

**2016 Progress Report on  
Penn State Wilkes-Barre  
Strategic Plan  
2014-2019**

**The Pennsylvania State University  
Wilkes-Barre Campus**

## **PENN STATE WILKES-BARRE MISSION, VISION AND VALUES**

**Mission:** Penn State Wilkes-Barre provides a student-centered educational environment whereby students of all ages, backgrounds, and experiences can access the excellence of The Pennsylvania State University to become productive responsible global citizens.

**Vision:** Penn State Wilkes-Barre aspires to be the premier educational institution of choice in the region by providing superior opportunities for students to excel in academic and co-curricular excellence leading to rewarding careers.

**Values:** We are committed to creating an environment of:

- **Academic Excellence** that provides students with a rich academic experience by fostering intellectual curiosity, exploration, innovation, and open inquiry.
- **Student Focus** in which students are provided with opportunities for intellectual and personal growth inside and outside the classroom. We are committed to education that meets students' needs and provides them with a wide variety of strong positive values in academic and co-curricular activities. We recognize and embody the value of life-long learning.
- **Ethics and Integrity** based on civil dialog in which all individuals are heard and respected. The actions of the campus community members will be driven by the highest standards of integrity and ethical behavior.
- **Community Service** that recognizes, values, and encourages lifelong service to the community as an integral part of educating well rounded students.
- **Inclusiveness** that recognizes and embodies the benefits of diversity, which is vital for personal, intellectual, and social growth.

## **SUMMARY OF STRATEGIC GOALS**

### **Goal 1: To increase the number of students enrolled at Penn State Wilkes-Barre**

**Objective 1.1:** Increase the admission of new students

**Objective 1.2:** Increase the retention and persistence to graduation of current students

### **Goal 2: To deliver Programs of Academic Excellence at Penn State Wilkes-Barre**

**Objective 2.1:** Strengthen the quality of Penn State Wilkes-Barre's current academic programs

**Objective 2.2:** Increase the number of academic programs at Penn State Wilkes-Barre

### **Goal 3: To foster Outreach**

**Objective 3.1:** Bring the outside community into Wilkes-Barre campus

**Objective 3.2:** Strengthen partnerships with organizations external to Penn State

**Objective 3.3:** Strengthen partnerships with organizations internal to Penn State,  
external to Wilkes-Barre campus

### **Goal 4: To develop a culture of Innovative Operations and Sustainability**

**Objective 4.1:** Increase the amount of financial resources at Penn State Wilkes-Barre

**Objective 4.2:** Increase the amount of recycling and conservation of natural resources

**Objective 4.3:** Continuing being the a university leader in a culture of resource sharing

**Objective 4.4:** Continuing to infuse ethical decisions throughout all campus environments

**Objective 4.5:** Continue operating in a culture that embraces inclusivity

# INTRODUCTION

**July 1<sup>st</sup>, 2016**

This report on the progress of the Penn State Wilkes-Barre strategic plan is the first of several progress reports that the senior administration at the campus plans on sharing with our main constituencies on a regular basis.

While this progress report is by no means exhaustive in addressing all the strategies contained in the Strategic Plan, it is a first step towards keeping faculty, staff and students updated on new initiatives in addition to what is shared at the different campus meetings.

A group of faculty and staff, aided by the input of students and advisory board, created during academic year 2013-14 what would become a working draft for core of our Strategic Plan. This was followed by a series of opportunities for faculty, staff and students to provide feedback on the Strategic Plan. One year later, the University embarked in a process of revising the Strategic Plans submitted by all units before starting to draft Penn State's strategic plan. A major difference with past practices was the fact that the different units were asked to include in their strategic plan all their diversity initiatives instead of creating a separate Diversity Plan as it had been the practice in the past. The feedback provided by the reviewers was again shared with our campus constituencies which resulted in a slightly modified version of our initial Plan.

Now that the final and approved version of our Strategic Plan has been in place for an academic year, we want to share the results of the different strategies and initiatives contained in the Plan. In addition, the campus administration is committed to making this a living document, which is periodically revised and updated as needed. We also want to continue emphasizing the invitation to all faculty, staff, students and board members to share with us new thoughts and ideas on the different strategies, tactics, metrics and other areas contained in Strategic Plan or this progress report.

