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9-8-1997

September 8, 1997 Executive Committee Meeting

Shawnee State University

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EXECUTIVE COMMITTEE REPORT

September 8, 1997

Founders Room, University Center

Members present:

Mr. Tom Reynolds	Chairman
Mr. Frank Waller	Member
Mrs. Pat Richards	Member
Mr. George Clayton	Member

Dr. Clive Veri	Ex-Officio (non-voting)
Dr. William Neviosus	Guest
Dr. Larry Mangus	Guest
Mr. Roger Murphy	Guest

Meeting was called to order by the Chairman at 4:00 p.m.

1.0 Certification of compliance with RC 121.22(F)

Chairman Reynolds announced that the meeting was being held in compliance with RC 121.22(F).

2.0 Approval of Minutes of Executive Committee Meeting (5/5/97)

The committee unanimously approved the minutes of the May 5, 1997 meeting.

3.0 SSUDF Development Policy

Action

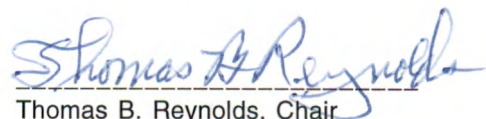
The Development Foundation approved resolution 1997.3 accepting new Financial Accounting Standards Boards rulings for foundations which the Board of Trustees approved in Resolution 38-97. The Board of Trustees directed the VPBA to seek clarification on the issue of owner discretion on distribution of earnings. After much study by the Foundation, the board passed resolution 1997.4 which recommended changes to Chapter 20 of the Foundation's policy and procedure manual concerning spending for endowments and quasi endowments. Resolution 41-97, which approved the changes to the Foundation's policy was moved by Frank Waller, seconded by Pat Richards and approved unanimously. (Atch 1)

4.0 Personnel Appointments

Information

Under SSU Policy 5.16, the Board of Trustees are informed of all appointments to the University. Attached is a list of all new University appointments since the last Board meeting. (Atch 2)

First draft of Executive Committee minutes read and approved by the Chair for distribution and comment by the Board of Trustees only. This is not an official record until approved by the Executive Committee.


Thomas B. Reynolds, Chair

5.0 Appointing Members to the SSUDF

Discussion

The Executive Committee was in agreement that new Board Chairs should review the appointments of the two BOT members who serve as liaison with the SSU Development Foundation Board each year, and consider rotating the positions among BOT members so that, over time, Board members will have the experience of serving on the SSUDF.

According to the BOT-approved "Code of Regulations: of all the SSUDF, BOT members are to be as follows:

- BOT chairperson (or designee), and
- the BOT appoints one other of its members.

Given this language, it is appropriate under "new business" for the chairman to announce at February meetings whether s/he wishes to serve, or alternatively, name a designee. Further, the BOT should "appoint" one of its members to the SSUDF. While "appoint" may mean the chairperson acting on behalf of the BOT, it could also mean that the chairperson nominate a member and the appointment would be by election of the BOT.

6.0 Update on Strategic Plan

Discussion

The Provost briefed the Committee on the status of the new Strategic Plan for SSU, a new draft of which was presented to the Committee. He reported that the Board will be asked to review and approve the plan at its October 1997 meeting. (Atch 3)

7.0 Enrollment Report

Discussion

Dr. Mangus provided the Committee with an overview of the Fall 97 Recruitment Strategy and preliminary enrollment report of September 8, 1997. (Atch 4)

8.0 Organizational Charts

Information

Attachment 5 represents the organization charts of Shawnee State University for 1997-98 as they appear in the self-study document for review by the Consultant Evaluators of the NCA. Where "TBA" is listed for a vacant position, some of those positions will be filled by the time classes start or shortly thereafter. President Veri responded to questions that were raised. (Atch 5)

9.0 Counseling/Psychological Services

Information

College today, unlike an earlier time, must provide counseling and psychological services to its students. As Attachment 6 describes, SSU offers a full range of such services in both individual and group settings. Dr. Mangus answered Committee questions about these programs and commended Dr. Hughes for serving students' needs well. (Atch 6)

10.0 Chairs Transition to Administrative Status

Discussion

The Provost provided the Committee with an update on the issues resolved and those still pending with regard to implementing the SERB ruling that all chairs are out of the collective bargaining unit. The organization chart for Academic Affairs (Atch 6) reflects the September 8 status of chair appointments.

11.0 Exclusive Beverage Rights for Pepsi (walk-in)

Information

President Veri reported verbally on the materials in Attachment 7. He stated he favored a decision to accept the Pepsi bid as recommended by a committee of students and staff in Student Affairs and Business Affairs. The Executive Committee concurred in that decision.

The value of the Pepsi bid, when adding the approximate worth of SSU advertisements on a near-16 million cans of product, is approximately \$462,000 vs. Coke's bid of \$380,000. Funds will be managed under the normal oversight of Business Affairs' processes.

**12.0 Update on SEA negotiations
(Executive Session, ORC 121.22(G)(4))**

Discussion

Mr. Clayton moved and Mr. Reynolds seconded a motion to go into Executive Session at 6:01 p.m. to discuss SEA contract negotiations. The motion was approved unanimously.

Mr. Waller moved and Mrs. Richards seconded a motion to return to regular session at 7:22 p.m. The motion was approved unanimously.

The meeting was adjourned at 7:23 p.m.

RESOLUTION 41-97

TWO-YEAR, REVISED UNIVERSITY STRATEGIC PLAN

WHEREAS, Shawnee State University has diligently and conscientiously fulfilled its charge to update the University Strategic Plan; and


WHEREAS, the strategic planning process sought advice of all members of the University community; and

WHEREAS, the updated strategic plan is derived from Shawnee State's functional mission statement, challenges in the 1996 Ohio's Master Plan for Higher Education that are appropriate to the University's mission, the results of Shawnee State's 1996-97 self-study for the Commission on Institutions of Higher Education of the North Central Association, and Shawnee State's 1993 Strategic Plan; and

WHEREAS, the President and the Academic Affairs Committee recommend approval of the updated strategic plan;

THEREFORE BE IT RESOLVED that the Board of Trustees approves the revised strategic plan—*A View of the Future: Guidelines for Strategic Planning at Shawnee State University*, dated September 2, 1997.

(October 10, 1997)

Certified as True and Correct

Secretary, SSU Board of Trustees 10/13/97 Date

Shawnee State University

Portsmouth, Ohio 45662
(614) 354-3205

RESOLUTION 1997.4

Whereas the Shawnee State University Development Foundation passed resolution 1997.3 accepting, among others, policy 20.0 in the Policies and Procedures of the Shawnee State University Development Foundation, and

Whereas the Board of Trustees of Shawnee State University accepted the change with the caveat that "The Board of Trustees of Shawnee State University directs the Vice President for Business Affairs to obtain further clarification on the issue of owner discretion on the distribution of earnings as related to FASB 116 and 117", and

Whereas, after much study, further changes are recommended, therefore

Be It Resolved, that the Shawnee State University Development Foundation accepts new language for policy 20.0 as well as the endowment and gift agreements that are derived from it.

20.0 Spending Policy for Endowments and Quasi Endowments. It is the policy of the Foundation that the amounts set aside for spending on an annual basis be determined in such a way that will provide a sufficient amount to both accomplish the purpose or intent of the donor's gift, as well as be responsive to current economic conditions. It is the intent of the Foundation to exercise fiscal prudence and responsibility while attempting to maximize the benefit of each donor's gifts. Further, it is the policy of the Foundation that the agreements with the individual donors will be followed closely to ensure that funds are retained or disbursed in accordance with the donor's intent.

The specific amount available for spending from each fund shall be determined by gift type, in the manner described below.

20.1 Spending for Quasi-Endowment Gifts. These are funds that the Foundation's Board of Trustees, (rather than a donor or other external party), has determined should be allowed to grow over time. Since there is no requirement by a donor that they be endowed, the entire principal and any income may, at any time, be used at the sole discretion of the Board.

20.1.1. Generally, the spending amount will be 5% of a three-year average book value of the fund.

20.1.2. An annual fee not to exceed 1% of the fund will be charged to the endowment to help defray Foundation administrative and operating costs.

20.1.3. The three-year average book value will be computed as of December 31 each year. In the year in which the gift is received, and until such time as a three-year average book value can be established, the amount available for expenditure shall be determined at the discretion of the Board.

20.1.4. If total return on investments is less than 6%, the amount available to spend will be determined by the Board.

20.1.5. If the funds allocated for spending in any given year cannot be spent, then the Foundation can determine to return the monies to the fund or retain them in a spending account for the next or future year(s).

20.2 Spending for Endowment Gifts.

There are two types of endowment gifts: Dynamic Funds and Static Funds. Funds are described as the total amount in an account (original gifts, any added gifts and investment experience). A fund corpus is the total of all gifts to the fund.

20.2.1. Dynamic Fund.

In order to insure the endowment in perpetuity and to allow for its growth, a portion of income is to be returned to each fund. It is the policy of the Shawnee State University Development Foundation not to spend the reinvested gains unless it is necessary to do so to follow the intent of the donor. At no time will the corpus of the fund be invaded except as in paragraph 20.2.3.

