Hendy.

He was a dissertation committee member for Gokhan Ikitemur, Governor from Turkey, at the University of Texas titled, “E-governance and its effects on overall democratization in Turkey,” as well as a dissertation adviser for Turhan Yerdelen, Division Director at United Nations, at the University of Gazi, Ankara/Turkey titled, “Evaluation of effects of traffic management campaigns in Turkey.”
He was also an external reviewer of a faculty member from Indiana State University, and reviewed a manuscript for the journal Police Practice and Research.

**Dr. Charles Cantalupo** is the co-curator of Warscapes / Readings, a poetry reading series co-sponsored by the online journal Warscapes (warscapes.com) and Bowery Arts + Science (http://www.boweryartsandscience.org/), aka The Bowery Poetry Club (308 Bowery, NY, NY). Dr. Cantalupo introduced the poets, Dr. Annmarie Drury and Dr. Ali Jimale Ahmed, and conducted a question and answer session at the series’ inaugural reading on November 3rd. Dr. Cantalupo read on December 8th, during an event in the series, with Aracelis Girmay and Dr. Meena Alexander.

Dr. Cantalupo has donated his new self-portrait, titled "Covers," that was produced under the auspices of the Bethlehem Fine Arts Commission for its show this summer, Reflections, A Self-Portrait Show.

Dr. Cantalupo’s other projects this quarter have included:


**Cathy Fiorillo** successfully auditioned for the role as a nurse on Animal Planet’s, Monster inside me, which is scheduled to air in December. She has also appeared on QVC representing Jennifer Anniston’s product, Living Proof, and for the company Philosophy. She recently auditioned for a cable network company in New York City for a Viagra spoof commercial as the wife. Out of 140 actors, Ms. Fiorillo was selected as runner-up for the role.

**Dr. Hartmut Heep** presented a scholarly paper in October at the European Culture Conference in Barcelona, Spain entitled, "Ojala: A linguistic analysis of Spanish culture."

In addition, Dr. Heep organized the men's/ masculinity studies section for the Popular Culture Conference and presented a scholarly paper on, "Blurred Lines:’ Robin Thicke’s desire off pre-fall sexuality.”
He co-authored an article with Dr. Togharga Azzizi-Babane and Dr. Pamela Black entitled, “Predictors of the successful completion of a biology college course with a laboratory component,” and submitted it for publication to the *Electronic Journal of Science Education*. In addition, he co-authored a separate article with Dr. Black entitled, “Criminality as macho gender identity.” He also submitted a manuscript entitled, “Blurred Lines:’ sexuality between whore and Madonna(s).”

In the area of service, Dr. Heep organized a diversity guest lecture by Dr. Shawn Gabbidon, Distinguished Professor of Criminal Justice, Penn State Harrisburg. He also carried out a peer teaching review of a candidate for promotion and tenure in Spanish at Penn State Lehigh Valley.


**Dr. Lauren Joseph** was interviewed as an expert commentator on same-sex marriage issues in Pennsylvania for a news television segment on Channel 13 News within the Schuylkill-Hazleton area.

Dr. Joseph delivered the inaugural invited lecture for *The Center for The Study of Men and Masculinities* lecture series at Stony Brook University in September 2013, based on research from an article published with Dr. Pamela Black on male clients of sex workers.

She presented a paper on corporate sponsorship, the LGBT Pride movement, and institutionalization on an invited panel, *From closet to market: Queer economic history* at the Social Science History Association in Chicago on November 24th.

She received the Research and Development Grant for the continuation of her ongoing research project, “True Blue or Gay: Sociological and psychological perspectives on family, religion and sexuality among Mormon and Ex-Mormon LGBT individuals and parents.” A paper from this research, co-authored with Dr. Charles Law and Dr. Helen Hendy, entitled “Resolving ‘True Blue’ or Gay: Attitudes among lesbian, gay, and bisexual active-Mormons and ex-Mormons toward themselves, their families, their church, and social change” that was submitted to the *Archives of Sexual Behavior*. With Dr. Pamela Black, a paper entitled, “Still dazed and confused? Midlife marijuana use by the Baby Boom Generation,” has been accepted for publication in *Deviant Behavior*.

Dr. Joseph presented her preliminary results from her qualitative and quantitative research on lesbian, gay, bisexual, and transgender (LGBT) Mormons and family at the Faculty Research Lecture Series on December 4th at Penn State Schuylkill.

**Mr. Ronald Kelly** recently received his Behavior Specialist License from the Commonwealth of Pennsylvania, Department of State. This will allow him to continue to work with juveniles and prevent them from entering the system.
Mr. David Norris and Dr. Lonnie Golden, professor of economics, labor studies, and industrial relations, Penn State Abington, presented their findings and recommendations, at the request of the Office of the Vice President for the Commonwealth Campuses and the Bachelor of Science in Business (BSB) Executive Committee, in support of a significantly revised Business minor during a BSB Conference held at Penn State Lehigh Valley on October 25th. The major revisions to the University College Business Minor focused on efforts to more effectively appeal to non-business majors in an environment of Commonwealth campus-wide, decade-long, declining business student enrollment. As a result, Golden and Norris earned approval to reduce the number of required academic credits for the Business minor from twenty-three to nineteen. In addition, the BSB Faculty Organization determined which supporting courses would be extracted from thirteen non-business majors that contained significant business content in order to fulfill the minor’s 400-level business elective-related requirements.

Dr. Doranne Polcrack has assumed the role of Faculty Liaison to the Penn State Schuylkill Alumni Society.

Dr. Lee Silverberg’s paper, “6,7-Diphenyl-5-thia-7-azaspiro[2.6]nonan-8-one,” was published on October 19th in the journal Acta Crystallographica Section E: Structure Reports Online (H.P. Yennawar and L.J. Silverberg, 2013, E69, o1659). On October 23, another paper, “2-(3-Nitrophenyl)-3-phenyl-2,3-dihydro-4H-1,3-benzothiazin-4-one,” was published in the same journal (H.P. Yennawar, L.J. Silverberg, M.J. Minehan, and J. Tierney, 2013, E69, o1679). A third paper, “2,3-Diphenyl-2,3,5,6-tetrahydro-4H-1,3-thiazin-4-one,” was submitted November 7th and is under review at the journal (H.P. Yennawar and L.J. Silverberg). These papers all grew out of the research Dr. Silverberg and four undergraduates did this summer, during which they found what appears to be a reliable method for making a variety of six and seven-membered 1,3-thiaza-4-one heterocycles. These papers show examples and report X-Ray Crystallographic determination of the structures made, work done in collaboration with crystallographer Hemant Yennawar. Dr. Silverberg feels certain they have only scratched the surface of this research.