# PROGRESS REPORT

## OBJECTIVE 1.1: Increase the admission of new students

### STRATEGY 1.1.1 Develop and strengthen partnerships with secondary education institutions

- SP 16: New Dual Enrollment partnership with Northwest for EDSGN 100. 5 HS students enrolled.
- FA 16 +: Planned New Dual Enrollment partnership with WBASD STEM Academy which includes Meyers, GAR, and Coughlin students enrolled in academy.
- 35 students/3 teachers from Northwest and WBASD Stem Academy attended a special event highlighting hands on demonstrations in computer science and surveying engineering. Program was in coordination with Celebration of Scholarship to engage high school and college students in undergraduate research opportunities and Penn State.

### STRATEGY 1.1.2 Plan and evaluate marketing campaigns

#### Articles published in printed Media AY 2015-16

Media	# Articles
Citizens Voice	33
Times Leader	28
Dallas Post	9
Inside the Back Mountain	4

#### Advertisements AY 2015-16

- Billboards –Fall Open Houses
  - Dallas – 9/7 through 11/1 (large vinyl)
  - Luzerne Crossvalley – 9/7 through 10/4 (large digital)
  - Plains I-81 – 9/28 through 10/25 (small vinyl)
  - Plains – 9/27 through 10/31 (large digital)
  - Wilkes-Barre I-81 – 9/28 through 10/25 (small digital)
  - Wilkes-Barre – 9/28 through 10/26 (large digital)
  - Wilkes-Barre – 9/27 through 10/31 (large digital)
  - Hanover – 10/5 through 11/1 (small vinyl)
  - Kingston – 9/27 through 10/31 (large digital)
- Movie Theatres
  - Dietrich Theatre
    - Contract runs for a year beginning in September, ending in August
    - Various slides run by different departments ranging from 1 week to 2 months timeframe
  - NCM Movies 14
    - Contract runs for a year beginning in November, ending in October
    - 30 second commercial runs before each movie shown 365 days a year

- WBRE
  - PAHomepage.com Takeover
    - January 21<sup>st</sup> and April 18<sup>th</sup>
- Times Leader
  - Fall Open Houses
    - Online
      - 9/30 through 10/14
      - 10/31 through 11/14
    - Print
      - 9/30
      - 11/7
  - College Guide – 9/26
  - Financial Aid Night
    - Online – 12/31 through 1/15
    - Print – 1/13
- Citizens Voice
  - Online
    - Run of Site & Mobile
      - 9/25 through 11/9
    - Expandable Ad
      - 11/4
  - Print
    - Game Face Sponsorship
      - 9/4, 9/11, 9/18, 9/25, 9/29, 10/2, 10/9, 10/16, 10/23, 10/30, 11/6, 11/13, and 11/20
    - Jumpstart
      - 10/29
    - Holiday Advertisement Wraps
      - 11/26 & 12/25
    - Back Page Ads
      - 1/13, 1/14, 1/18, and 4/26
- Point of Beginning Trade Magazine (surveying)
  - Online
    - Static Web Ad & EBlast Advertisement
      - January, February, March
    - Print Classified Ad
      - Entire 2016 Calendar Year
- Regional (with Scranton & Hazleton)
  - NEPA Business Journal Feature
    - September 2015

- Community Sponsorships
  - Junior Achievement
  - YMCA
  - Boy Scouts of NEPA
  - Anti-Defamation League
  - Ethics Institute
  - Junior Leadership Wilkes-Barre
  - Osterhout Library
  - Back Mountain Chamber of Commerce
  - Blind Association Dinner
  - Greater Wilkes-Barre Chamber of Commerce
  - Temple Israel
  - Fine Arts Fiesta
  - Salvation Army
  - Wyoming County Chamber of Commerce
  - Lackawac Women in Science

**STRATEGY 1.1.3 Develop admissions events that showcase academic programs and graduate employment or graduate school opportunities. Analyze enrollment outcomes for each event.**