20.2.1.1. The spending amount will typically be 5% of a three-year average book value of the fund. However, this amount may be adjusted by the

Foundation Board based on the perceived needs of the University, the performance of the fund and the intent of the donor.

20.2.1.2. An annual fee not to exceed 1% of the fund, but not invading the corpus, will be charged to the endowment fund to help defray Foundation administration and operating costs.

20.2.1.3. The three-year average book value will be computed as of December 31 each year. In the year in which the gift is received, and until such time as a three-year average book value can be established, the amount available for expenditure shall be determined at the discretion of the Board.

20.2.1.4. If the total return on investment is less than 6%, the amount available to spend will be determined by the Board.

20.2.1.5. If the funds allocated for spending in any given year cannot be spent, then the Foundation can determine to return the monies to the fund or retain them in a spending account for the next or future year(s).

20.2.2. Static Fund.

This type of endowment does not allow for the growth of principal over time.

20.2.2.1. The amount available annually to satisfy the purpose of the donor will be reduced by only the amount of administrative and operating costs as defined in paragraph 20.2.2.2 as determined by the Foundation.

20.2.2.2. An annual fee not to exceed 1% of the fund, but not invading the corpus, will be charged to the endowment to help defray Foundation administrative and operating costs.

20.2.3 Dynamic and Static Fund Shortfalls.

In the event the investment experience of the endowment produces a loss of funds or if the Foundation promises funds for some point in the future based on a financial position at a point in time and the Endowment (through its investment) does not have the funds in excess of the Corpus to meet its obligation when it comes due, the Foundation has the following options:

- 1) To leave the fund intact, spending nothing
- 2) Use unrestricted funds to subsidize the Endowment
- 3) Use a portion of the Corpus with the understanding that the corpus must be replenished to its correct base amount as soon as possible.

If the Foundation plans on awarding funds for a future date based on a financial position at a point in time and it is determined at a later date the Endowment will not be able to meet that obligation and it has not been officially promised to a third party the Foundation may withdraw its award. This only applies if the funds have not been promised to a third party.

In any event the base amount (Corpus) of the Endowment must always remain in the Endowment or be replenished as soon as possible unless otherwise specified in the Endowment Agreement.

GIFT AGREEMENT

WHEREAS, the Shawnee State University Development Foundation, Portsmouth, Ohio (hereinafter referred to as the "Foundation") is a not for profit organization dedicated exclusively to the charitable and educational purposes of Shawnee State University; and

WHEREAS, _____
(Name), hereinafter referred to as the "Donor", of _____
_____ (address) wish(es) to provide assistance and support for the University; and

WHEREAS, Donor has donated to the Shawnee State University Development Foundation the amount of \$ _____ for that purpose.

NOW, THEREFORE, in consideration of the above and other good and valuable consideration, the receipt of which is hereby acknowledged, it is agreed, by and between the Foundation and Donor as follows:

1. The Foundation will use the funds as follows:

2. Foundation shall place in an appropriate account the aforementioned funds and any other funds, whether by inter vivos or testamentary transfer, directed to be placed in it.

3. Foundation will make every effort to identify Donor, and will promote and announce, wherever applicable and possible, the gift.

4. Should future events, impossible to foresee as of the date of this agreement, render moot the purpose as previously described in paragraph 1, the Donor directs that:

(Donor initial and date appropriate paragraph)

Secondary Use: _____

- 4a. _____ Should the secondary purpose become moot, default to "Best Use".
- 4b. _____ Best Use - I (we) direct the Foundation to change the purpose of this account (should future unforeseen events dictate) to meet the most urgent needs of Shawnee State University. The Foundation shall have sole discretion in making such determination.

5. Subject to the approval of the Board of Trustees, the University agrees to the following commemorative opportunity:

IN WITNESS WHEREOF, the undersigned do hereby acknowledge and execute this Agreement.

DONOR

**SHAWNEE STATE UNIVERSITY
DEVELOPMENT FOUNDATION**

By: _____

By: _____

Date: _____

Date: _____

EXHIBIT A

DONOR RESTRICTIONS/CONDITIONS

ENDOWMENT AGREEMENT

WHEREAS, Shawnee State University Development Foundation, Portsmouth, Ohio (hereinafter referred to as the "Foundation") is a not for profit organization dedicated exclusively to the charitable and educational purposes of Shawnee State University; and

WHEREAS, _____ (Name)
(hereinafter referred to as the "Donor", of _____
_____ (address) wish(es) to provide support for the University; and

WHEREAS, Donor has donated to the Shawnee State University Development Foundation the amount of \$ _____ for that purpose.

NOW, THEREFORE, in consideration of the above and other good and valuable consideration, the receipt of which is hereby acknowledged, it is agreed, by and between the Foundation and Donor as follows:

1. The Foundation will establish an endowment to be known as:

The Foundation will maintain and administer said fund for the sole purposes set forth herein. The express purpose of this endowment is as follows:

2. Foundation shall place in said fund the aforementioned funds and any other funds, whether by inter vivos or testamentary transfer, directed to be placed in this fund. The Donor expressly authorizes the Foundation to accept contributions to be added to the corpus.

3. The Donor hereby agrees that the Foundation or its agent, as approved by the Foundation Trustees, shall have sole discretion in the investment and management of the endowment corpus and its retained earnings. The Foundation will exercise due care and caution in its fiduciary role. The Foundation will use only investment gains and interest income to satisfy the purpose of the endowment.

4. The Donor acknowledges that the amount available annually shall be determined in the following manner:

I (we) acknowledge that the gross amount available annually to satisfy the purpose I (we) have defined be reduced by (a) the Foundation's administrative and operating expenses, as defined in the Foundation's spending policy, and (b) an amount determined by the Foundation which is intended to allow for fund growth over time. I (we) acknowledge that both amounts are subject to change.

5. Foundation will provide an annual report to Donor summarizing the fund total and annual earnings.

6. Foundation will make every effort to identify Donor, and will promote and announce, wherever applicable and possible, the gift. Foundation encourages such advertisement as a means to appropriately recognize its contributors and to promote Foundation development efforts.

7. The Donor hereby agrees and understands that because the amount available annually to satisfy the purpose in paragraph 1 may fluctuate, the Foundation will have sole discretion in making annual disbursements, both in size and scope.

8. Should future events, impossible to foresee as of the date of this agreement, render moot the purpose as previously described in paragraph 1, the Donor directs that:

(Donor initial and date appropriate paragraph)

Secondary Use: _____

- _____ 8a. Should the secondary purpose become moot, default to "Best Use".
_____ 8b. Best Use - I (we) direct the Foundation to change the purpose of this endowment (should future unforeseen events dictate) to meet the most urgent needs of Shawnee State University. The Foundation shall have sole discretion in making such determination.

9. Subject to the approval of the Board of Trustees, the University agrees to the following commemorative opportunity:

IN WITNESS WHEREOF, the undersigned do hereby acknowledge and execute this Agreement.

DONOR

SHAWNEE STATE UNIVERSITY
DEVELOPMENT FOUNDATION

By: _____

By: _____

Date: _____

Date: _____

EXHIBIT A

DONOR RESTRICTIONS/CONDITIONS

PERSONNEL ACTIVITY
(Information Only)

Appointments

Administrative

Carolyn F. Stubbs, Coordinator of Special Services, Student Success Center, Division of Student Affairs, annual salary \$31,500, 50% grant funded, position funded from Matt Matthews retirement. Ms. Stubbs received her BA in English from Lee College in 1990, a Teacher's Certificate in 1993 from Lee College, and a Master of Social Work in 1994 from Southern Baptist Theological Seminary. Her former position was Systems Liaison for Shawnee Mental Health Center, South Point, Ohio, working with students with disabilities. Effective date of hire - 9/2/97.

Adjustments

Faculty

Marti Sherman, Department of Teacher Education, resignation effective 8/1/97.

Eleanor Marsh, Department of Social Sciences, medical leave, fall quarter 1997.

Kaddour Boukaabar, Department of Mathematics, resignation effective 8/25/97.

Strategic Plan Executive Summary

D R A F T

Any university which truly serves its students understands that planning and vision are inextricable qualities. Shawnee State University's first decade has been one filled with both challenge and achievement, a story perhaps unique in the recent annals of higher education. Founded on the wonderful dream of Ohio's late and revered Speaker of the House, Vernal G. Riffe, Jr., the state's newest undergraduate institution has experienced enrollment increases and campus growth during its memorable first ten years. It has developed from a purely regional institution to one which, while never losing sight of its original audience, now attracts students from across the state and beyond. By any measurement, the initials of Shawnee State also signify Success Story.

Such a momentous brief history has presented inevitable frustrations and even reversals. A startup financial supplement generously provided by the state is now being phased out, and SSU is learning to live by its own means. The creative tension of collective bargaining has produced a rewarding working environment, but not without long and difficult negotiations. The very basic question of what kind of institution Shawnee State wants to be has continued to produce the kinds of discussions which have already resulted in an extensive revamping of the University's general education requirements. There are indeed challenges: in fact, new ones are presented every day.

