

Council of Trustees

Shippensburg University
1871 Old Main Drive
Shippensburg, PA 17257-2299



ship.edu

Office: (717) 477-1301
Fax: (717) 477-4005

Council of Trustees

Friday, September 20, 2024

Public Meeting Minutes

The Council of Trustees of Shippensburg University met on Friday, September 20, 2024 at 11:30 AM at Iron Valley Golf Club in Lebanon, PA as well as visible through a live stream.

Attendance: Doug Harbach, Glen Grell, George McElwee, Matthew Steck, Ashley Loper, Moriah Hathaway, Colin Arnold and Bryan Lowe were in attendance.

Absent: None

Call to Order

Chairperson Doug Harbach called the meeting to order at 11:31 AM. He then led the council in the Pledge of Allegiance.

Public Comments – Samuel Pittenger spoke regarding attending Shippensburg University to earn his Masters Degree in Clinical Mental Health Counseling. For a Group Counseling course that holds a requirement to observe groups to understand more about how group dynamics work. Samuel decided to observe the Council of Trustees and complete a n assignment to describe the experience.

Cristina Blankenstop Student spoke explaining she also is in the same Group Counseling course and would be observing the dynamics of the meeting and how the group operates.

Board Action Items

ACTION: The Published Agenda was motioned for approval by Trustee Arnold and seconded by Trustee Grell motion approved unanimously.

ACTION: Meeting minutes from May, 2024 was motioned for approval by Trustee Hathaway and seconded by Trustee Lowe. Passed unanimously.

ACTION: Trustee McElwee motioned to approve Trustee Steck for nomination as candidate for Executive Committee position of secretary. Seconded by Trustee Lowe. Motion approved unanimously.

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ACTION: Trustee Arnold motioned to approve amended Bylaws to update the standing committees of the Council of Trustees. Trustee Arnold motioned for approval and seconded by Trustee McElwee. Discussion was led by Chair Harbach making note there are currently 8 Trustees and three vacancies. Chair Harbach continued that if passed he will begin populating the positions. Trustee Grell commented on the need for that to happen soon so committees can begin their work. Motioned passed unanimously.

ACTION: The Council of Trustees 2025 meeting dates was motioned for approval by Trustee Grell and seconded by Trustee Steck. Motion approved unanimously.

President's Report

Dr. Patterson presented the following action item for Trustee approval.

ACTION: Order of succession was motioned for approval by Trustee and seconded by Trustee. Motion was approved unanimously.

President Patterson updated the trustees on the following topics:

- State of the University Address scheduled for Tuesday, September 24
- Composition of the new Higher Education Coordinating Board.
- Chancellor search and chancellor transition and what to expect in the coming months.
- Teacher Stipends Program via PHEAA - supporting teacher education as part of Gov's initiative and Ship's benefits/awards.
- Census enrollment numbers and trends.
- Financial sustainability efforts, including the Comprehensive Program Plan (CPP) sure to the State System on September 20.
- Tuition models and the impact of flat tuition versus per-credit tuition.
- Transition in Academic Affairs as Dr. Darrell Newton assumes the role as Ship's new Provost and Vice President for Academic Affairs.
- Proposed Planning and Budget Forum tentatively scheduled for January or February 2025.

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- Updates on the 10-10-10 planning and implementation.
- Updates on facilities including, HeadStart space, 29 East King, and Kriner Hall, Franklin Science, and an upcoming space optimization survey.
- Higher Education budget cycles for 2024-25 and advocacy.
- Gov't relations, including hosting Governor Shapiro for the signing of Higher Ed budget; hosting First Lady Lori Shapiro to highlight Women's initiatives and free period products, hosting the House Republican Policy Committee on campus; Upcoming trips to the White House with Dauphin County, in collaboration with Cumberland and Perry Counties to share insights and experiences about business growth; and an Hispanic Heritage Month event invitation by Governor Josh Shapiro and First Lady Lori Shapiro

From the Division of Academic Affairs

Provost, Darrell Newton, presented the following information for Academic Affairs:

An essential aspect of Shippensburg University's future is, of course, increased enrollment. Our traditional recruitment measures show promise, yet there remains a need to continually develop stronger online programming for **non-traditional and** traditional students. **Though** our Office of Workforce Development and other select departments also show immense promise, we strive to create more **complete programs** online as we address the desires of our corporate partners and adult returners. Departments, such as Business and Psychology, have offered online classes that are highly enrolled and growing in popularity. These efforts have demonstrated a way forward for us. Further, through a series of efforts by our deans and program directors, these foci will soon allow us to increase our presence within the region, nationally, and potentially among other selected publics, such as our military and the penal system.