**Attendance Totals for 2015-2016 Admissions Events**

<b>Event</b>	<b>Prospective Students</b>	<b>Students/Parents</b>
FBLA/Business Open House	292	N/A
Engineering Open House	154	N/A
TSA/Teams Competition	59	N/A
Trig-Star Competition	24	N/A
Summer Open Houses	42	110
Fall Open Houses	45	104
Application Night	20	42
Penn Stater for a Days	9	N/A
Financial Aid Night	22	44
Offer Day	54	127
Scholarship Breakfast	24	70
Elk Lake Honor Society Luncheon	25	N/A
<b>Total:</b>	<b>769</b>	<b>497</b>

### STRATEGY 1.1.4 Promote undergraduate research

- Summer 2015: Student and faculty supervisor in EET program awarded a Research Experience for Undergraduates by the College of Engineering.
- Summer 2016: Student and faculty supervisor in EET and SURE applied for a Research Experience for Undergraduates by the College of Engineering.
- Summer 2015 and Summer 2016: Campus students involved in research field experiences in Biology.
- Growth of student participation in Celebration of Scholarship from Spring 2015 to Spring 2016 (refer to 1.2.1 for specific data).
- Undergraduate research initiatives highlighted at Board of Trustees meeting Summer 2016.

### STRATEGY 1.1.6 Athlete recruitment

- Recruited Student Athletes:
  - 2015-16: 52 students
  - 2016-17: 32 students

### STRATEGY 1.1.7 Recruit diverse and underrepresented student groups.

#### Enrollment by Racial/Ethnic Category—Census October 15, 2015

<b>Racial/Ethnic Category</b>	<b>Degree-seeking First-time First-year</b>	<b>Degree-seeking Undergraduates (include first-time first-year)</b>
Nonresident aliens	1	2
Hispanic/Latino	4	21
Black or African American, non-Hispanic/Latino	8	12
White, non-Hispanic/Latino	126	404
American Indian or Alaska Native, non-Hispanic/Latino	0	1
Asian, non-Hispanic/Latino	1	6
Native Hawaiian or Other Pacific Islander, non-Hispanic/Latino	0	0
Two or more races, non-Hispanic/Latino	1	8
Race and/or ethnicity unknown	2	6
<b>Total:</b>	<b>143</b>	<b>460</b>

### **STRATEGY 1.1.8 Strengthen credit, contracted, and public programs**

- Number of public and contracted certificates: 6 (Fiscal Year 2015-16)
  - Introduction to Business Management (Navient)
  - Supply Chain Management (Mondelez)
  - Supply Chain Operations (Mondelez)
  - Financial Accounting (Public)
  - Nursing Management (VA)
  - Introduction to Corporate Communications (Public)
- Number of student credit hours (UG & GR) generated by public and contracted certificates:
  - SU15: 81 (UG=24, GR=57)
    - Enrollments: UG=8, GR=20, Total Enrollments=28
  - FA15: 118 (UG=76, GR=42)
    - Enrollments: UG=76, GR=42, Total Enrollments=40
  - SP16: 160 (UG=142, GR=18)
    - Enrollments: UG=54, GR=6, Total Enrollments=60
- Number of noncredit contracted training programs:
  - SU15: 4
  - FA15: 5
  - SP16: 11
- Number of public programs that run:
  - SU15: 22
  - FA15: 15
  - SP16: 9

### **STRATEGY 1.1.9 Strengthen transfer opportunities**

- SP 15: Articulation agreement signed with Lehigh Carbon Community College (SP 15)
- In Progress: Articulation agreement with Luzerne County Community College in OVPCC

### **STRATEGY 1.1.10 Increase the number of Penn State students changing campus into Wilkes-Barre**

- Total Changes of Assignment (Change of campus) by Academic Year:
  - AY 14-15: 29 PSU students changed campus to PSU-WB
  - AY 15-16: 28 PSU students changed campus to PSU-WB
- Changes of Assignment (Change of Campus) by program. AY 2014-15 and 2015-16
  - AOJ: 11 students
  - ENGR: 6 students
  - SUR E: 6 students
  - BSB: 4 students
  - EET: 3 students
  - Other programs had 2 or 1 students
  - DUS and NDEGR had 6 students each

## **STRATEGY 1.1.11 Utilize honors program as a recruiting tool**

### **Honors Enrollment**

<b>Program</b>	<b>FA 14</b>	<b>SP 15</b>	<b>FA 15</b>	<b>SP 16</b>
PSU-WB Honors	19	13	24	15
Schreyer	1	1	0	0

- Honors students directly involved in Scholarship breakfast.
- Honors students participating in Open Houses.
- Honors students presenting to High School visits to campus.