After a full survey of the concerns of University constituencies, however, it is clear that SSU's current and predominant challenges have seven vital centers. They are as follows:

- The value and relevance of SSU's undergraduate education.
- The University's continued commitment to teaching excellence.
- Student retention from the freshmen experience through graduation.
- Responsible resource management.
- The relationship between the University and its external constituencies.
- Quality throughout the program.
- The importance of sound and enduring employee relations.

What follows is at once an assessment of where SSU stands today, and a strategic plan for its immediate future. It is the University's statement, in short, of an attainable dream.

To walk this campus today is to witness the best realization of what has become a collective dream. Within easy access to any part of the area's diversified populace is the 150,000 volume library, the showpiece Center for the Arts, the state-of-the-art Advanced Technology Center, and the comfortable and friendly University Center, the hub of Shawnee State's community. To visit the University's buildings is to be immersed in a world of enthusiastic teachers and eager learners. Through dedication, work and vision, what was once a commuter school has become a learning community—a community inspired by the words of Ellen Key, who said: "The educator must above all understand how to . . . reckon all effects in the light of the future, not of the present."

In Key's words, we find the rationale behind any strategic plan. America's future does walk through the doors of our schools every day, and that is a future which, as Christa McAuliffe so accurately predicated, we as educators can touch. We appreciate the opportunity to share Shawnee State's plan for that future, a future which is, in a very real sense, within our grasp today.

Understanding Shawnee State University's history, the people it serves, and where it is located is important to understanding its mission and, subsequently, its mandates from the Ohio Board of Regents.

Shawnee State University is a state-supported public institution of higher education, located on the northern fringe of Appalachia at the confluence of the Ohio and Scioto Rivers. The University traces its origins to the 1975 merger of Ohio University's Portsmouth branch campus and Scioto Technical College. Shawnee State General and Technical College, as it became known, joined other Ohio general and technical colleges in becoming a state community college in 1977. In 1978, Shawnee State Community College consolidated operations on its present site. Enrollment growth and regional educational needs prompted legislation, in 1986, that resulted in the creation of Shawnee State University—Ohio's thirteenth state-supported university. In its first decade, Shawnee State University has expanded its physical plant and academic programs in order to fulfill its role as *the* institution of higher learning for all of South Central Ohio.

Portsmouth, Ohio, a city of nearly 25,000 and the seat of Scioto County, is its home. The population of Scioto County is 80,327 (based on 1990 census figures). The county's average per capita income is \$8,303; 24 percent of the county live in poverty. Twenty-nine percent of adults age 25 and over have some elementary school education (K-8), 18 percent have some high school (9-11), 36 percent are high school graduates, 9.6 percent have some college, and 7 percent are college graduates. The population is 95.9 percent Caucasian, 3.1 percent African American, .5 percent Native American, .3 percent Hispanic, and .2 percent Asian.

Primary employers in the area include the nuclear enrichment plant operated by Lockheed-Martin Utility Systems, Southern Ohio Medical Center, Southern Ohio Correctional Facility, Norfolk Southern Railway Corporation, OSCO Industries Inc., Aristech, and Shawnee State University. Most of the companies in the area are unionized. The region has experienced significant economic and population decline over the last 25 years due to the loss of manufacturing industries such as the William's Shoe Factory and Detroit Steel. These industries had worldwide markets and made a significant economic contribution to the region.

The people of South Central Ohio view Shawnee State University as an agent for change and economic growth. The goals and priorities of the University (1997-99 *Catalog*, pages 6, 7) detail the method by which the university community expects that change to occur.

The Ohio Board of Regents (OBR), a planning and coordinating agency, leads the political structure of higher education in Ohio. Charged with studying state policy and making recommendations to the governor, Ohio General Assembly, and higher education community, the OBR must approve or disapprove new institutions or degree programs in Ohio.

Strategic Plan Assumptions

Shawnee State University

1997-1999

- Shawnee State, for its foreseeable future, is in mission and spirit an institution dedicated to undergraduate education.
- The University community understands and is determined to plan for an immediate future of decreasing fiscal resources and the elimination of special purpose capital funds.
- At this early point in its development, SSU must assess its direction on a yearly basis. While projections beyond the two-year limit are certainly being made, the goal at this time is close annual management.
- SSU, aware of national trends in this regard, will continue to experiment with new ways to provide its students with a learning-centered experience as opposed to one which is teaching-centered. Such an experience may take many forms, but will always involve the active and centralized participation of the learner.
- The University exists and will continue to exist in an atmosphere of progressive collective bargaining.
- Shawnee State has a primarily regional mission, with expanding horizons on the statewide and even national fronts.
- The University anticipates and is planning for enhanced competition from regional, state and independent institutions, including national electronic-based institutions.
- Shawnee State adheres to an open admissions policy, sensitive to the particular needs of a culturally diversified population, while maintaining selective admissions in selected degree programs.
- The University understands and is prepared for the challenges inevitable to a young and growing institution whose most reliable constant is change.
- Shawnee State affirms its commitment to campus-wide education and implementation of new technologies appropriate to the current and future academic missions of the University.
- Shawnee State advocates the continued development and adaptation of academic programming and assessment appropriate to the needs of area employers, community service organizations and other concerned agencies.
- Shawnee State pledges sensitivity toward and willingness to respond to the changing public perception of the role of the University in the life of the community.

Shawnee State University Strategic Plan 1997-1999

DRAFT

Strategic Issue 1: Undergraduate Education

Understanding the evolving needs of its expanding audience, Shawnee State University will continue to improve the quality of the undergraduate experience it offers, recognizing the importance of both traditional and experimental learning.

Initiative 1.1 Offer a greater variety of undergraduate degree programs.

1.1.1 Departments will each submit an annual review and analysis of potential degree programs.

Target Date: January 1, 1998 and January 1, 1999

Initiative Manager: Department Chairs

1.1.2 Each college will annually submit no fewer than two proposals for new degree programs.

Target Date: December 15, 1997 and June 30, 1998

Initiative Manager: Academic Deans

1.1.3 Develop and market "fast-track" baccalaureate degrees in selected areas that will allow students who have met high academic standards to complete a baccalaureate degree in three years.

Target Date: Fall quarter 1999

Initiative Manager: Department Chairs and Academic Deans

Initiative 1.2 Offer alternative learning experiences.

1.2.1 Support new media delivery systems.

Target Date: Fall quarter 1998

Initiative Manager: U.I.S. Director and Director of Media Services

1.2.2 Establish an interactive full-motion video connection with an off-campus site such as Pike County JVS.

Target Date: Fall quarter 1998

Initiative Manager: Provost

1.2.3 Develop brief online Powerpoint tutorials available from the SSU Library web site to offer assistance to on-campus and remote library users as needed.

Target Date: Fall quarter 1998

Initiative Manager: Library Director

1.2.4 Offer Internet courses, courses offered off-site through interactive technology, and assist the state's lead institution in offering correspondence courses.

Target Date: Fall quarter 1997 and 1998

Initiative Manager: Academic Deans

Initiative 1.3 Improve academic advising.

1.3.1 Each department will submit a two-year strategic plan that enhances student advising.

Target Date: January 1, 1998

Initiative Manager: Department Chairs

- 1.3.2 Advisors will contact all full-time student advisees at least once each year in person or via mail, telephone or e-mail.
Target Date: 1997-98 Academic Year
Initiative Manager: Department Chairs
- 1.3.3 Faculty advisors will submit for departmental annual reports their advising activities, including frequency of student contacts.
Target Date: June 1998 and December 1998
Initiative Manager: Department Chairs

Strategic Issue 2: Teaching Excellence

Shawnee State University is a teaching institution in the best sense—and, as such, the learning experience stands at the center of the University's strategic plan. Faculty, administration and staff will continue to share this cornerstone commitment to its students and to the community.

Initiative 2.1 Recognizing the importance of moving toward a classroom experience which actively engages the student, SSU will continue to implement learning-centered strategies.

- 2.1.1 Provide opportunities for the development of on-demand tutorials, structured training sessions, and instructional segments within classes across departments and curricula.
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: Library Director
- 2.1.2 Conduct inservice seminars for faculty that focus on changing the paradigm from teaching (what faculty do) to learning (what students do).
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: Department Chairs and Academic Deans
- 2.1.3 Encourage faculty to individually experiment with techniques which emphasize active learning more than traditional teaching, bringing the classroom closer to the communicative experience that it can be.
Target Date: January 1998 and 1999
Initiative Manager: Department Chairs and Academic Deans

Initiative 2.2 Expand faculty opportunities for professional development.

- 2.2.1 Provide training and awareness opportunities to support the use of new media/technology.
Target Date: May 1, 1998 and December 1, 1998
Initiative Manager: U.I.S. Director and Director of Media Services
- 2.2.2 Continue to work one-on-one with faculty to encourage the integration of information literacy skills into existing and new courses and academic programs.
Target Date: December 1, 1997 and June 1, 1998
Initiative Manager: Library Director
- 2.2.3 Each department will submit a two-year strategic plan that considers program development and faculty development.
Target Date: January and December 1998
Initiative Manager: Department Chairs

Initiative 2.3 Encourage faculty to use more integrated technology in and out of the classroom.