Meanwhile, his paper, “Verifying the predictability of $^{13}$C chemical shifts for a series of substituted-2-(4-chlorophenyl)-3-phenyl-1,3-thiazolidin-4-ones,” was published in the International Journal of Chemistry (Toronto, ON, Can.) on October 23 (L. J. Silverberg, E. R. Bear, K.N. Foose, K.A. Kirkland, R.R. McElvaney, K. Cannon, J. Tierney, S. Lascio, K. Mesfin, D. Mitchell, S. Sharkey, L. So, J. Treichel, M. Waxman, and A. Lagalante, 2013, 5, 120-127). This paper is a study on the spectroscopic properties of five-membered 1,3-thiaza-4-one heterocycles.

He presented on October 26th at the Northeast Regional Meeting of the American Chemical Society in New Haven, CT. The title of his talk was "Use of Doceri Software for iPad in chemistry courses.” He reviewed a manuscript for a book entitled New trends in cross-coupling, a manuscript for the Journal of Chemical Education, and received a Research Development Grant of $1995 for the purchase of a new rotary evaporator from Buchi Corp.

Mr. John Williams, math instructor, went to Webworks training, conducted by the Mathematical Association of America (MAA), in summer 2013 to learn how to create his own homework and correct current homework in Webworks libraries, and use homework from the Webworks libraries in his course. In addition, Mr. Williams and several other classmates from the training, created a model course for College Algebra to be used and tested in the classroom environment for any MAA member that wanted to do so.

Mr. Williams, with the assistance of Dr. Michael Gallis and Dr. Elinor Madigan, conducted a beta implementation of Webworks within the mathematics classroom for online homework in his Math 022 College Algebra class during the fall 2013 semester. The students could access the web server from anywhere, at any time, to complete their classroom homework. The Webworks system corrected completed homework assignments, logged student activity, and generated custom statistics as required by the instructor. The results were noteworthy, in that the students that fully completed the homework, according to the designated instruction provided by the instructor, received much higher test grades than the students that did not follow the prescribed course of action.

Dr. Gallis, who currently uses Physics libraries from Webworks in his classes, provided access to the in-house Webworks web server and technical support, and both Dr. Gallis and Dr. Madigan assisted with the initial installation and pre-testing of Webworks before setting up the class for fall 2013. Mr. Williams set up the class, homework, and monitored student progress throughout the semester.

Based on the success of this beta test, Mr. Williams plans on using it for future sections, and may even expand it to other courses in the future. He would also like to create a fully functional second installation of the Webworks on the Schuylkill campus web server for back-up purposes and to balance any possible load issues that may occur in the future.

Community Educational Programming
This fall, the Continuing Education department broadcasted the Personal Care Home Administrator (PCHA) 100 hour training to five other Penn State campuses. A total of 20 students successfully completed the full 100 hours of training, and several individuals attended select sessions for professional development.
Nine students from local high schools attended the SAT prep classes in September and October. As part of the course, students completed pre and post SAT practice exams. Instructors then worked with the students throughout the course on test taking strategies, as well as skills in math, reading, and writing.

Through a partnership with the Schuylkill County Intermediate Unit 29’s 21st Century Community Learning Center, a total of eighty students, representing Minersville, North Schuylkill, Pottsville Area, and Williams Valley school districts, participated in the Science, Technology, Engineering, and Math (STEM) Day on Saturday, November 9th. These students are enrolled in the afterschool programs offered by the 21st Century Community Learning Center. Funding for the event was through a grant that is administered through the Schuylkill Intermediate Unit 29. Penn State Schuylkill faculty who provided the hands-on activities included:

**Dr. Rod Heisey** and **Dr. Darcy Medica** presented *Living things under the microscope and in your hand* where students were able to observe a diversity of living organisms, some of which were microscopic, and others which were large enough to see with the naked eye. The tarantula was a big hit!

**Dr. Michael Gallis** welcomed the children at the beginning of the day, and encouraged them to consider a STEM related career. His presentation, *Sound science*, was a series of hands-on activities where students explored the physics of waves and sound. They learned about how science is behind the operation of many musical instruments by measuring properties of the sound waves that are produced by the instrument. Students also determined the speed of sound from their measurement data and took home a musical instrument.

**Dr. Elinor Madigan** presented *Scratch*, a program created at the Massachusetts Institute of Technology (MIT) that enables students to create video games. Even the teachers who accompanied the students enjoyed this introduction to computer programming!

**Ms. Nancy Schorschinsky** presented *Dihydrogen monoxide- the strange chemical you can't live without!* Students spent time in the lab looking at this chemical, beginning at the particulate level through one of its characteristics and its behavior as a gas. A combination of demonstrations and exercises were used to trace the uniqueness of this chemical to its molecular structure.
Academic Advising and the Division of Undergraduate Studies (DUS)
The DUS/Advising and Learning Centers continue to settle into their combined location. One of the greatest benefits to the shared space is the ability to seamlessly obtain support from the other office as needed, whether it is a quick consultation, or scheduling an appointment while the student is still present. The appointment slots of each staff member’s calendar have been booked since the beginning of the semester. The Learning Center staff and peer tutors have had an average of 155 appointments per week, while the advising staff averaged 130. Many additional hours were spent in workshops and presentations that were conducted throughout campus in common areas, conference rooms, and classrooms.

The Academic Advising and Learning Centers have implemented new strategies to provide student support services and enhance student/staff relationships in an effort to increase retention. Based on levels of student participation, the strategies appear to be very effective.

The new program called Walk-Up Advising was held every Monday, from noon to 1:00 p.m. and 4:00 p.m. to 5:00 p.m. During this time, a professional adviser was available either in the student center lobby, or in the Nittany V common area to answer students’ academic questions. This developed into a very successful way to reach out to the students who have quick advising questions, but do not have the time or opportunity to schedule a formal appointment.

On October 29th, during the Scheduling Frenzy/Tips event, the advising staff set up a few tables in the lobby of the Student Center to encourage students to make an appointment with their adviser to plan their spring 2014 schedules. Also during this session, advisers instructed students on how to run their degree audits and view the online schedule of courses. Over fifty students made appointments during this session.