## **OBJECTIVE 1.2: Increase the retention and persistence to graduation of current students**

### **STRATEGY 1.2.1 Involve students in undergraduate research**

- SP 15: First Undergraduate Research Day
  - 106 students participated
  - 62 unique posters
  - 14 faculty members sponsoring student research
  - 13 faculty and staff involved in judging the posters
- SP 16: Celebration of Scholarship (formerly Undergraduate Research Day)
  - 150 students participated
  - 105 unique posters
  - 14 faculty members sponsored student research
  - 20 faculty, staff and advisory board members involved in judging posters
- FA 15: IST students 1<sup>st</sup> place in Entrepreneurship Institute competition

### **STRATEGY 1.2.2 Strengthen Academic Advising**

- SU 15 – Summary of NSO Advising
  - 5 NSO sessions
  - 11 faculty advisors
  - Average attendance to NSO per faculty member: 2.8 sessions
  - 2 faculty members present at all 5 advising sessions
  - Average faculty members at a given NSO 5.8 faculty members
- FA 15 Advising summary
  - 21 full-time faculty members involved in advising (77.8 % ). One faculty member did not advise due to sabbatical leave.
  - Range of advisees per faculty member: 1 to 50 students
  - Average advising load: 17.5 students per advisor (standard deviation = 13.1)

- 4 staff / professional advisors. Range: 16 to 70 students
  - Average advising load professional advisors: 31 students (std. dev = 26.0)
- SP 16 Advising summary
- 24 full-time faculty members involved in advising (86 % ).
  - Range of advisees per faculty member: 1 to 53 students
  - Average advising load: 16 students per advisor
  - 4 staff / professional advisors. Range: 15 to 84 students
  - Average advising load professional advisors: 35 students

### **STRATEGY 1.2.3 Use first First-Year Experience as an anchor to engage all freshmen students**

- FA 15: Office of Undergraduate Education authorized PSU-WB to required FYE for all incoming students. Implementation delayed until FA 16 due to LionPath.
- FA 15, SP 16: Dialog among instructors of PSU 008. Continuing modifications of course.

### **STRATEGY 1.2.4 Provide transfer students with specific support**

- 3 IST advising sessions at LCCC
- Specific NSO-like sessions for transfer students
- CWC Scholarships

### **STRATEGY 1.2.5 Strengthen academic support**

#### **Fall 2015 Academic Support Staffing**

<b>Type of Staff</b>	<b># of Staff</b>
Peer Tutors	5
Professional Tutors	4
Work/Study Students	2

#### **Fall 2015 Tutoring Contacts**

<b>Type of Tutor</b>	<b># of Contacts</b>
Peer Tutors	64
Professional Tutors	761
<b>Total # of contacts</b>	<b>825</b>

#### **Fall 2015 Tutoring Hours**

<b>Type of Tutor</b>	<b># of Hours</b>
Peer Tutors	67
Professional Tutors	485
<b>Total # of hours:</b>	<b>552</b>

## Fall 2015 Tutees

Type of Students	# of Students
Total # of unique students	125
Tutees with documented disabilities	1 student with psychological and learning disabilities; 1 student with physical disability

- Professional tutors focused on Math and English Courses. Chemistry courses have numerous requests for help. Development of a CHEM 110 study group.
- Voluntary attendance
- 37 students participated (50 % of CHEM 110 roster)
- Range of sessions attended: 1 to 10
- Half of the students attended 4 or more sessions
- GPA in CHEM 110 students in study group: 2.64. 1 student dropped course
- GPA in CHEM 110 students NOT in study group: 2.55. 5 students dropped

### STRATEGY 1.2.6 Develop program for peer mentoring of students

- Fall 2015 15 Student Welcome Week Leaders informally mentored 120 new freshmen students during welcome day and throughout welcome week.
- Student peer mentoring models throughout the commonwealth campuses are currently being researched.