The Exploratory Advising Center faculty advisors have significantly impacted this semester, conducting over 285 academic advising appointments in the first four weeks of the semester. Each Exploratory student meets with their faculty advisor at least twice a semester, the first being held in the first month of the semester. This achievement highlights our commitment to supporting students as they transition from high school to college students, navigate their academic paths, and explore their major and career options. Our faculty advisors provide purposeful and personalized guidance, ensuring students feel empowered to make informed decisions about their future. Due to these continued efforts, Ship Start Faculty Advisors Dr. Michael Levinstein and Ms. Jennifer Wysocki were presented with the 2024 Advising Excellence Award at the Shippensburg University General

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Meeting on August 21, 2024. Further, Dr. Michael Levinstein will present at the NACADA Annual International Conference next month on the development of student success and retention outcomes from the Advising in the Classroom initiative in which UNIV 101 faculty served as co-advisors to their First Year Seminar class of incoming students.

Expanding dynamic educational experiences that advance student well-being and success have been headed up by a variety of colleagues. Most notably are Director Alexandria Karlheim of the First Year Experience, Transfer Student Support, and Veteran Verification and Faculty Co-Coordinator of the First Year Experience Program Drs. Steven Burg and Laurie Cella had their proposal accepted for a pre-conference workshop entitled "First Year Engagement Strategies to Support Connection and Success" to be part of the 44th Annual Conference on the First Year Experience scheduled for February 16-19, 2025. The workshop will share the innovative strategies used by Shippensburg University's First Year Experience Program to boost a sense of connection and belonging among students and to help improve first-year student retention.

Through the leadership of Victoria Kerr, Executive Director, Career Center, Lorelee Isbell, AVP, Career and Workforce Development and other, programming was initiated to train students to demonstrate basic professional skills, such as effective communication, teamwork, time management, and problem-solving, through introductory work-based learning experiences. Along with other foundational efforts, classroom presentations in all First Year Experience sections highlight resume development, both career and major exploration, experiential learning through internships, mentoring, and job shadowing, along with an overview of departments that stand ready to support their development. Of importance are our corporate partnerships that allow for presentations on career pathways leading to site visits and networking.

As my esteemed predecessor Dr. Nicole Hill reminds us, student learning is at the center of the academic mission of Shippensburg University. The personal attention given to each student, inside and outside the classroom, distinctly reflects this philosophy. Student learning occurs through the fostering and dissemination of knowledge, developing and enhancing communication skills, creating awareness of the interdependence among people and ideas, stimulating creativity, encouraging critical inquiry, creating openness to differences, and developing individual learning skills and habits. Shippensburg's approach to student learning continues within our smaller classes, open classroom settings, faculty-student research, peer learning, and a variety of high-impact practices as defined by AACSB or the American Association of State Colleges and Universities, including internships, service learning, and study abroad.

However, beyond the advent of more online courses to increase enrollment, we are closely considering the merger of like disciplines with the appropriate marketing strategies and, again, corporate buy-in that continue to support students attending Shippensburg through tuition reimbursement programs. Further, as a new member of the Ship exec team, I have an excellent



opportunity to examine our current needs through tired yet fresh eyes as I seek to listen closely to our colleagues in IR and enrollment, and retention and recruitment as we strive to meet these demographics whether on campus seeking to do gen eds or students hundreds of miles away. As noted, our leadership team is collectively committed to achieving these goals, especially through contemporary pedagogical models.