The advising staff spent a great deal of time in the residence halls coordinating and implementing the Discover House, which is a special living option that provides first-year students with opportunities to explore and learn about majors, meet with professors, and gain insight into many different career fields. The following presentations were held throughout September, October, and November:

- Bringing Community Together and Cultural Awareness, Dr. Stephen Couch
- Understanding Personalities, Dr. Charles Law and Dr. Corey Scherer
- Career Exploration and Assessment, Tina Rose
- Learning about Physics (Halloween themed), Dr. Michael Gallis
- Your Personality Color, Darlene Young
- The Art of Writing, Jacqueline Runkle
- Criminal Justice Majors and Careers, Dr. S. Hakan Can
The **Entrance to Major Workshop** on Monday, November 18th was attended by twenty-five students. In this workshop, the advising staff explained the requirements for entering a major, and then explained the process the students need to follow to officially declare their major. A second session of this workshop will be held in January after the students return for the spring semester.

Other workshops offered by the advising staff during the fall semester included: Academics 101, Exploring Majors, and education workshops.

The First-Year Seminar (FYS), taught by Dr. S. Hakan Can and Michael Verhagen, is proving to be a beneficial venue to teach new students how and where to get the help they need, and that it is okay to ask for help. Attendance in all sections has been very impressive with a range of 85 to 100%. While the instructors plan a formal survey at the end of the semester, many students have informally self-reported that the course has been extremely beneficial to them. One of the strongest tools in retention is for a representative of the institution to build a connection with the new students. This has most certainly happened within the FYS classrooms.

For the fall 2013 semester, the **Learning Center** offered tutoring for seventy-eight different courses, and has the ability to provide faculty approved *Study Buddies* for countless more. Group tutoring sessions have also been established for seven courses. In addition, the staff conducted seven full workshops:

- **Time Management:** This program is offered early in the semester to help students manage their schedules. Students met with staff to review the use of their time. After determining study blocks and free time, students left with manageable weekly schedules of their agendas.

- **Note-Taking Skills:** This workshop helped train students to take notes at a college-level pace by overcoming the anxiety of taking such a vast amount of notes. It also gave them advice on how to use the notes more effectively to study.

- **Math Survival Skills:** These are study tips for the math phobic. This workshop addressed the anxieties and issues students face with math courses on a daily basis, and provided them with constructive advice on how to handle those issues.

- **Test Taking Skills:** Effective tips were offered to help students overcome anxiety as they take exams. The students learned how to use the test as a tool, and not as an obstacle.

- **Study Skills:** Skills necessary for every college class were offered in this workshop. These skills included where to study, how to study, what to eat, and where to sleep . . . .we covered it all!
Plagiarism: This workshop offered advice on how to avoid plagiarizing, an understanding of the concept of plagiarism, and instances that could be considered plagiarism.

Learning Styles: Students were taught to be aware of their personality and learning styles. Advice was given on how to deal with different personalities and learning environments in an academic setting, as well as in a living situation.

Learning Center staff visited all nine sections of the First-Year Seminar course on multiple occasions to conduct Math, Plagiarism, and Learning Styles workshops.

Academic Events
Nine students competed in the annual Informative Speech Contest on November 19th in the Morgan Auditorium. Students from each of the five fall 2013 public speaking classes were selected by their professors to participate. Each student presented his or her speech to an audience and a panel of judges. The volunteer judges were Jane Zintak, director of development for the campus, Ted Souchack, president of Souchack Lumber, and Darlene Dolzani, real estate salesperson at Prudential Landis Homesale Services. Valerie Schrader, assistant professor of communication, arts, and sciences was the moderator. The winners and the title of their speeches were: first place, Delisa Williams, Are you Safe; second place, Stephanie Freed, ABO’s of Donating Blood; and third place, Harnoor Singh, Raising your standards. The winners were awarded gift cards from the Penn State Schuylkill Bookstore.

The Religious and Philosophical Forum continues to be a popular program with the campus community and the general public. This fall there were three presentations: Dr. Michael Cardamone presented on “Physics and Religion,” Dr. Christopher Fischer presented on “Human significance in theology and natural sciences,” and Dr. Charles Law on “Psychology and religion.” Dr. Donald Lindenmuth, assistant professor of philosophy, coordinates the forum and each year procures funding through the Student Activity Fee. Additional support is also provided by community organizations such as the Council of Churches of Schuylkill Haven, Saint Marks United Church of Christ in Schuylkill Haven and interested individuals.

RECRUITMENT EFFORTS

Enrollment Services
The focus of the admissions office for the prior quarter was to complete the enrollment process for the current fall 2013 class and to continue recruiting for the fall 2014 class.
The recruitment efforts during the past year are evident when reviewing enrollment data for the current semester population, as well as the level of interest for the upcoming academic year. For the fall 2013 class, the total number of applications for campus admission was 687, which was an increase of 152 applications as compared to fall 2012. This increase was largely due to a significant increase in applications from our local population. Other notable changes to the incoming student population included a 7% increase of adult learners in the entering class, and 277 registered Pennsylvania residents, which was an increase of 53 over last year. There are currently 270 applications submitted for fall 2014 admission, which is 76 more when compared to applications at this time last year. There are also 81 offers of admission at this time, which is a sizable increase when compared to last year’s 31 offers.

Aggressive recruitment efforts throughout the last quarter included a number of strategies that have been implemented to increase the fall 2014 applicant pool. Campus admissions events, local recruitment visits, out-of-state recruitment, application fee waivers, and plans for academic merit scholarships are some of the activities that have contributed to the formal expressed interest in attending Penn State Schuylkill.

**Penn State Day Open House** in October, which was held in conjunction with the campus’ homecoming activities, brought 91 visitors to the campus. This open house included a new agenda and structure in an effort to streamline the program’s activities, and to keep the visitors continuously engaged throughout the day. The new agenda of events included an admission presentation, an academic experience, break-out sessions with campus student support staff, tours, lunch, and a free application workshop.

Another group activity that was successful in attracting prospects to campus was the group bus visits. Four different groups, totaling approximately 120 prospective students, visited from New York, New Jersey, Pine Grove Area High School, and Philadelphia. Students on these visits received an admissions talk, a tour of campus, lunch, and when time permitted, an application session.

Other opportunities for prospective students and families that contributed to an increase in applications included: one-on-one daily visits, Wednesday evening appointments, and once a month Saturday visits. Approximately 100 prospective students received personal attention from the admissions staff during these smaller events.