### STRATEGY 1.2.7 Strengthen student engagement and learning outcomes in clubs and organizations

#### Student Organizations

- AY 2015-16: 19 active student organizations engaging 369 student members.
- Spring 2016 Developed training modules for student executive officers of SGA (President, Treasurer) to map out specific roles and responsibilities. This training will be fully implemented Fall 2016.

#### Campus Activities Events

- Fall 2015: 28 events that impacted 1411 student participants
- SP 2016: 32 events

#### Student Leadership Training and Development

- AY 2015-16: Intercollegiate Leadership Wilkes-Barre: 8 student participants. Students who participated in this program served our campus on campus committees and discussion panels as well as in leadership roles with SGA and other student organizations.

## **STRATEGY 1.2.8 Use athletics as a tool to retain students**

### **Retention Percentage / Sport (SP 16 – FA 16)**

<b>Sport</b>	<b>Retention %</b>
Baseball	95%
Cross Country	N/A
Women's Volleyball	67%
Soccer	73%
Golf	100%
Women's Basketball	60%
Men's Basketball	50%
Softball	N/A

### **GPA / Sport (SP 16 – FA 16)**

<b>Sport</b>	<b>GPA</b>
Baseball	3.01
Men's Cross Country	2.76
Women's Cross Country	3.44
Women's Volleyball	2.75
Soccer	2.77
Golf	3.33
Women's Basketball	2.73
Men's Basketball	2.60
Softball	2.85

## **STRATEGY 1.2.9 Develop a campus environment welcoming for underrepresented students**

- LGBTQ Training and Awareness. Two Student Affairs staff members attended the Fall 2015 LGBTQ Safe Zone training at University. Staff returned to campus to conduct faculty and staff training session during Spring 2016. Training impacted 12 participants.
- Personal Counselor - several class discussions on diversity issues through the SSS and FYE programs during Fall 2015-Spring 2016.
- Campus Activities Coordinator organized campus programs acknowledging diverse monthly celebrations including Women's History Month, African-American History Month, Hispanic Heritage Month as well as Gay Pride week and Martin Luther King Day. Fall 2015-Spring 2016 program total: 12.
- Campus Activities Coordinator received a diversity grant from University Park for a trip to Philadelphia to visit the African American History Museum and the National Museum of Jewish American History. The trip took place in Spring 2016 with 9 participants.
- Campus Activities Coordinator and Campus Personal Counselor assisted in the establishment of the SOAR student organization whose purpose was to assist the campus in creating a more accepting environment for all diverse students.
- During Fall 2015 Welcome Day events all new international students participated.

- Director of Student Services and Engagement established a multicultural advisory group of faculty and staff to discuss campus and student issues.
- Director of Student Services and Engagement assisted athletic staff and coaches on transition support for their diverse team members.

**STRATEGY 1.2.10 Explore, develop and implement alternate delivery methods for resident instruction courses**

**Delivery methods by semester (number of courses)**

Delivery Method	FA14	SP15	FA15	SP16
Face to Face	119	145	127	133
Web	19	21	15	20
Video – Received	2	4	7	3
Video – Broadcast	3	3	2	2
Combination	10	8	18	11

- 6 faculty members reported to have completed the Online Teaching Certificate.

**STRATEGY 1.2.11 Evaluate the state of campus ancillary services and improve those.**

- # ITS Trouble Tickets:
  - 2014-2015=302
  - 2015-2016=227
- ITS Customer Satisfaction Survey: Beginning in July 2016 random trouble tickets will be sent a survey asking for feedback.
- ITS Service Catalog: <https://www2.hn.psu.edu/UniversityCampusesServiCatalog.htm>
- Spreadsheet listing all campus spaces including classrooms, computer labs, specialty labs, offices and meeting rooms that list dates of equipment and furniture upgrades. “WB Classroom List with Technology and Furniture.xlsx”
- Number of UCIF grant proposals submitted, number of UCIF proposals funded, amount of UCIF funding awards: “UCIF Awards and Campus Match History.xlsx”