From the Division of Administration & Finance

Dr. Wilson updated the Trustees on information related to Administration and Finance. This information included overview of the comprehensive planning process describing the timeline beginning at the last COT meeting on May 3rd, 2024, Full CPP submission on May 22, 2024 and the updated submission for today's meeting. Yet to be updated is enrollment, workforce and budgetary estimates for FY 24-25 and FY26-27 along with providing actual results for FY 23-24. Years included in the CPP are FY23/24 Actuals, FY 24-25 Reforecast, 25-26 Preliminary Budget and FY 26-27 Future Year.

Information was provided that FY24/25 Action Items included Reduce Faculty FTE by 10, Reduce Non-Faculty FTE by 10, Hold vacant positions for 6 months for salary savings and no change in non-personnel budgets.

ACTION: Trustee Grell motioned to approve the 24-25 Budget. Trustee Loper seconded. Motion was approved unanimously.

Purchases and contracts as well as personnel actions were shared since the last trustee meeting.

From the Division of Enrollment Management

Good morning, Ship!

I trust that your summer was productive and relaxing despite how quickly it passed. As you know, our division doesn't rest. We've been busy keeping our new students engaged, orienting 1,339 newcomers to Ship, tackling federal financial aid challenges, and gearing up our marketing and branding for the 2024-2025 year—all while wrapping up the previous one. Today, I'd like to share some important updates and celebrations from our division.

Marketing Success

Website Traffic: We've driven over 110,000 new users to our website for both undergraduate and graduate programs.

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Digital Marketing: Our campaigns across platforms like Meta, TikTok, Snapchat, YouTube, and LinkedIn exceeded benchmark goals. This year, we added OTT (over-the-top) marketing through streaming services, which also performed above expectations.

Summer Melt Campaign: We re-launched our IP-based targeted summer melt campaign, which helped reduce melt by 2% last year. We're optimistic about seeing even better results once our freeze numbers are final.

Website Enhancements

Improved Navigation: We launched new website navigation, reducing the number of clicks needed to access key information.

ADA Compliance: We addressed several ADA compliance issues, with more work to be done, particularly with PDFs. This update also revealed duplicate content, which we're working to streamline for better user experience. During this time of improvement please direct any website edits to LeeAnn Douglas in Communications and Marketing.

Sports Information Highlights: Our Sports Information team originated 186 broadcasts for the PSAC Digital Network, the most in the conference, with over 80,000 unique plays. ShipRaiders.com saw over 501,000 users, with nearly 40,000 views on our photos page alone.

I'd be remiss not to acknowledge the unsung heroes in our marketing and communication department, including Michael Gardner in broadcasting and our Joes in the Print Shop, who keep the Ship afloat behind the scenes.

Admissions Achievements

Admissions Events: We hosted 2,981 prospective students on campus for the 2024 enrollment cycle, with 94% applying and 2,693 being admitted. We eagerly await the final enrollment numbers.

Visitor and Application Growth: We're at our highest levels since before COVID, with significant year-over-year increases in visits, applications, and matriculations.

Recruitment Efforts: Our team made over 700 high school and community college visits, attended approximately 200 college fairs, and hosted various events, including College Night Panels, Counselor Information Days, and Instant Decision Days.

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Application Surge: We've seen an 11% increase in applications and a 12% increase in admits compared to last year. Our focus for 2025 will be on improving our yield rate and reducing summer melt.

We continue to see growth without graduate programs and our dual enrollment program Ship Start.

Financial Aid Progress

Challenges Overcome: Despite the FAFSA and PA State Grant delays, our team processed 7,187 ISIRs, with another 1,900 pending for 2024-2025.

- To date, we have offered over 100 million in federal, state, and institutional aid to our students; today we have awarded over 62 million in Federal aid with \$17 million in federal need-based aid and \$11 million in estimated PA State Grant funding.
- We have also awarded our students 2.5 million in athletic and SU Foundation scholarships.
- Battled challenges, not only a FAFSA delay, receiving records delay, a delay with PA State Grant and OneSIS implementation we are standing and ready to welcome our next class of students, a Shout out to FA for standing the test of an unprecedented year in financial aid.