- 2.3.1 Implement course offerings via the Internet.
Target Date: Fall quarter 1997
Initiative Manager: Department Chairs and Academic Deans

DRAFT

- 2.3.2 Create pilot course offerings using interactive video technology.
Target Date: Fall quarter 1998
Initiative Manager: Department Chairs and Academic Deans
- 2.3.3 Investigate and implement access to electronic reserve materials to support University courses.
Target Date: Fall quarter 1998
Initiative Manager: Library Director
- 2.3.4 Offer and improve access to library resources for remote users through enhancements to the SSU Library web site. Projected services would include the ability to electronically request reference assistance and to complete an on-line request for materials to supplement systems offered via OhioLINK.
Target Date: Fall quarter 1998
Initiative Manager: Library Director
- 2.3.5 Increase the use of satellite uplinks and downlinks on campus for classroom instruction.
Target Date: 1997 and 1998 fall quarters
Initiative Manger: Library Director

Strategic Issue 3: College Attendance and Graduation

Realizing that university matriculation is very much a journey, Shawnee State reaffirms its commitment to every step along that way. From the freshmen experience, and even before, to graduation and beyond, the University will keep exercising responsible and creative stewardship.

Initiative 3.1 Develop University-wide plans to support student recruitment.

- 3.1.1 Advertise SSU in communities which are historically underrepresented on campus.
Target Date: Fall quarter 1997
Initiative Manager: Public Relations Officer
- 3.1.2 Publish success of SSU graduates.
Target Date: April 1998
Initiative Manager: Public Relations Officer
- 3.1.3 Attract students from other institutions (e.g., through transfer).
Target Date: September 1, 1997 and September 1, 1998
Initiative Manager: Director, Admission/Retention
- 3.1.4 Offer athletic programming attractive to students (intercollegiate and intramural).
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: VP for Student Affairs
- 3.1.5 Continue providing activities on campus which motivate K-12 students to attend Shawnee State (e.g., Technology Fair).
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: VP for Student Affairs
- 3.1.6 Involve all constituent groups on- and off-campus in enrollment management.
Target Date: January 1, 1998 and September 1, 1998
Initiative Manager: Director, Admission/Retention

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- 3.1.7 Make students and parents more knowledgeable about financial aid (i.e., what's available and how to apply for it).
Target Date: January 1, 1998 and September 1, 1998
Initiative Manager: Director, Financial Aid
- 3.1.8 Enhance scholarship offerings (e.g., for upper division students).
Target Date: September 1, 1998
VP for Student Affairs

Initiative 3.2 Develop University-wide plans to support student retention.

- 3.2.1 Offer additional new learning assistance programs for "at-risk" students.
Target Date: Fall quarter 1998
Initiative Manager: Director, Admission/Retention
- 3.2.2 Develop "Learning Communities" that will bond together students, leading toward graduation.
Target Date: January 1998 and 1999
Initiative Manager: VP for Student Affairs
- 3.2.3 Develop a system to monitor the progress (well-being) of freshmen, getting them started right and enhancing their opportunity for success.
Target Date: January 1, 1998 and September 1, 1998
Initiative Manager: Director, Admission/Retention
- 3.2.4 Offer responsive services to students with special needs, including "undecided" students and students with special challenges.
Target Date: Fall quarter 1997
Initiative Manager: Director, Admission/Retention
- 3.2.5 Provide intervention and assistance to students on academic probation.
Target Date: Fall quarter 1997
Initiative Manager: Director, Admission/Retention
- 3.2.6 Provide childcare and learning opportunities for the children of SSU's students.
Target Date: Fall quarter 1998
Initiative Manager: Provost
- 3.2.7 Enhance opportunities for student co-curricular involvement on campus (e.g., through clubs, sponsored events, student government).
Target Date: Fall quarter 1998
Initiative Manager: VP for Student Affairs

Strategic Issue 4: Resource Management

Shawnee State University will enhance and manage the resources available to it in a manner that facilitates the attainment of its mission.

Initiative 4.1 Make financial analysis a regular and important part of decision-making.

- 4.1.1 Include Business Office analyses in the review process for new academic programs and new courses.
Target Date: September 1997
Initiative Manager: Provost and VP for Business Affairs
- 4.1.2 Establish a revenue (if applicable) and expense analysis of each cost center on a five-year cycle.
Target Date: June 30, 1998
Initiative Manager: Vice Presidents

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- 4.1.3 **Require one-time and three-year recurring revenue and expense analyses of new University initiatives as part of the documentation for Board of Trustees' approval.**
Target Date: September 1997
Initiative Manager: Vice Presidents
- 4.1.4 **Complete a macro analysis of the expenditure proportions to the various major segments of the University, e.g., institutional support and student services.**
Target Date: June 30, 1998
Initiative Manager: Vice Presidents
- 4.1.5 **Complete an analysis of the appropriate amount of square footage for a university the size of SSU.**
Target Date: June 30, 1998
Initiative Manager: Provost and VP for Business Affairs

Initiative 4.2 Relate academic budgets to performance.

- 4.2.1 **Complete a macro analysis of the number of baccalaureate and associate degree programs for a university the size of SSU.**
Target Date: June 30, 1998
Initiative Manager: Academic Deans and Provost
- 4.2.2 **Complete a financial analysis of converting to a semester system.**
Target Date: June 30, 1998
Initiative Manager: Provost and VP for Business Affairs
- 4.2.3 **If two successive years have expense changes exceeding revenue changes in the general fund from the preceding year, strategically plan for reducing the expense budget for the following budget year.**
Target Date: January 1, 1997
Initiative Manager: VP for Business Affairs
- 4.2.4 **Identify specific programs that are expected to significantly increase enrollment in order to maintain current funding levels.**
Target Date: January 1998
Initiative Manager: Academic Deans and Provost

Initiative 4.3 Continue to enhance the University's current financial stability through new and creative revenue-increasing initiatives.

- 4.3.1 **Establish an organization structure and managerial incentives to reward expanded educational initiatives, conferencing, athletic events and summer student camps.**
Target Date: December 31, 1997 and December 31, 1998
Initiative Manager: Vice Presidents
- 4.3.2 **Increase headcount enrollment by 6% and FTE by 4% each year.**
Target Date: Fall quarters 1997 and 1998
Initiative Manager: VP for Student Affairs

Initiative 4.4 Support the physical and academic funding of new technology.

- 4.4.1 **Secure funding to implement the upgrade of the University's physical data infrastructure.**
Target Date: April 1, 1998
Initiative Manager: Director, U.I.S. and VP for Business Affairs

Initiative 4.5 Improve the administrative computer system (i.e., replace POISE).

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- 4.5.1 Develop and issue an Request for Proposal and select a product vendor for the migration of the University administrative computer system.
Target Date: June 30, 1998
Initiative Manager: Director, U.I.S.
- 4.5.2 Develop, distribute and evaluate responses to a comprehensive "request for proposal" document outlining all administrative data needs of the campus.
Target Date: September 1, 1998
Initiative Manager: Director, U.I.S.
- 4.5.3 Establish a migration/conversion schedule to be implemented.
Target Date: January 1, 1999
Initiative Manager: Director, U.I.S. and VP for Business Affairs

Strategic Issue 5: Relationships with External Constituencies:

No university exists in a vacuum, but is instead part of a larger and multifaceted community. Understanding this link, Shawnee State will form even more of the kinds of relationships with its larger world which bring forth mutual commitment and parallel growth.

Initiative 5.1 Enter into joint ventures of mutual benefit to the community and SSU.

- 5.1.1 Assist existing economic development agencies to retain, enlarge and attract business and industry to South central Ohio.
Target Date: December 1997 and 1998
Initiative Manager: University community
- 5.1.2 Encourage campus personnel to engage in more community activities.
Target Date: Fall quarter 1997
Initiative Manager: Vice Presidents
- 5.1.3 Encourage tours/on-site research projects and publicity regarding the availability of free library borrowing privileges and on-site use of materials.
Target Date: Spring quarter 1998
Initiative Manager: Library Director
- 5.1.4 Explore means of increasing cooperative efforts with the Portsmouth Public Library and the Southern Ohio Museum and Culture Center, including such activities as joint grant proposals.
Target Date: Spring quarter 1998
Initiative Manager: Library Director

Initiative 5.2 Analyze regional work force needs and respond to them with appropriate programming.

- 5.2.1 Develop and implement new employer site classes/programs.
Target Date: Fall quarter 1997
Initiative Manager: Provost and Academic Deans

Initiative 5.3 Provide educational support to K-12 with activities like tutoring and mentoring.

- 5.3.1 Establish the "American Reads" elementary school tutoring initiative.
Target Date: 1997-98 Academic Year
Initiative Manager: Director, Admission/Retention

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Initiative 5.4 Continue, and encourage, increased community access to SSU resources.

- 5.4.1 Make area businesses and agencies aware through increased publicity of the government information available to the community as a Federal Government Depository.
Target Date: Fall quarter 1997
Initiative Manager: Library Director

Strategic Issue 6: Quality

Because a university fosters leaders, its own role is clearly grounded in leadership. Recognizing this, Shawnee State will continue to provide strong examples for the community in all areas of mutual interest.

Initiative 6.1 Provide leadership through example in all areas of mutual interest, while simultaneously learning from valuable experiences offered by the community itself.