**STRATEGY 1.2.13 Use the honors program as an anchor point for high achieving students**

- Design Honors Program brochure
- Enhance / modify Honors webpage for consistency with brochure
- Establish calendar of Honors meeting dates, community service projects, events and trips
- Determine, with student input, community service and fundraising activities
- Publicize Honors students in recruiting events

- Academic Year 2015-16:
  - 54 honors course offerings
  - 53 honors courses completed successfully
  - Grade distribution: 37 A; 3 A-; 4 B+; 2 B; 4 B-; 3 C
  - 27 unique students took honors courses
  - 18 students took 2 or more honors courses

### **STRATEGY 1.2.15 More fully integrate Career Services into campus community**

- Career Counseling Sessions:
  - Fall 2015: 141 counseling sessions
  - Spring 2016: 101 counseling sessions
- Career Outreach Programs:
  - Fall 2015: 23 programs impacting 325 students. Student feedback reflected a 3.5 satisfaction rate based on a scale of 1-4.
  - Spring 2016: Total of 10 programs impacting 184 students. Student feedback reflected a 3.5 satisfaction on a scale of 1-4.
- FYS Class Presentations Fall 2015 impacting 49 students
- Mentor Program
  - Fall 2015: 10 students 10 mentors
  - Spring 2016: 10 students 10 mentors
  - Student feedback is largely dependent on individual experiences with mentors.
- Career Networking/Job Fair Events on Campus
- Employment Postings
  - Fall 2015 Postings: 58. Employers: 41
  - Spring 2016 Postings: 45. Employers: 36
- Nittany Lion Career Network
  - AY 2015-16: Postings: 125 in the region with 108 employers

### **STRATEGY 1.2.16 Increase student involvement in Health Services**

- Wellness and Health Programming
  - 2014-2015 Campus Nurse and Health Educator facilitated 21 campus health/wellness education events impacting 499 participants
  - Fall 2015 Campus Nurse and Health Educator facilitated 11 campus health/wellness education events impacting 442 participants
- Health Care Services
  - 2014-2015 Student Patient cases/visits: 420
- Athletic Physicals (offered once a year)
  - Fall 2014: 33
  - Fall 2015: 14

### **STRATEGY 1.2.17 Strengthen personal counseling and disability services**

- Fall 2015 Conducted 7 classroom presentations of various topics including LGBTQ, Diversity, Stress and Anxiety, Time Management. These sessions affected a total of 344 students based on class attendance for each presentation
- Fall 2015 Presence at all New Student Orientations impacting 120 students.
- Spring 16 Presence at 3 different courses impacting 63 students.

#### **Counseling Services Outreach Events:**

- Fall 2014: 4 events
- Spring 2015: 5 events
- Fall 2015: 5 events
- Spring 2016: 7 events

#### **Counseling Sessions:**

- Fall 2014-Spring 2015: 34 student cases, 278 counseling sessions
- Fall 2015: 33 student cases, 175 counseling sessions
- Spring 2016: 27 student cases, 250 counseling sessions

#### **Disability Services**

- Fall 2014-Spring 2015: 5 student accommodations assessed/provided
- Fall 2015: 8 student accommodations assessed/provided

#### **Assessment of Counseling and Disability Services**

- Campus counselor is currently working on developing a student feedback instrument to administer to students seeking counseling services and disability accommodations.

### **OBJECTIVE 2.1: Strengthen the quality of Penn State Wilkes-Barre's current academic programs**

#### **STRATEGY 2.1.1 Development and assessment of learning outcomes for all baccalaureate degrees at Penn State Wilkes-Barre**

- FA 15: OVPCC inventoried learning outcomes for all programs at each campus.
- SP 16: Assessment process coordinated through OVPCC
- Programs at PSU-WB already involved in continuous assessment of learning outcomes:
  - BS in Electrical Engineering Technology
  - BS in Surveying Engineering
  - AAS in Surveying Technology

### STRATEGY 2.1.3 Asses viability of the current academic programs

- OVPCC compiles annual report of students in each major. Target is at 20 students for baccalaureate program.