ECMC Grant: Ship received \$147,000 as part of the ECMC grant, a partnership with Slippery Rock, Commonwealth, and Millersville, which has been instrumental in encouraging students to complete their FAFSAs. Ship led the marketing campaign with the funding from this grant, resulting so far in over 7 million impressions on social media and digital campaigns.

Orientation Success

Student Connection: We oriented 1,459 students this year, with a focus on fostering connections. Our redesigned icebreakers and peer discussions resulted in 89% of first-year students making connections, a significant improvement from last year.

Division Reorganization

Since stepping into the role of VP EM in May, I've worked to align our division more closely with our mission. We've reorganized for cost savings, eliminating the AVP and Executive Director positions, and promoting dedicated team members to new roles. I want to recognize the contributions of Bill Washabaugh our director of admissions, Heather Fisher who has taken on the role of the division budget management with Sueann Johnson's recent retirement, and Josh Frankenfield our Director

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of Enrollment Operations.

Lastly, I'd like to express our gratitude to Ashley Spencer, who served Ship for 6 years and PASSHE for 13, Ashley will leave Ship on August 30th. Her dedication to our students and mascots has been invaluable over the past six years. Brandy Brady will take over as Director of Enrollment Events & Orientation, and we're excited about her plans to expand our program-specific events.

Closing Remarks

Thank you all for your continued hard work and dedication. Every one of you plays a crucial role in the recruitment and retention of our students, and I'm looking forward to an exciting 2024-2025 enrollment cycle and academic year.

From the Division of Student Affairs

Lorie Sheetz updated the trustees on the work within the Division of Student Affairs.

First Trustees were presented the Mission of the Division of Student Affairs with a review of the four strategic priorities:

Mission

Student Affairs at Shippensburg University maintains a focus on supporting students. Our core values of care, access & equity, intentional decision making, and to connect students will be the guiding principles of our work. Our existing strategic priorities are:

Strategic Priority #1 – Provide for the well-being of Ship students and establish places and resources that meet the primary needs of students.

Strategic Priority #2 – Strengthen campus communities to foster a strong sense of belonging at Ship.

Strategic Priority #3 – Bridge the gap between what students learn in the classroom with what they do out of the classroom by providing a wide range of opportunities for intentional engagement.

Strategic Priority #4 – Optimize Student Affairs resources to forge ahead as a sustainable division prepared for the challenges of the future.

VP Sheets reported on the objective to increase student engagement through opportunities through recreation such as intramurals, club sports, group fitness and special events. Student Affairs will report on assessment and impact results of mission and strategic priorities at the November

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meeting.

A report was provided updating Trustees on the Housing Occupancy Numbers at the Freeze for fall 2024. In total, total suites occupied are at 97.49% occupancy with 2079 students living on campus. Adding the communal housing the total for campus is 101.61% occupancy.

An update was provided to Trustees on the visits by Deputy Secretary for DDAP to visit the Recovery Space and meet with the peer education team. The First Lady of Pennsylvania joined a group of student representatives to discuss the period products initiative and tour the Ceddia Union Building to view Big Reb's cupboard, the PAGE Center, the Dress Closet and more.

An update on the upcoming SHIP Family Day and Homecoming activities was provided to the Trustees.

A review was completed on the Student Code of Conduct including the removal of the name Swatany since that was no longer in use. Othe minor modifications were addressed and provided to the Trustees.

New hours for Etter Health Center were provided as part of the new contract for student health services.

Reports

APSCUF Report

Immediate Past President, Aaron Dobbs highlighted that both faculty and coaches contracts were settled and recognized Dr. Patterson's role serving on the management committee.

Faculty Kudos for scholarly and service accomplishments

<https://news.ship.edu/category/faculty-staff/faculty-staff-kudos/> **A dozen recent scholarly and service activity highlights by your Ship faculty**

Ship Biology Student & faculty research presentation on endangered species at a national conference:

- Dr. Heather Sahli and students present research at National Botany Conference o The department of biology's, Heather Sahli, and students present research on endangered species at National Botany Conference.