A new recruitment initiative this quarter has been improved engagement with students who have expressed an interest in athletics. Personalized letters related to each intercollegiate sport were prepared in cooperation with the director of Athletics and the individual team coaches. The interested students were sent the personalized letters along with standard admissions materials, and then offered the opportunity to meet with coaching staff and current student athletes.
Local recruitment has been a high priority during this recruitment period. Admissions staff visited the thirteen local high schools that are located within the campus's local service area. The types of activities that were conducted at the schools included lunch visits, college fairs, and classroom presentations. Free application sessions were also offered to each of the thirteen schools in the campus’s service area, and ten of the schools held sessions for their students. These application sessions were held earlier in the application cycle to give students more campus and university academic merit scholarship consideration.

An important piece of local recruitment is maintaining a strong relationship with the guidance counselors in the local service area school districts. On November 15th, thirteen counselors, representing nine local high schools, attended the Penn State Schuylkill annual Guidance Counselor Luncheon. In addition to maintaining a direct connection to the school, this program provided an opportunity for the admissions staff to provide important campus and University updates. The theme of this year’s program was Experimenting with STEM (Science, Technology, Engineering, and Mathematics). Presentations and activities were conducted by campus faculty in relation to STEM majors and careers. The counselors participated in a hands-on experience in the campus’s newly renovated biology lab. In addition, participants were provided updated information regarding admissions, financial aid, and the Schreyer’s Honors College.

Out-of-state recruitment was also significantly increased this quarter. The admission’s team participated in recruitment events in the following states: New York, New Jersey, Maryland, Virginia, the District of Columbia, Massachusetts, Florida, Georgia, and California. The visits included twenty high schools visits, fifty-five college fairs, and twelve University-sponsored recruitment events. Out of the current applications on file for fall 2014, 64 of those are from out-of-state applicants, which is an increase of 28 over this period last fall. The current out-of-state applications are from students all over the United States, including: California, Colorado, Connecticut, Delaware, the District of Columbia, Florida, Indiana, Maryland, Massachusetts, New Jersey, New York, North Carolina, Oklahoma, Virginia, Hawaii, and Illinois.

Through all of the noted fall 2014 recruitment efforts, students were offered free application waivers if they applied directly to Penn State Schuylkill. It is assumed that this strategy has played a key role in building the applicant pool. In addition, the campus has been dedicated to offering academic scholarships for this incoming class. This commitment is designed to reward students with a strong academic record regardless of family need, which is a significant incentive for students who are high achievers, but ineligible for financial assistance.
The Student Aid Office continues to assist families and college students with financial information for funding their education for 2013-2014 and 2014-2015. The campus participated in nine First-Year Experience seminars to help the current class understand the financial aid processes and expectations. In addition, financial aid nights were conducted by student aid and admissions staff at three local high schools, Blue Mountain, Mahanoy Area, and Shenandoah, to help students and families understand the resources that are available to them for college financing.

Penn State Schuylkill was honored to be designated as a 2014 Military Friendly School® for the second consecutive year. The 2014 Military Friendly Schools® list honors the top twenty percent of colleges, universities, and trade schools in the country that are doing the most to embrace America’s military service members, veterans, and spouses as students, and ensure their success on campus.

The Student Aid and Veterans’ Services team hosted the campus’s annual Veterans’ Day program on November 11th to honor all those who have served, and continue to serve, in the armed forces. This event is a collaborative effort between Penn State Schuylkill student veterans, the Schuylkill Haven American Legion Post 38 and Veterans of Vietnam, students from the Schuylkill Haven High School, and campus faculty and staff. Featured speakers included campus faculty member Dr. Charlie Law (Air Force), and campus students, Vincent Carrano (Marine Corps), and Courtney Shadle (Navy).

Recruitment and Promotion through University Relations

The University Relations Office launched the Penn State Lives Here campaign on campus with an ice cream social on October 14th. The speakers for the event included Chancellor Austin, Kimberly Quinn, who represented the Penn State Schuylkill Alumni Society Board, and student Vincent Carrano. Their message was that no matter where you are in the world, Penn State would undoubtedly have a presence and an impact on the community, whether it is an alumni working in the field, or a student completing their internship. Penn Staters combine personal ambition and perseverance with passion, for a larger purpose and a commitment to service. They are hard-working builders: of careers, families, communities, and institutions.

There were over 200 faculty, staff, students, alumni, and community members present for the unveiling of the new Penn State Lives Here banner that is now hanging on the south side of the Student Community Center. Everyone in attendance received a Penn State Lives Here t-shirt and then gathered around the banner for a group photograph.
University Relations partnered with the offices of Development and Continuing Education to take this campaign out into the community. They have been visiting alumni at their places of employment, providing each of them with a Penn State Lives Here t-shirt, and then having the entire group pose for a photograph in front of their company/organization logo. The photos have been displayed on our social media pages, as well as in print and display media for campus publicity. This has been well received by the community, and alumni are more than happy to show-off their Penn State pride. Some companies and organizations have even contacted the campus to ask how they can participate. At the photo sessions, Development and Continuing Education collected information from each alumnus in a survey, and anticipate contacting them in the future to continue developing strong relationships with the campus.

Public Relations continued to submit media releases over the fall semester regarding notable news at the campus. Some of the events included our move-in weekend, designation as a 2014 Military Friendly School®, Homecoming, the Aids Quilt display, Fruitvale Station film, and the We are...Thankful dinner, among other stories.

Penn State Schuylkill has been featured monthly on the Step up to the Mic show on WPPA 1360 AM. The show is Schuylkill County’s only interactive call-in radio show. It includes a round table discussion of the issues of the day with three members of the station, plus interviews with news makers, business people, and other notable individuals. Penn State topics and individuals that were featured in the fall have included: athletics with John Cooper, homecoming with Patricia Shoener and Valerie Clay, THON and community service with Tina Rose, and the Honors Program with Dr. Charles Cantalupo.

The Marketing department assisted Enrollment Services with an email campaign to increase attendance at their fall Penn State Day Open House program. A list was purchased that contained the email addresses of individuals ages 16-40 who have expressed an interest in higher education that live within Penn State Schuylkill’s service area. The email contained a graphic that had information about the open house, the application workshop that was being held the same day, and the homecoming festivities that were occurring that weekend. The recipient was then directed to a webpage that had specific information about each program and then the visitor could register for the events right on the web page.