#### Student Enrollment Data

Students in Major	Fall 14	Fall 13-14 Change	Fall 15	Fall 14-15 Change
AOJ (BS and BA)	57	-8	51	-6
Business	28	2	22	-6
Corporate Communication	0 (new)	—	7	7
EET	22	-3	14	-8
English	11	1	9	-2
IST	16	0	14	-2
RHS	0	—	4	4
Surveying Engineering	41	3	46	5
Associate Business	7	-4	5	-2
Associate IST	2	0	5	3
Associate Surveying	17	5	4	-13

### STRATEGY 2.1.4 Insure appropriate delivery of courses

#### Courses delivered through videoconference:

Semester	AY 2012-13	AY 2013-14	AY 2014-15	AY 2015-16
<b>Fall</b>	0 hrs./wk.	18 hrs./wk.	18 hrs./wk.	27 hrs./wk.
<b>Spring</b>	3 hrs./wk.	11 hrs./wk.	15 hrs./wk.	15 hrs./wk.

- Number of hours of Instructional Designer Consultation: 40 hours
- Number of consultations with Instructional Designer: 20

### STRATEGY 2.1.5 Increase course offerings by collaboration with other campuses

- Minors that PSU-WB students can complete at PSU-WB (excludes offerings by World Campus):
  - Business
  - Criminal Justice
  - English
  - Information Sciences and Technology
  - Management
  - Marketing
  - Rehabilitation and Human Services
- Refer to 1.2.10 for total numbers of courses in each format.

**Student Credit Hours by Modality—Fall 2014 Semester**

<b>Modality</b>	<b>WB SCH</b>	<b>Non WB SCH</b>
Video Broadcast	36	42*
Video Received	12	21
Web Broadcast	132	147*
Web Received	45*	N/A

**Student Credit Hours by Modality—Spring 2015 Semester**

<b>Modality</b>	<b>WB SCH</b>	<b>Non WB SCH</b>
Video Broadcast	87	12*
Video Received	57*	144
Web Broadcast	216	111*
Web Received	159*	N/A

**Student Credit Hours by Modality—Fall 2015 Semester**

<b>Modality</b>	<b>WB SCH</b>	<b>Non WB SCH</b>
Video Broadcast	33	39*
Video Received	102*	201
Web Broadcast	120	108
Web Received	93	N/A

**Student Credit Hours by Modality—Spring 2016 Semester**

<b>Modality</b>	<b>WB SCH</b>	<b>Non WB SCH</b>
Video Broadcast	24	69*
Video Received	24*	147
Web Broadcast	105	132*
Web Received	124*	N/A

\* SCH asterisks represent important data: These are students at other campuses that we serve through our faculty and the WB students that receive courses from other campuses.

**STRATEGY 2.1.6 Strengthen faculty excellence as a vehicle for high-quality programs**

**Student Credit Hours generated by faculty**

<b>Year</b>	<b>Total SCH (full and part time)</b>	<b>Total SCH for full-time only</b>	<b>Average SCH for all full-time</b>	<b>Average SCH for tenure-line</b>	<b>Average SCH for fixed-term</b>
<b>2014</b>	18,289	10,647	367	303	457
<b>2015</b>	16,969	10,991	379	296	496

**Cost per Student Credit Hour by full-time faculty including overloads:**

Year	Mean (all full time)	Range (all full time)	Mean (tenure-line)	Range (tenure-line)	Mean (fixed-term)	Range (fixed-term)
2014	\$ 178/sch	\$64 - \$502	\$ 229/sch	\$114- \$502	\$ 129/sch	\$64 - \$405
2015	\$ 185/sch	\$62 - \$471	\$ 251/sch	\$134-\$471	\$ 123/sch	\$62 - \$293

**STRATEGY 2.1.7 Promote internships as anchor points for excellent academic programs**

**Students taking an internship course for credit**

Program	Fall 2014	Spring 2015	Summer 2015	Fall 2015	Spring 2016	Summer 2016
Business	6	9	5	1	5	0
Corporate Comm.	0	0	0	1	2	1
AOJ	0	11	8	0	9	10
IST	9	5	0	7	4	1
RHS	0	0	0	0	2	0

**STRATEGY 2.1.8 Promote staff development opportunities to strengthen the quality of the educational experience**

- AY 2015-16
  - Fostering a Climate of Respect and Inclusion
  - Ignite the Fire Within – Thinking Creatively (regional at HZN)
  - Grant Seeking/Writing Workshop
  - Advanced Feedback Skills for Professional Relationships (regional at WB)
- Additional professional development opportunities cancelled to the state budget impasse.