Ship Educational Leadership faculty member contributed a chapter for a book on teacher education:

- Dr. Wendy Kubasko contributions in new teacher-educator book o The education department's faculty member, Wendy Kubasko, contributions a chapter in a new teacher-educator book.

Ship Sports Medicine Athletics Trainer received statewide distinguished merit award:

- Tanya Miller receives 2024 PA Athletic Trainers' Society Distinguished Merit Award o The Sports Medicine department's faculty member, Tanya Miller, receives 2024 PA Athletic Trainers' Society Distinguished Merit Award.

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Ship Accounting faculty member will present a paper on innovation distribution at national conference:

- Dr. Yucong Liu's research on eWOM and innovation diffusion to be presented at NABET conference
- o The accounting department's faculty member, Yucong Liu, research on eWOM and innovation diffusion to be presented at NABET conference.

Ship Psychology faculty member discussed research on gender and ethnicity at human behavior conference:

- Dr. Robert Hale presents research on gender and ethnicity at human behavior conference
- o The psychology department's Robert Hale presents research on gender and ethnicity at human behavior conference.

Ship Communications/ Journalism/ Media faculty member co-authored 13th edition of a classic video production textbook:

- Dr. James Lohery co-authors and edits 13th edition of classic video production textbook
- o The CJM department's faculty member, James Lohery, co-authors and edits 13th edition of classic video production textbook.

Ship Teacher Education faculty member earns Arabic language degree and participated in ocean drilling research:

- Dr. Christine Royce participates in ocean drilling research and completes Arabic language degree
- o The Teacher Education's department's Christine Anne Royce participates in ocean drilling research and completes Arabic language degree.

Ship History faculty member publishes new book on PA's environmental history:

- Dr. Allen Dieterich-Ward publishes new book on PA's environmental history
- o The History department's faculty member, Allen Dieterich-Ward, publishes new book on PA's environmental history.

Ship English faculty member contributed chapter on childhood creativity in new edited collection:

- Dr. Christina Rhodes contributes chapter on childhood creativity in forthcoming edited collection
- o The English department's faculty member, Cristina Rhodes, contributes chapter on childhood creativity in forthcoming edited collection.

Ship Communication Studies faculty member publishes study on student self-sabotage and identity gaps:

- Dr. Matthew Ramsey publishes study on student self-sabotage and identity gaps in communication studies
- o The CJM department's Matthew Ramsey publishes study on student self-sabotage and identity gaps in communication studies.

Ship Communication Studies faculty member is the featured speaker at National Communication Association's 2024 Conference:

- Dr. Sharnine Herbert featured speaker at National Communication Association's 2024 Conference

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of Communication studies faculty member, Sharnine Herbert, featured speaker at National Communication Association's 2024 Conference.

Ship Sociology and Anthropology professor published article on misinformation and the gender pay gap:

- Dr. Lawrence Eppard explores misinformation and gender pay gap in latest publication of The sociology and anthropology department's faculty member, Lawrence Eppard, explores misinformation and gender pay gap in latest publication.

AFSCME Report

Niky Keeseman attended and did not have a report.

SCUPA Report Representative Mr. Kyle Miller shared the following:

With another exciting year at Ship well underway, our State University Administrators are hard at work supporting the success of our students. In continuing with highlight the exciting work being done by our members, today I would like to feature Assistant Director for Residence Life, Kelli Biancamano. Kelli is in her third year here at Ship and in her role, she advances the leadership and advising aspects of our residence life team. Of note, Kelli is the adviser to our Residence Hall Association or RHA – an organization open to all 2,000+ on-campus students that provides leadership opportunities, supports campus programming, and provides advocacy for the needs of those residing in on-campus housing. As part of RHA, Ship is represented in the National Association of College & University Residence Halls and our students will be traveling to their regional conference being hosted at the University of Maryland Baltimore County later this fall. In addition to advising RHA, Kelli also advises the National Residence Hall Honorary Society, Ship's chapter of Colleges Against Cancer which is responsible for planning the annual Relay for Life, and recently began advising the Graduate Student Association Board. Kelli is also responsible for the significant undertaking of the Resident Assistant Selection Process, which handles the recruitment, hiring, and evaluation of our 55 campus Resident Assistants annually. When asked what her work means to her, Kelli stated that "she was a 1st generation student that was made to feel at home on a college campus and she appreciates seeing other 1st generation students be able to connect with people who understand them and be able to make a difference, whether that is helping them grow as leaders or connecting them to campus resources." Thank you, Kelli for all your hard work at Ship. Additionally, SCUPA would like to extend warm congratulations to Shippensburg University faculty member, Kara Laskowski, on her recent appointment to the State Board of Higher Education. We know their work will benefit higher education across the Commonwealth.