The email resulted in 800 visitors to the web page for the event, and each visitor spent an average of four minutes on the page. After being directed to the initial open house web page, 36% of the email recipients clicked to view the Student Life page. Other areas of interest were the contact information pages, campus virtual tour, athletics, and academic degrees.

Social media engagement continues to increase for the campus pages. Since the beginning of the fall 2012 semester, the number of Facebook likes has increased from under 1300 to over 1800. The campus Twitter account is gaining in popularity, with over 100 followers.
The **Become a Fan of our Facebook** raffle was popular during the spring and fall 2013 open houses. Visitors of the open house would automatically be entered into a drawing for a free iPod Shuffle for liking our page and joining the Open House event. This strategy will be utilized for the spring 2014 open houses in order to draw followers to our Twitter account.

The campus social media committee has been proactive in finding ways to better utilize our social media channels. Members of the committee expressed concerns about cross posting to their personal accounts while using Facebook on their mobile devices. Jodi Staller and Julie Meyer instructed them on how to download and use Pages Manager, a free app that is downloaded to a mobile device that allows the administrator of a page to open up the campus Facebook page directly. This app does not access personal accounts, so cross-posting will be eliminated. All departments have someone on staff with access to post news and events and are encouraged to post all campus student and public events to the page.

**THE STUDENT EXPERIENCE**

**Student Activities**

At the beginning of the semester, new students were strongly encouraged to re-engage with the novel *Beautiful Souls-the courage and conscience of ordinary people in extraordinary times*, written by Eyal Press. Part of the inaugural year of Penn State Reads, the semester was to be an opportunity to further dialogue on their thoughts as it related to the enriching history and storytelling found within the novel. On September 12th, first-year students, as well as the entire campus, were invited to travel to Penn State Berks to attend a lecture presented by the author to hear his insights on the book, his goals, and why he was encouraged to write this novel. This was also a chance for students to interact with students, faculty, and staff from other Penn State locations.

On October 18th, students were encouraged to attend a lecture with Daniel Hernandez, a former intern to Arizona State Representative Gabrielle Giffords. His story of becoming a hero, and his courage to place his life in danger for another, created an additional layer of interest for the students who were reading *Beautiful Souls*. Well attended, the students and community filled the Morgan Auditorium to listen to the encouraging words of a peer.

Keeping with a homegrown tradition and constant exploration of student talent, the monthly Blockhouse and Midday Music series continued to provide entertainment throughout the semester. Students listened to the poetry and musical aptitudes of their classmates, as well as professional artists such as Kate Klim, Aylesha Wise, and Adam Day. These two programs have been rivaled as two of the students’ favorites because they provide an opportunity to showcase each individual's raw spirit as well as realize they are not alone in their feelings, and that others have turned spoken word and music into a career.
In its second year, students, faculty, staff, and the neighboring community were encouraged to join the campus in a celebration for **Hispanic Heritage Month**. The theme of the heritage banquet for this year was, *Together We Make One World*. Fifty-five attendees delighted in the photographic work of Jose Galvez, a Pulitzer Prize winning photographer, over a sit-down customary Hispanic three-course dinner. Galvez has spent his life capturing the Hispanic experience in the United States. For students, the opportunity to inquire about his travels, speak candidly on his views, and see his images first-hand was an exciting eye-opener.

The theme for **Penn State Schuylkill Homecoming 2013** was “Discovering Penn State Schuylkill’s Hidden Treasures,” and the campus did exactly that! In a week-long, collaborative effort among campus departments, students explored the likes of a hypnotist, won prizes during the campus scavenger hunt kickoff, helped raise money for THON, and participated in week-long community service projects. Families, friends, and alumni were invited to join current and prospective students during the weekend at the homecoming events and at the **Penn State Day Open House**. An afternoon picnic and sold-out evening tailgate were highlights of a full weekend. In the true spirit of a homecoming, Penn State Schuylkill men and women alumni basketball players made the trip to their Alma Mater to challenge the current men’s and women’s basketball teams in a winner-take-all basketball game. It was an exciting game that was attended by students, friends, family, and alumni that ended with an alumni victory, and a challenge to the student teams to continue the battle at next year’s homecoming festivities.

For the second year in a row, the program, **We Are...Thankful** had a successful turnout. Over sixty students, faculty, staff, and community members attended this traditional holiday meal that included guest speaker, Dr. William David, Jr. from Alvernia who spoke to the group about “Gratitude.” The attendees all brought a non-perishable item to the dinner that was donated to Schuylkill Women in Crisis, a local domestic violence shelter.

**The Penn State Schuylkill Business Society**, with approval from their adviser, Mr. David Norris, participated in three seminars for professional development. On October 30th, **Tina Rose**, coordinator of Student Leadership and Career Services, presented an excellent workshop on Time Management. The seminar included a PowerPoint presentation, as well as a series of self-assessment exercises designed to provide Business Society members with important insights and practical knowledge to enhance their time management skills. On November 6th, **Dr. Renee Covell**, adjunct Business instructor, presented a participative team-building workshop that was entertaining and engaging. Dr. Covell divided the attendees into two groups, and through a series of exercises, tested their ability to work together as a team. The Learning Center’s **Darlene Young** presented an extremely well-received Personality Type/Learning Style Workshop during the organization’s November 13th meeting.
As the semester winds down, the students enjoyed an evening at the Midnight Crunch Brunch on December 16th. This program gave students a final opportunity to hang out with friends during a few fun hours away from studying. This is a popular end-of-semester event for everyone to have a chance to wish their friends good luck on their exams, to have a great semester break, and to let them know they look forward to seeing them in January.

The Criminal Justice Club played an active role at Trick-or-Treat night in the town of Schuylkill Haven. The club had twenty students who took over the area in front of the local police station and turned it into Clown Town. The club has also been working to collect funds to help children that are involved in the local Schuylkill Women in Crisis Center.

Residence Life
Penn State Schuylkill welcomed two new Coordinators for Residence Life this fall that will be responsible for coordinating the Nittany Apartment Resident Assistants and programming and activities for student residents. Jelani Johnson is from New York and received his Master of Science in Education from Brooklyn College – CUNY in May 2012 and Carol King, originally from Texas, received her Master of Arts in Conflict Resolution and Reconciliation from Abilene Christian University in 2010. Their office is located in room 500 of Nittany V, so stop by to welcome them to the campus.