- 6.1.1 Continue to encourage leadership roles in civic organizations by SSU employees.
Target Date: Ongoing
Initiative Manager: Vice Presidents
- 6.1.2 Enhance the University's involvement in community strategies to attract people and business to the Portsmouth area.
Target Date: Ongoing
Initiative Manager: Vice Presidents
- 6.1.3 Develop the "curb appeal" of the University as an asset to the beautification efforts of the community and downtown business area.
Target Date: January 1998 and January 1999
Initiative Manager: VP for Business Affairs
- 6.1.4 Seek statewide, national and international recognition for the University that also brings recognition to the home community.
Target Date: Ongoing
Initiative Manager: University Community

Initiative 6.2 Continue to review, assess and refine existing degree programs.

- 6.2.1 Each department will submit an assessment of its existing degree programs and either verify the program is meeting the needs of students or recommend changes that consider shifting paradigms and the demands of the workplace.
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: Department Chairs and Academic Deans

Initiative 6.3 Improve support services and expand resources to adjunct faculty.

- 6.3.1 Compensate adjunct faculty with higher salaries commensurate with qualifications.
Target Date: Fall quarter 1998
Initiative Manager: Provost and VP for Business Affairs
- 6.3.2 Create well-defined hiring and adjunct faculty review guidelines.
Target Date: January 1, 1998
Initiative Manager: Academic Deans
- 6.3.3 Integrate adjunct faculty into departmental activities.
Target Date: Fall quarter 1997
Initiative Manager: Department Chairs and Academic Deans

Initiative 6.4 Improve student life.

- 6.4.1 Develop a more diversified mix of students in classrooms through intensive recruitment of non-Appalachian and international students.
Target Date: Fall quarter 1998
Initiative Manager: Director, Admission/Retention
- 6.4.2 Continue to evaluate current and projected student housing needs and improve the overall quality of those facilities.
Target Date: January 1998
Initiative Manager: VP for Student Affairs
- 6.4.3 Continue collecting data on University parking needs and make ongoing required improvements.
Target Date: January 1998
Initiative Manager: VP for Business Affairs
- 6.4.4 Provide more opportunity for scholarships to students from outside the local communities.
Target Date: 1998-99 Academic Year
Initiative Manager: VP for Student Affairs
- 6.4.5 Expand array of and enhance the quality of on-campus student activities.
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: VP for Student Affairs
- 6.4.6 Identify and eliminate bureaucratic hassles for students at all levels.
Target Date: January and June 1998
Initiative Manager: VP for Student Affairs
- 6.4.7 Restructure and refine the student complaint process.
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: Vice Presidents
- 6.4.8 Develop a multi-year strategic plan for offering courses during the academic year based upon student needs.
Target Date: 1997-98 Academic Year
Initiative Manager: Department Chairs, Registrar and Deans
- 6.4.9 Implement and maintain convenient course registration options for students, including telephone registration.
Target Date: September 25, 1997
Initiative Manager: Registrar

Strategic Issue 7: Employee Relations

The continued strong development of Shawnee State can only be accomplished through constructive collaboration among all constituencies, particularly those internal to the University. Such collegial collaboration can best occur in an environment in which all members are knowledgeable, treated equitably, and consider themselves a true and respected part of the future of the campus community. Accordingly, SSU will continue to improve communication and coordination among members of the University community with a goal of informed decision making.

- Initiative 7.1 Enhance previous efforts in acknowledging special employee accomplishments.**
Target Date: June 30, 1998
Initiative Manager: President and Vice Presidents

- Initiative 7.2** Provide the opportunities for improving the University governance structure allowing for collective planning and decision-making.
Target Date: Fall quarter 1997
Initiative Manager: President and University community
- Initiative 7.3** Provide ongoing faculty and staff professional development.
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: Vice Presidents
- Initiative 7.4** Continue to enhance internal and external communication processes to University stakeholders.
Target Date: 1997-98 and 1998-99 Academic Years
Initiative Manager: Vice Presidents

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Shawnee State University

Portsmouth, Ohio 45662
(614) 354-3205

MEMORANDUM

TO: Larry L. Mangus
FROM: Suzanne Shelpman^{SS}
DATE: August 18, 1997
SUBJECT: ENROLLMENT STRATEGIES

Hilli Arabe

The Department of Admission and Retention has developed and implemented some aggressive strategies to boost enrollment for Fall, 1997. I will give you a brief overview of these activities and should you need a more detailed description, please let me know. We call this effort - final operation convert and yield!

Status of project: (c) Completed (*) Activity ongoing

- (c)1. A final recruitment flier and application sent to all Inquiries for 972q who have yet to apply.
- (c)2. A second invitation to Orientation for the freshmen Applicant no-shows.
- (c)3. A personal letter to the Orientation no-shows from the respective Recruiter who is assigned their residence territory.
- (c)4. Telephone calls to Orientation no-shows made by Telecounselors.
- (c)5. Late Orientation date scheduled for August 28th and additional Placement Test dates for convenience.
- (c)6. Aggressive recruitment of Postsecondary Students.
- (c)7. Aggressive recruitment and registration of employees and displaced workers, i.e. Lockheed-Martin, GE, and Kuppenheimer.
- (*)8. Radio ads, television ads, and newspaper ads.
- (c)9. Full Fall quarter course schedule inserted in Portsmouth Daily Times in a mid-August edition.
- (c)10. Comprehensive revision of EMAS communication plans, expediting all letters and telephone calls (condensed day frequency) for new Applicants. We are receiving approximately 70 new applications per week.

- (*)11. Developed strategies to initially advise Transfer students when previous college transcripts are not received or not entered yet, so there is no delay.
- (c)12. Student Success Center sent communication to all students who were enrolled last Spring, but have yet to register for Fall, 1997.
- (c)13. Recruiters sent communication to non-returners, segmented by assigned territory.
- (c)14. Address labels of non-returners were sorted by degree and sent to each academic department for their use in communication by faculty members.
- (c)15. Sent recruitment flier and application to all individuals who designated Shawnee State on their FAFSA but have not applied to the University. Flier is individualized with exact amount of award, so they can see actual dollars available.
- (c)16. Sent University Housing letter to all freshmen Applicants who have yet to submit contract.
- (c)17. Sent communication to all Postsecondary Students who graduated from high school in June, 1997, but have not applied nor registered at SSU as a collegiate student.
- (c)18. Sent communication to all Non-accepts into Health Sciences. Offered special advising and assistance.
- (c and *)19. Student Success Center sent communication to all students who met the Freshmen Studies categories.
- (c)20. Developing the "Admit One" newsletter to be sent to all new students the end of August.
- (*)21. Assigned a staff person to each academic department to encourage faculty members to coordinate a special orientation program for their respective students. Each staff is offering to assist in development and implementation of programming.
- (*)22. Packaging application, FAFSA, and registration into expedited process to implement during final two weeks for last minute walk-ins.
- (*)23. Requested and received Associate degree graduate list from Southern State Community College and sent communication to recruit into SSU baccalaureate degree programs.
- (*)24. Campus events scheduled prior to September 11 for Inquiries and non-registered new Applicants, such as the Back to School Bash and a movie in the Virtual Reality Room in the VRCFA.
- (*)25. "Welcome Shawnee State Students" sign on area business marquees.

- (*)26. Sorting Fall, 1996, applicants by "cancel" reasons and Telecounselors are calling the students who told us they had selected another college last year. The calls consist of us asking them if they are still attending (The Ohio State University) and if not, then try to re-recruit, etc.
- (c and *)27. Student Success Center is contacting all of the students who officially withdrew last year but were coded during the Exit Interview that they anticipated returning this Fall.
- (c)28. Sent re-recruitment letter via our Alumni Ambassador Program to SSU graduates of Associate degree programs, promoting returning for Baccalaureate degree completion. Noted new degrees not available when they last attended.
- (c and *)29. Sent communication for Health Management program per Margaret Christensen's request to identified employees at hospital, medical facilities, and nursing homes and attendees of the Health Fair, regarding the new Baccalaureate degree option in Individualized Studies.
- (*)30. Preparing strategies of intervention for students who do not return the new "Intent to Enroll" bursar/billing form and are in jeopardy of being purged.
- (c and *)31. Turning over every rock.

Most of the above strategies have been implemented or will be in place by September 1, since I will lose three Admission staff to the road for Fall, 1998, recruiting with the beginning of the Articulation Fairs the week of September 2nd.