With a busy September leading way to October, we have lots of exciting campus events on the horizon, all of which are heavily supported by the work of SCUPA members including today's alumni

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golf outing (shout-out to Lori), Ship Family Day tomorrow, Homecoming 2024, and the annual Treats No Tricks community event. I look forward to seeing many of you on-campus sometime this fall.

Alumni Association Report

Greeting Council members.

I hope everyone had a great summer. Over the summer Alumni Relations held a very successful Alumni Weekend, an alumni social at Big Hill Ciderworks in Adams County, and completed an alumni database conversion moving all alumni data to a new platform.

To recap:

- For Alumni Weekend we hosted 275 alumni at the All-Greek Alumni Reunion, 195 alumni at the SU Marching Band Alumni Reunion, 45 class members from the Class of 1974 for their 50th class reunion, 40 for the Teacher Ed reunion, 62 alumni at the Golden Raider Lunch, 234 for the annual Pub Bus, 6 couples renewed their vows on campus, 300 attended SU Night, and over 170 stayed in on campus lodging in Harley Hall for the weekend. Of the alumni that attended, for 160 (29%) alumni, they were first time attendees.
- Alumni exec. board member Liz Kemmery hosted the alumni afternoon at Big Hill with 38 people, 4 of whom it was their first alumni event.

Our alumni board of directors will meet tomorrow to begin a planning session for the 2024-25 board year. Five alumni are new to the alumni board: Tom Burnheimer '87Masters, retired director of pupil services for West Shore School District, Dr. Emily Goodine 2007, 2013Masters, '21Ed.D, supervisor of special education for Chambersburg School District, Michael Johnston 2011, administrative business partner at Google, Jordan Tegtmeier 2000, associate dean of finance and administration at Princeton University, and Bailey Welch 2018, assistant director residence life at Penn State Harrisburg.

As part of the board meeting tomorrow, we will also participate in and welcome the alumni legacies families that will be participating in our annual legacy pinning program. Registration numbers show that 53 current students will be pinned a legacy with over 180 in attendance.

If you have not registered for Homecoming Weekend on October 18 and 19 with the Alumni Office, I encourage you to do so. You received an email invite to attend the annual alumni awards of distinction reception and dinner the Friday night of Homecoming when we'll recognize nine alumni in the categories of Distinguished Alumni, Outstanding Young Alumni, Lifetime Achievement, Cultural Impact, and Exceptional Service.

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Then on Saturday, attend with your family and watch the homecoming parade outside the CUB, grab brunch in the Tuscarora Room, and roam thru the tailgate Fan Zone to say hello to alumni.

Student Government Association Report-

The Following was provided by SGA President Lillian Sellers:

We have no major updates from SGA we are working to approve multiple new student groups, approved our new budget and finance committee standing rules, and next week is our Senator elections, namely we have three Class of 2028 candidates and we are excited to have so much interest from the incoming class. After elections we will have 23 out of 27 positions filled!

Graduate Student Association Board Report- highlighted that they have expanded their reach this past year to all graduate students, not just those that live in Mowery. They had a trivia night, will be hosting a welcome week in August again and will be having a goodbye for graduating seniors this weekend.

New Business

Next meeting: November 15, Shippensburg University CUB MPR

Adjournment

The meeting adjourned at 12:28 PM.

Submitted by: Drew Alosi

Reviewed:

Doug Harbach, Chair, Council of Trustees

Doug Harbach, Chair, Council of Trustees

Matt Steck, Secretary, Council of Trustees