Residence Life and Student Activities sponsored a trip for forty-five students to explore New York City, to see the Broadway play, A Time to Kill, and to visit Madame Tussaud’s Wax Museum. The department also showed the movie Fruitvale Station and moderated a discussion that followed. The movie showing drew a total of thirty-seven attendees from the campus, including four people from the Schuylkill Haven community.

On October 14th, the Schuylkill Haven Fire Company converged on the campus for the annual Fire Safety Night. The second week in October is the official National Fire Prevention Week, marked by fire safety activities throughout the country. The Schuylkill Haven Fire Department was invited to campus and brought along thirty firefighters to educate our students, as well as familiarize themselves with the Nittany Apartments. Over 200 students participated in the event with food and fun activities. Students especially enjoyed having an opportunity to climb the seventy-five foot fire truck ladder.

Community Service
Penn State Schuylkill’s student-run philanthropy organization, THON, has been extremely successful this year. The students have almost exceeded last year’s total of nearly $48,000. They have had three very successful canning weekends, raising a total of $43,050. Other fundraising events held this semester to benefit THON were the 5K at The Island in Schuylkill Haven, and a spaghetti dinner at the First United Church of Christ, located at the entrance to our campus. They still have a variety of events planned through THON weekend which takes place the weekend of February 21, 2014. The campus is very proud of the students for reaching this amazing goal and look forward to disclosing the grand total in February.
The students have been involved in a wide variety of projects this semester. Approximately fifty-five students and staff participated in community service projects during orientation weekend. Students were volunteering at Rest Haven, the Hillside SPCA, Seton Manor, Hawk Mountain Boy Scout Camp, and the Bartram Trail. They also recently completed the campus’s Make-a-Difference Day Projects at Schuylkill Women in Crisis and CareNet. The students were honored to be chosen by the County Commissioners to represent Make-a-Difference Day at the courthouse for the Proclamation.

Some of the varsity athletes traveled to the Schuylkill Intermediate Unit 29 in Marlin to participate in their Special Olympics. The Penn State Schuylkill Lady Lions Volleyball Team, and some volunteer student players, took on the Schuylkill IU 29 Strikers as part of their Special Olympics. The Strikers overtook our Ladies with two wins out of three. But....a great time was had by all!

There were many other community service activities where our students volunteered, including Bingo at Rest Haven, an ice cream social at Access Services, a spaghetti dinner for the Hillside SPCA, a trash clean-up in collaboration with the Schuylkill Headwater’s Association, and the Orwigsburg Food pantry. Their most recent partnership is with the Salvation Army where they will be assisting with a tutoring program for local youth.

The annual Safe Trick-or-Treat was another roaring success with the local community. Over 250 children participated in activities and received candy and treats. Over a dozen student clubs and many faculty and staff participated by hosting the activities, popping popcorn, spinning cotton candy, and performing crazy science experiments. There was a DJ that kept everyone dancing, and T-102 was on the mall walk broadcasting live. Radio personality Jay Levan interviewed several students and staff as they promoted the event and the campus on the local FM radio station.

**Career Services**

On October 23rd, the Student Professional Development Committee hosted the third annual **Student Highlighting Luncheon**. The luncheon is an event where local business leaders are invited to have lunch with selected students, faculty, and staff to provide opportunities for potential internships. Fourteen representatives from public offices and organizations were in attendance, including staff from: Congressman Matthew Cartwright’s office, Ateeco (Mrs. T's Pierogies), Geisinger Health System, and the Federal Corrections Institution at Minersville. This program has provided tremendous internship opportunities for our students in the past and another luncheon will be held in the spring semester.
In coordination with other Penn State Commonwealth campuses, the first Northeast Regional Career Conference and Expo was held on October 9th at Penn State Wilkes Barre. This event was a combined venture between five Penn State campus career services offices, which include Hazleton, Lehigh Valley, Schuylkill, Wilkes-Barre, and Worthington-Scranton. The primary goals of the event were to expose freshman and sophomore students to a wide variety of career options by allowing students to talk with employers about what types of employment opportunities are available in the students' fields of interest, to provide employers an opportunity to recruit Penn State students for potential internship and job opportunities, and to encourage students to practice professional networking.

Penn State Schuylkill had the highest student representation with a total of 44 students in attendance. Attendees at the expo included students and alumni with a total attendance of 214. The student participants were from several different majors, with 30% of students enrolled in a business-related major. Other represented programs were: 16% Engineering, 10% Information, Science, and Technology, 7% Criminal Justice/Administration of Justice, 6% undeclared, and 5% Psychology. The remaining 26% were students and alumni from a variety of majors. This will be an annual event that will alternate between campus locations each year.

Career Services has been extremely busy with students coming in on a regular basis for assistance with their resumes, cover letters, and job and internship searches. The students have also been utilizing MyPlan, which is a self-assessment tool they can use to guide them with their career or major choice. Career Services had the opportunity to present during the first-year seminars and impress upon the students the importance of developing your professional self, as well as informing them about the career services that are available to them.

**Counseling Services**

Counseling Services presented a program in November on sexual violence and students and staff's roles in prevention on campus. The program was very well attended and focused on bystander intervention and the "Circle of 6" app. The app can be installed free from iTunes and is a great tool to increase sexual assault awareness and prevention. For more information, visit www.circleof6app.com.

Over the winter break, Penn State Schuylkill will have a **Biofeedback Station** installed outside of the counseling office for student use. Biofeedback is a technique you can learn to control your body’s responses, such as your heart rate, and it is used to develop better relaxation skills. Students will be able to identify their physiological responses to stress and then learn techniques on how to adjust them. There will also be a few personal biofeedback devices available that students can borrow so they can monitor their responses on a daily basis.
Health Services
The Breast Feeding Support program (Lactation Station) was utilized from the first day it opened on September 3rd. The station, located in room 210B of the Health and Wellness Building, was used twice daily, three times weekly by a student. That is sixty-six uses so far this semester and there has been a lot of positive feedback from the students and staff. This facility is a service that is provided free of charge to anyone from the campus community that would need to utilize it.

The October Blood Mobile was a great success. Over 110 participants, including students, faculty, staff, and members of the local community, helped with this cause, yielding 86 productive units of blood. That has a potential to save 258 lives!