Shawnee State University
 Fall Quarter 1997-98 Registration Report
 (compared to 1996-97)
 as of 8-30-97

Category	1996-97	1997-98	Difference	
			#	%
New Students	901	855	- 46	- 5.1
Continuing Students	2213	2240	+ 27	+ 1.2
Total	3114	3095	- 19	- .6

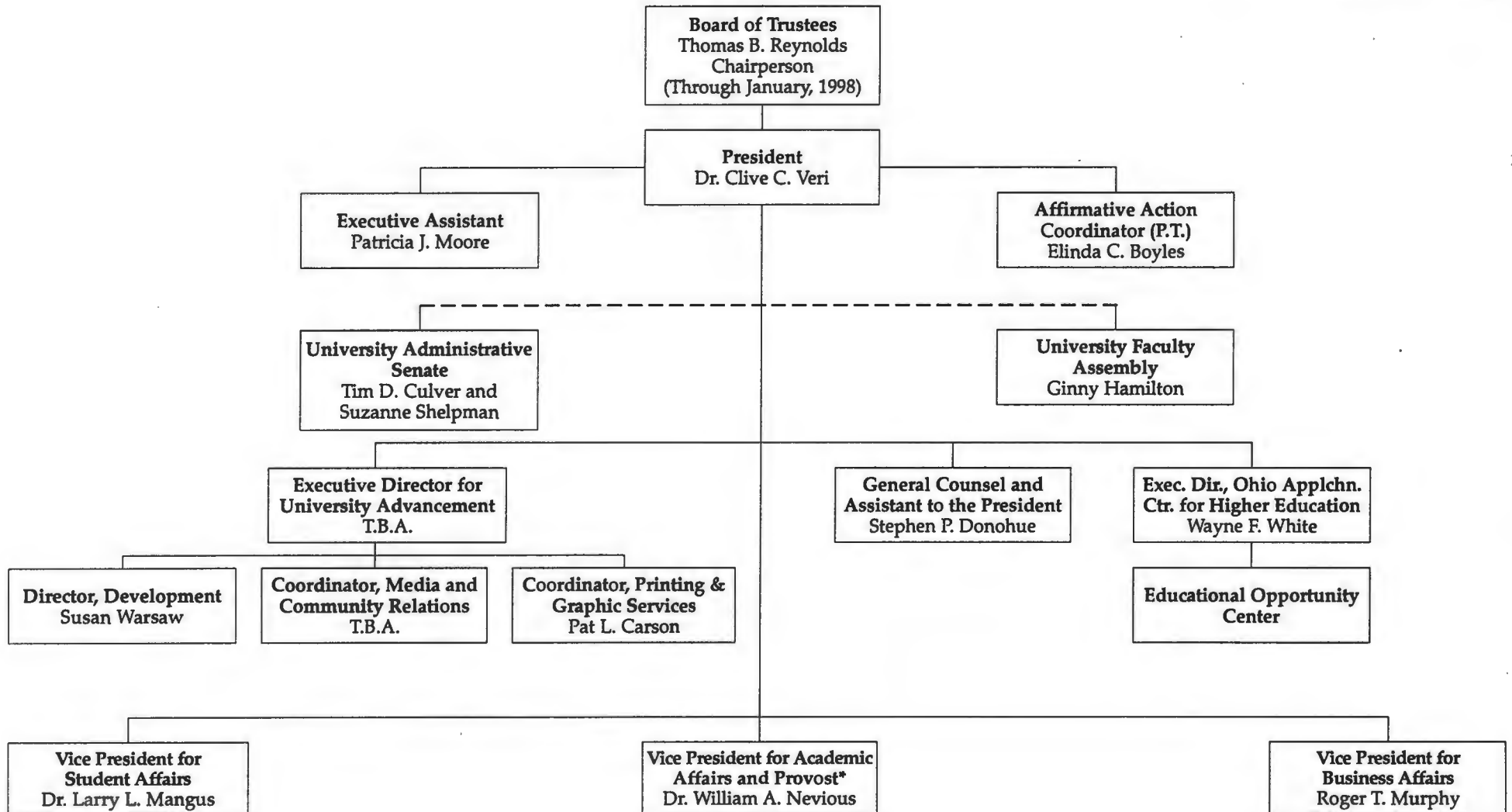
Registration (headcount), compared to the same date in 1996-97, is down .6 % or 19 students. Data is directly comparable to that collected in 1996-97.

The 14th day headcount enrollment in the Fall of 1996-97 was 3505. Equaling the enrollment in the Fall of 1996-97 will require an additional 391 students to enroll and pay fees prior to the 14th day of the term. Approximately 7 registration days remain before the start of the fall term.

Prepared by the Office of the Registrar
 9-3-97

Executive Affairs Organizational Chart

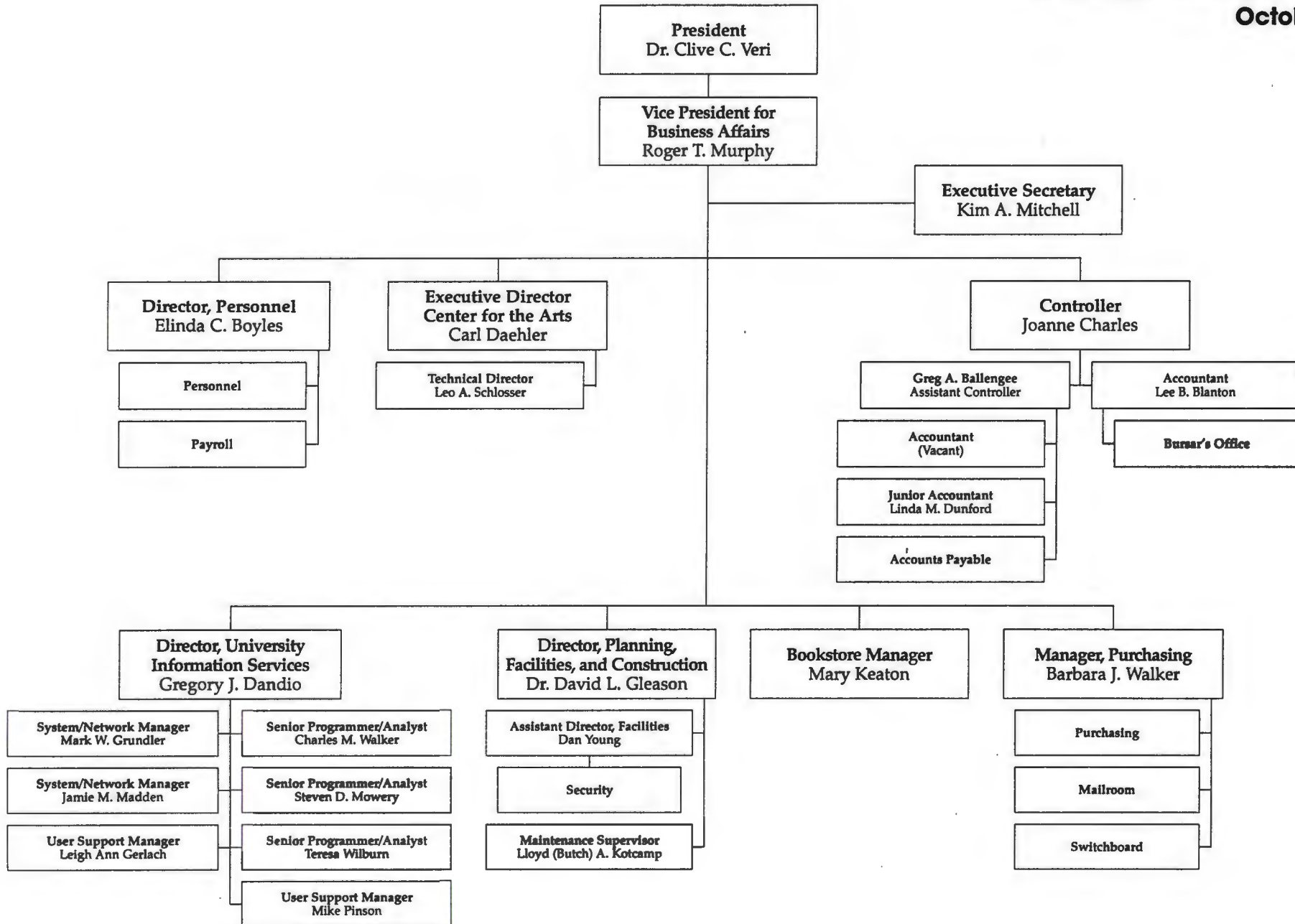
October 1997

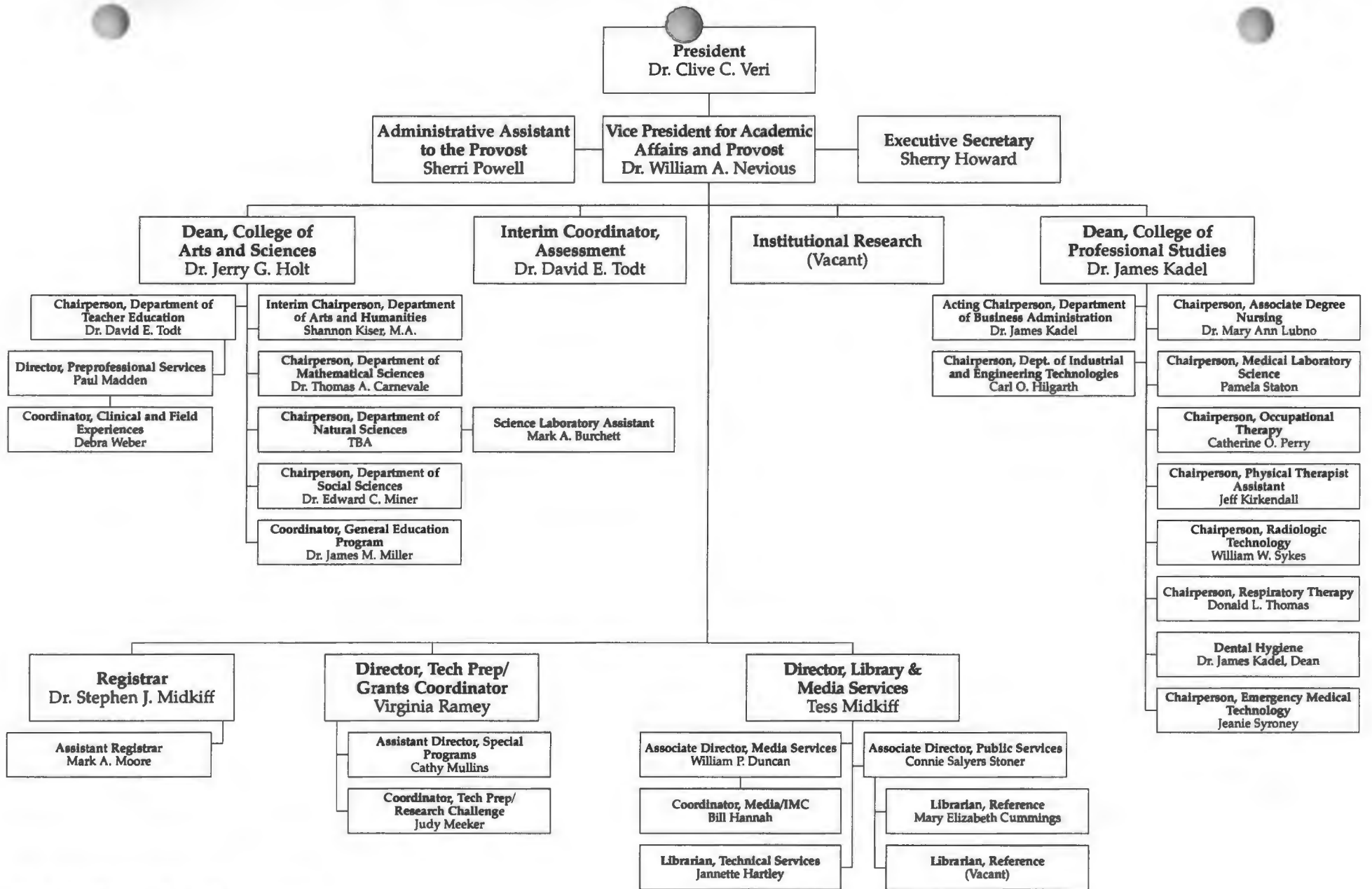


* Serves as Acting President in the President's absence.

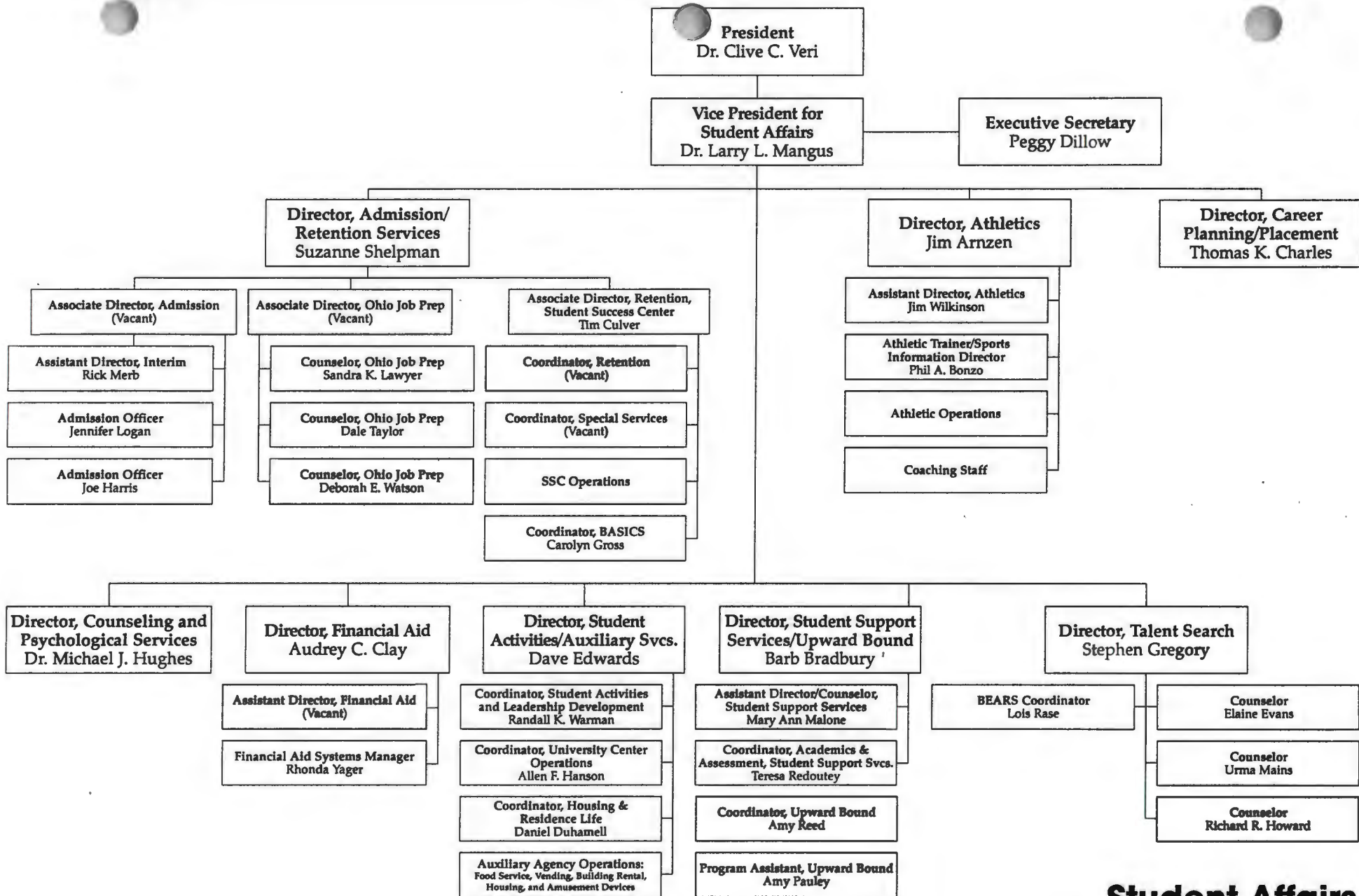
Business Affairs Organizational Chart

October 1997





**Academic Affairs
Organizational Chart
October 1997**



Student Affairs Organizational Chart

October 1997

OFFICE OF COUNSELING AND PSYCHOLOGICAL SERVICES

In order to enhance services to the students of Shawnee State University, the former Counseling and Career Center, as of July 1, 1997, was divided into two offices:

- Office of Career and Placement Services:
Tom Charles, Director(355-2259)
- Office of Counseling and Psychological Services:
Dr. Michael Hughes, Director(355-2539).

The Office of Counseling and Psychological Services will continue to be located in the Commons Building, First Floor. The office's number is 355-2213. Hours of operation are unchanged; Monday thru Friday 8:00am-5:00pm and evenings by appointment. Walk-ins are seen as soon as possible; however, appointments are encouraged.

A full range of counseling services are offered in a confidential setting by licensed professional counselors to assist students with personal and/or academic concerns.

Services include:

- assessments/evaluations
- crisis intervention
- individual counseling
- group counseling
- marital/couple counseling
- substance abuse education
- skills development workshops
- stress management training
- consultation
- referral services

Services provided to students address a broad range of issues, the most typical of which are related to:

- anxiety
- depression
- drugs/alcohol
- eating disorders
- relationship issues
- academic concerns
- test anxiety
- stress
- time management
- sexual assault/abuse

Please feel free to call or stop by the Office of Counseling and Psychological Services anytime for more information.

MEMORANDUM

TO: ADMINISTRATORS, FACULTY, SUPPORT STAFF AND STUDENTS
FROM: MICHAEL J. HUGHES, DIRECTOR
OFFICE: COUNSELING AND PSYCHOLOGICAL SERVICES
RE: PRESENTATIONS

The Office of Counseling and Psychological Services is available to provide presentations on the following topics either through classroom presentation or a workshop format. Each presentation lasts approximately 45-60 minutes, allowing for a question and answer period. To discuss and/or arrange for a presentation, contact Dr. Michael Hughes, Counseling and Psychological Services, Commons Building-First Floor or call 355-2539.

Please plan to schedule presentations at least two weeks in advance in order to ensure availability of the presenter for the time you request.