The Breast Cancer Walk yielded $400 that was donated to the American Cancer Society. Pink ribbons were painted on the soccer field and many community and student organizations participated in the program. This great event was an opportunity to increase awareness about breast cancer, and to honor those who have battled the disease.

Free flu shots have been administered to over 150 Schuylkill students. These free immunizations were procured through the Schuylkill County Immunization Coalition and Schuylkill County Vision.

Athletics
In athletics, Penn State Schuylkill had several student-athletes earn conference and national recognition. Cross country's Haylee Burnhauser won the 2013 Penn State University Athletic Conference Individual Women's Championship. Haylee advanced to the United States Collegiate Athletic Association National Championship where she finished 7th out of 205 runners. She was named First Team All-American and received recognition as an Academic All-American. Penn State Schuylkill's soccer and volleyball team also had student-athletes honored. In soccer, Tom Orwig was selected Penn State University Athletic Conference All-Conference Second Team and received recognition as a United States Collegiate Athletic Association Academic All-American. Volleyball setter, Katie Courtney, also received recognition as a United States Collegiate Athletic Association Academic All-American.

John Cooper, director of Athletics at Penn State Schuylkill, was inducted into the Shenandoah Valley High School Sports Hall of Fame on Friday, August 30th. “Coop”, class of 1971, was a standout student athlete in football, basketball, and track. In football he was the starting quarterback/defensive back with the longest kick-off return in the school’s history at eighty-nine yards. He was a key sixth man for the school’s District 11 Class B Championship basketball team in 1970, and he ran 440 hurdles in track in 1971. He was Shenandoah Valley’s Scholar Athlete in 1971, and was voted All-Anthracite first team in basketball by the Reading Eagle in 1970.
ENGAGING OUR COMMUNITY

Development
Penn State Schuylkill's progress in the For the Future: the Campaign for Penn State Students is $4,602,730, which is 115% of the campus’s $4,000,000 goal. The President's Report on Philanthropy and Endowments for 2012-13 was recently mailed to our donor base. Penn State Schuylkill ranked in the top third of all the campuses in the amount of gifts designated for 2012-13. Additional funds are needed for Radiological Science upgrades, as well as our chemistry and physics labs, and we are always striving for additional support for student scholarships.

Dr. & Mrs. Thomas Wylonis recently doubled their endowment to The Wylonis Family Scholarship. This additional contribution will enable another student to be selected in the spring. This award supports a Penn State Schuylkill student throughout their college career by covering half of the student’s tuition costs.

The Fred J. Wiest Faculty Research Award was recently established. This award will allow tenured/tenure-track faculty to utilize available funds to support research efforts of faculty members who are not receiving support from other University endowments for their research.

Over the last eleven years, the Trustee Scholarship Matching Program has been a major fund-raising focus, resulting in a noteworthy impact on undergraduate scholarship support. A unique feature of this program is the use of institutional funds to match the private funds raised in support of qualified Penn State students who need financial assistance to support their educational goals. In 2012-13, the University increased the Trustee Matching Scholarship Program goal from $100M to $120M. In addition, the match increased to 10% from 5%, and the University committed a total of $7M in match funds to support the $120M goal and 10% match. Out of the 4,444 scholarships awarded university-wide, 61 were distributed to Penn State Schuylkill students. If you are interested in learning more about creating a Trustee Scholarship, contact Jane Zintak by phone at 570-385-6262, or by email to jqz1@psu.edu.

Alumni Relations
The Schuylkill Alumni Society Board scooped Penn State Creamery ice cream to our incoming freshman class at the Ice Cream Social during Welcome Weekend. They also hosted the Fall Sports Rally to honor fall student athletes, including members from soccer, cross country, volleyball, and golf teams. Students and alumni gathered during the soccer game vs. Penn State Worthington Scranton for picnic style foods and fun. The Penn State Schuylkill Cheerleaders and the Schuylkill Blue and White Society hosted the Madness Pep Rally to kick off our Men’s and Women’s Basketball season.
During campus Homecoming, the Schuylkill Chapter of the Penn State Alumni Association and the Schuylkill Alumni Society Board hosted a tailgate for over 150 students, alumni, parents, and families during the Penn State vs. Ohio State game. The first annual “Alumni Basketball Game” was a highlight of the weekend, welcoming back thirty alumni from our Schuylkill Men’s and Women’s Basketball teams. The Alumni wore commemorative t-shirts and received medals for their win against the 2013-14 Nittany Lions and Lady Lions teams.

The Schuylkill Blue and White Society and the Office of Student Affairs co-sponsored a bus trip to the Homecoming Parade at University Park. Penn State Schuylkill students, cheerleaders, and alumni marched with pride in this annual event. They received first prize of $250.00 for best “In State” group. In addition, the Blue and White Society received a grant of $460.00 from the Penn State Alumni Association for their upcoming spirit bus trip to Penn State Brandywine to cheer on the Schuylkill Men’s and Women’s Basketball teams.

Patty Shoener, assistant director of alumni relations, and Judy Lenick, academic adviser, represented Penn State Schuylkill in the Schuylkill Chamber of Commerce - Leadership Class of 2013. They served as co-chairs of the Rotary Park Project in Pottsville, PA. In addition to planting two red maple/red sunset trees, they, along with eighteen of their classmates, repainted playground equipment, re-mulched areas around the equipment, replaced benches, and cleaned up debris. Local businesses donated some of the materials needed for the project.

CAPITAL IMPROVEMENTS: A BETTER PENN STATE SCHUYLKILL

The campus was recently awarded $500,000 from the Office of Physical Plant Major Maintenance Fund to assist in the campus with infrastructure improvements. The funds will be used to replace the chiller in the Ciletti Library and to provide turf upgrades to our main athletic field. It is also being utilized to help fund the upgrades to Health and Wellness conference facilities, which are currently in the design phase. Entech Engineering is working with our Office of Physical Plant to restructure rooms 201, 201a, and 202. The new design will focus on the removal of a permanent wall that separates the current conference room and activity room, and in its place will be a movable wall that will allow the campus to either accommodate larger events by opening the space, or two events simultaneously in separate, smaller spaces. The design will also improve the acoustics and aesthetics in both spaces.

Additionally, part of the award will be used to expand and upgrade the Enrollment Services Suite in the Administration Building. Burkavage Design Associates from Clarks Summit has been hired as the architectural firm for the project and they are currently in the design phase. New offices, a presentation room, and a new waiting area are some of the features of the design. The design is expected to be completed by March 2014.
The campus was also awarded a $70,500 grant from the University Committee on Instructional Facilities (UCIF) to improve technology, furnishings, and lighting in general purpose classrooms. This year’s award will go toward improvements in rooms 111, 114, and 119 of the Classroom Building. Plans are underway with construction set to begin in May 2014.

In an effort to improve the overall safety and security of the campus for our faculty, staff, and students, additional video cameras, as well as a card access system have been installed in the Health & Wellness Building gymnasium and locker room areas.

General improvements and painting projects are ongoing. As we prepare for the Board of Trustees visit in July 2014, we are working with the University Park Office of Physical Plant to prepare our facilities for the upcoming visit. Improvements completed this fall included a new courtyard and landscaping along the west side of the Classroom Building, a new walkway and landscaping on the west side of the Student Community Center, and new lighting, benches, and outdoor planters were added as the final touches to the exterior improvements.

The Morgan auditorium has received a number of technology upgrades over the past few months, including new digital amplifiers for the sound system. The most anticipated upgrades have been to the technology cart. The system was designed to be user friendly without the need for multiple remote controls to turn on each piece of equipment. With the help of RPC Video, Vince Mitchell designed the system using an Extron touch panel control system. With a single touch of the start button, the entire system launches with the screen dropping and the projector turning on with audio levels conveniently set to an appropriate, even level. The new system includes a podium computer, external laptop connection, HDMI connection, and a Blue-ray player that will up-convert standard DVD video to a higher quality signal. The system also includes a full high-definition (HD) LED projector and HD projection screen for high quality images. With the touch of a button on the Extron touch panel, you can switch to different input devices without the need to aim a remote at a projector that is located fifty feet away.

We are also in the planning stages for improvements to the Advisory Board owned Nittany Apartments. Upgrades are being developed for Nittany I kitchens, the heating system, and flooring.

Nittany Apartment safety was improved this past fall with the addition of Card Readers to the front doors of Nittany II, III, IV, and V. Each individual Penn State Student ID card is programmed to permit access to the student’s assigned living space. Each front door has also been equipped with an alarm that will sound if the front door is kept open for longer than five seconds.
Information Technology Services
Information Technology Services has been busy implementing recommendations from the recent Information Technology Assessment and Information Technology Security Analysis that were completed at our campus last spring. Some of the accomplishments include enhanced security on the network, and the ability to more effectively assess our network security.

Two Information Technology Advisory Committees are in the process of being formed, one for faculty and staff, and one for students. These committees will assist the unit in developing a strategic plan to prepare the campus for our technology future. We are also beginning the rollout of a new storage area for faculty and staff units that will be backed-up at University Park. This is just one of the ways that the campus is taking advantage of the services that University Park provides to the campuses.

THE HIDDEN STREAM CAFÉ AND BOOKSTORE
Two Housing and Food Service employees were recognized at the annual Food Services and Residence Life Rewards and Recognition ceremony for their award nominations. Regina Wiyda, part-time staff support, was a nominee for the Achieving Excellent Award and Jonathan Kukta, director, was a nominee for the William H. Reiber Award for Outstanding Management Performance.

The Hidden Stream Café featured exciting ice cream and Starbucks® coffee specials throughout the fall, including Creamery Ice Cream flavors of the month at a discounted price, and their Temperature Tuesday where Starbucks® 16 oz. coffees and 16 oz. sodas are discounted to the price of that day’s temperature at 7:00 a.m.

During New Student Academic Orientation, the bookstore enrolled over 200 students into the Igniting the Freshmen campaign. The purpose of the campaign is so that students can be in contact with the bookstore, learn how to order their books, visit the bookstore on Facebook, or learn about bookstore promotions.

The Penn State Bookstore hosted a VIP Freshmen Shopping Night for the students during the evening of freshmen move-in day. Over fifty students attended and received snacks and door prizes, including a $50.00 gift card from Barnes and Noble.

White Out and Blue Out t-shirts were sold out this fall. A portion of the sales are donated to the Pennsylvania Coalition Against Rape (PCAR). The Pink Zone t-shirt was featured in November and we hosted our campus Pink Zone basketball game November 18th. Proceeds from the sales of the Pink Zone shirts were donated to charities on the local, state, and national levels to support cancer awareness.

The Hidden Stream Café is open Monday through Thursday, 7:30 a.m. to 6:00 p.m., and Friday, 7:30 a.m. to 2:30 p.m., and the Penn State Schuylkill Bookstore is open during the hours of 9:00 a.m. until 5:00 p.m., Monday through Thursday, and 9:00 a.m. until 4:00 p.m. on Friday. Both establishments are open to the general public and thirty-minute parking spaces are available outside of the Student Community Center for public parking.
CAMPUS SAFETY
Police Services moved to their new location in the lower level of the Administration Building in room 006. This location is more accessible to visitors and members of the campus community with disabilities. It also provides additional space that allows officers to operate more efficiently. There is now a dedicated interview room where victims, or those with concerns, can meet with an officer in privacy and without interruption. Records are more readily accessible and better organized in a central, secure location. Officers also have a locker room for the proper storage of duty gear and equipment. All contact phone numbers for police services have remained the same.

The department will have another resource for patrolling on campus and around the Nittany Apartments. During the summer months, two officers were trained by the International Police Mountain Bike Association and certified as Bike Patrol Officers. In October, the campus was approved to receive funding from the Schuylkill County District Attorney’s Office Drug Forfeiture Fund for the purchase of a Smith and Wesson police bike. The bike is currently on order and will be a welcomed addition to our Community Policing program. Additional officers will be completing the Bike Patrol training in the upcoming months.

Police Services will continue to train Campus Security Authorities (CSAs) in order to remain in compliance with the Clery Act, and to continue to provide a safe campus environment. CSAs are responsible for reporting crimes and incidents that occur in their department to the Penn State Schuylkill Police Department. CSAs are: police, non-police security, student life and housing staff, sports/athletics coaches, academic advisers, and club/organization advisers (including faculty and staff).

FINANCE
Penn State is pleased to announce that effective December 1st; the eLion system is accepting VISA as a form of tuition payment. Previously, the system only accepted Discover, MasterCard, and American Express. Users paying with VISA will be subject to the same 2.5% convenience fee that is charged with all other credit card payments. The one major difference with paying with VISA is that cardholders will see two separate charges on their monthly credit card statement; one charge will be for the actual billed amount, and the other charge will be for convenience fee.