- (1) Academic Survival Skills
- (2) Alcohol on Campus
- (3) Anxiety Disorders
- (4) Avoiding Dating Violence
- (5) Becoming More Assertive
- (6) Behavioral Medicine Issues:
 - A. Biofeedback
 - B. Headaches
 - C. Pain Management
 - D. Psychosomatic Disorders
- (7) Campus Safety Guidelines
- (8) Careers in Social Science
- (9) Condoms and Safer Sex
- (10) Conflict Resolution
- (11) Controlling Anger
- (12) Coping with Test Anxiety
- (13) Depressive Disorders

- (14) Enhancing Self-Esteem
- (15) Freshman Year Adjustment Issues
- (16) Handling the Distraught/Acting-Out Individual
- (17) Improving Study/Test-Taking Skills
- (18) Interpersonal Skills Enhancement
- (19) Learning Relaxation Techniques
- (20) Learning to Manage Time
- (21) Managing Stress Effectively
- (22) Personal Safety
- (23) Post-Traumatic Stress Disorder in Combat Veterans
- (24) Preparing for Licensure Exams
- (25) Self-Protection for Women
- (26) Stop Smoking
- (27) Stress and the Aged
- (28) What Women and Men Should Know About Date Rape

SEA Negotiations Update

SSU and SEA met w/ Federal Mediator from 11:00am to 3:30 pm, 8/28/97.

We TA'd Article XX on Initial Appointments of new faculty. Not a significant change to current contract language on initial appointments.

Provided SEA a copy of the recent Faculty Salary Report showing how far ahead our salaries are compared to Category IIB institutions and the fact that our health care costs are 45% to 80% higher than average for other institutions.

Provided Salary Proposal	Total increase in payroll
Yr 1 - 2.5% or 1275 whichever is more	Yr 1 - \$156,200 or 3.02%
Yr 2 - 2.5% or 1300 whichever is more	Yr 2 - \$159,400 or 3.00%
Yr 3 - 2.5% or 1300 whichever is more	Yr 3 - \$160,500 or 2.93%

Reflected overload as 70% for 1st 4 hours, 50% next 4 hours, and 30% next 4 hours. Current contract has 60% for all overload hours. This proposal reduces incentive to jury rig the schedule in some programs

Summer compensation at 70% except in mandatory health programs requiring teaching in the Summer 85%. Dean would retain the option of dropping mandatory summer programs

All this is contingent upon PPO.

SEA spent about 45 minutes reviewing the proposal.

They offered a compressed initial appointment salary schedule, which is unacceptable for us - it permits higher salaries at the lower end, but reduces salaries too low at the higher step level.

SEA did not like Continuing Education - 2hrs each quarter. They did not like taking attendance to accommodate Federal Requirements (34 CFR § 668.21).

SEA salary proposal	Total Payroll increase over 3 years
Yr. 1 - \$1300 + .85%	Yr. 1 - \$199,900 or 3.87%
Yr. 2 - \$1500 + .5%	Yr. 2 - \$206,800 or 3.85%
Yr. 3 - \$1500 + .5%	Yr. 3 - \$207,900 or 3.73%

Overload demanded is 80% first 5 hours, 60% next 4 hours, 40% next 4

Attorney-client privileged communication not subject to release under RC§149.43

SEA claims that with chairs out of the unit we can control scheduling of overload and therefore could pay more for less overload.


Summer Pay was 5% higher than SSU's proposal

SEA wants 100% pay for mandatory courses taught in Summer (Health Sciences)

SEA provided no input on Fringe Benefits including PPO.

Next meeting is scheduled for 9/9/97 at 11:00am with the Federal Mediator.

September 4, 1997

TO: Larry Mangus
FROM: Dave Edwards 
SUBJECT: Exclusive Beverage Rights

Per our conversation, here is the information you requested regarding the proposals for exclusive beverage rights on Shawnee State's campus. I will outline both and include the recommendation of the committee.

In exchange for exclusive beverage rights, Pepsi will provide the following:

- Concert sponsorship (Student-sponsored program) - \$20,000 per year / 10 year value \$200,000
- Pepsi cans with SSU imprinted advertisement - 15,960,000 impressions printed five times during 10 year time frame
- Welcome Back Party (product and food) - \$1,500 per year / 10 year value \$15,000
- Outdoor and indoor communication pieces (possible use - message signs by entrance, in Fitness Center, and in University Center) - \$25,500
- Planetarium operating support - \$500 per year / 10 year value \$5,000
- Equipment for Athletic department (new scoreboards for soccer and basketball) - \$17,340
- Posters, T-shirts, publications sponsorship (athletic schedules, student handbook ad, cup and T-shirts for athletic summer camps) - value \$1,000 per year / 10 year total \$10,000
- Beverage wagons during Welcome Week - value \$200 per event / 10 year total \$2,000
- Sponsorship of Holiday Basketball Tournament - value \$500 sponsorship plus product for team / 10 year total \$5,000

The following list includes existing equipment which Pepsi will replace as needed:

- Branch Rickey Park scoreboard - value \$4,000
- Dr. Singleton Park scoreboard - value \$2,500
- 30 padded chairs value \$4,500
- Scorers table banner value \$1,000
- Ice machine value \$3,000
- Message sign in Gym - value \$7,000

Total 10 year value - \$301,840

In exchange for exclusive beverage rights, Coca-Cola will provide the following:

- Campus Life sponsorship (includes concert sponsorship, entrance message sign, and planetarium support) - \$18,500 per year/10 year value \$185,000
- Equipment for Athletic department (scoreboards, scorers table, padded chairs, Fitness Center message sign, posters and schedules) - \$25,000
- Equipment (machines for café, vending, etc.) - \$15,000
- Service on equipment - \$500 per year/10 year value \$5,000
- Welcome Week (2 days of activities, product, music van) - \$3,000 per year/ 10 year value \$30,000
- Campus representative ("Student Intern") - \$5,000 per year/ 10 year value \$50,000
- "Learning Center" (computer program that assists students in finding scholarships) - \$1,200 per year/10 year value \$12,000
- Holiday Basketball Tournament (product, advertisement) - \$5,000 per year/10 year value \$50,000
- Vending rebate to assist wiring residence halls for telephone and internet - \$750 per year/10 year value \$7,500

Total 10 year value - \$379,500

The committee's recommendation is to accept the Pepsi proposal. Even though the overall amount is less than Coke, the emphasis in Pepsi's proposal was more in line with what the committee requested (i.e. student-sponsored concert). Also, there is not a dollar figure attached to the Pepsi/SSU can promotion; however, the committee believed this to be of significant value. If in fact you give each can a value of one penny, the overall value is nearly \$160,000 for that item alone. If you have any questions or would like further clarification, please give me a call.



PARTNERSHIP WITH SHAWNEE STATE

COMMITMENT TO EXCELLENCE

MUTUAL GROWTH, TRUST, AND BENEFITS

GOALS:

- **•Address current University needs**
- **•Building awareness for Shawnee State University**
- **•Partnering with an Education Partner utilizing Pepsi and University resources to enhance Athletic and Scholastic Programs**



MARKETING PROGRAM ENHANCEMENT

Shawnee State University / Pepsi Cola Can:

- Marketing concern is very flexible (team will decide what to market)
- Basketball Schedules / \$ off offer
- Concert Series Schedules
- Football Schedules

133,000 cases x 24 cans = 3,192,000 Single Can Impressions

Ohio Counties: Scioto, Lawrence, Ross Jackson, Pike, Gallia, Meigs

**Kentucky Counties: Boyd, Carter Greenup, Lewis
Population: 455,400**

Available Agreement: Five times during the 10 year time frame

15,960,000 Impressions



WELCOME BACK PARTY

Annual Basis:

Pepsi/Shawnee State/WPAY Welcome you back!

Reception Party: 11:00 - 1:00

Pepsi Provides

- Special Event Trailer
- Product/Co2/Cups

Shawnee Provides

- Hot Dogs
- Hamburgers
- Chips

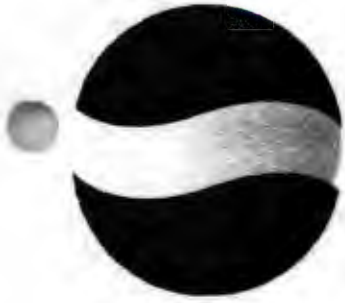
WPAY Provides

- D J or Band
- Advertising to support event

Cheerleaders

Cost: Pepsi \$1,500

10 Year Cost: Pepsi \$15,000



SPONSORS RECEPTIONS

Basketball Games/Football Games/

Vern Riffe Arts Center

12 Per Year:

- Pepsi provides free product**
- Radio Support: Special spot announcement tags**

	2/04/97	3/10/97	4/11/97
Alamos	✓		✓
Clayton	✓	✓	✓
Davis	✓		✓
Kaplan	✓		✓ ✓ ✓
Papre	✓		✓ ✓ ✓
Reynolds	✓	✓	✓
Richards	✓	✓	✓
Skutei	x		✓
Waller	✓	✓	x

	2/10/96	4/12/96	6/7/96	8/9/96	10/11/96	11/4/96	12/12/96
Asquith	✓	✓	X	✓	✓		✓
Clayton	✓	✓	X	✓	✓		✓
Davis	✓	✓	✓	✓	X		✓
Kaplan	✓	✓	X	✓	X	✓	X
Papine	-	-	-	✓	✓		✓
Reynolds	✓	✓	✓	✓	✓	✓	✓
Richards	✓	✓	X	✓	✓	✓	✓
Hatchee	-	-	-	-	-		
Shawti	X	✓	✓	✓	✓		✓
Waller	X	✓	✓	✓	✓	✓	✓
Whites	✓	✓	✓	-	-	-	-