**STRATEGY 2.1.9 Promote engaged scholarship activities for all students on campus of all majors.**

**OBJECTIVE 2.2: Increase the number of academic programs at Penn State WB**

**STRATEGY 2.2.1 Assess and develop program initiatives**

- AY 2014-15: PSU-WB brought 2 new programs and 1 option within existing program
  - BS in Rehabilitation and Human Services
  - BA in Corporate Communication
  - Accounting option within BS in Business Administration

### **STRATEGY 2.2.2 Develop longer-term initiatives for new programs**

- Evaluation of BS in Project and Supply Chain Management
  - Prospectus approved by ACUE 12/15
  - Assess local and regional needs and interests
- Post baccalaureate certificate in Engineering Leadership (CE)
- Post baccalaureate certificate in Corporate Communications (CE)
- Introduction to Rehabilitation and Human Services (CE)
- Introduction to Psychology (CE)
- Introduction to Corporate Communications (CE)

### **STRATEGY 2.2.3 Develop partnerships for program collaboration with other PSU campuses**

- SP 16 Number of shared programs:
  - Corporate Communication: WS, SL, HN, WB
  - Rehabilitation and Human Services: HN, WB
  - Administration of Justice: HN, WB
  - Accounting option in BSB: SL, HN, WB

## **OBJECTIVE 3.1: Bring the outside community into Wilkes-Barre campus**

### **STRATEGY 3.1.1 Utilize campus facilities to raise awareness of Penn State Wilkes-Barre**

- FA 15. Blood moon party showcasing Observatory. 170 members in attendance.
- CE Programs held on campus (August 2015 – March 2016):
  - WISE. 12 students in attendance (all girls) grades 6-8 from various school districts
  - SAT Prep Course. 61 juniors/seniors in attendance from various school districts
  - Real Estate Course. 18 students in attendance. 6 of the 18 attended the course at our CE office in Towanda.
  - Changes in the DSM, Anxiety, and Ethical Issues in Mental Health (for Licensed Clinical Social Workers): 15 in attendance
  - 2015 Summer Youth Camp: 195 students, grades 1-12, in attendance
  - Public Speaking training: 3 in attendance
  - Fundamentals of Project Management: 6 in attendance
  - Grant Writing Workshop: 7 in attendance

### **STRATEGY 3.1.2 Increase Campus Advisory Board involvement with campus**

- AY 2014-15.
  - 11 Advisory Board members self-reported attending 17 on-campus student activities. Three individual AB members presented to student groups. Two AB members served on the Student Award Committee collectively attending seven meetings. One AB member led a successful campaign to raise money for athletic uniforms. One AB member met with a student interested in their profession.
- AY 2015-16. Before each meeting, the Advisory Board members have the opportunity to interact with and learn about the research of campus faculty.
  - September meeting: Dr. Renee Rosier. Research on Eastern Fence lizards
  - November meeting: Mr. Tim Sichler and Mr. Jeff Chiampi: 3D printing and computer science educational approaches
  - February meeting: Dr. Violet Mager and campus Observatory. Astronomy research
  - April meeting: Celebration of Scholarship

## **OBJECTIVE 3.2: Strengthen partnerships with organizations external to Penn State**

### **STRATEGY 3.2.1 Expand Career Services relationships with business and industries**

- Career Services works in tandem with the Penn State Regional Employer Engagement Coordinator. This professional makes contacts with employers and provides this information to Career Services.
- Fall 2015- Spring 2016, The Career Services Coordinator also attended local career expos sponsored by the Back Mountain Chamber of Commerce and the Wilkes-Barre Chamber of Commerce to also connect with potential employers.
- Fall 2015 Career Services partnered with the Development and Alumni Relations Department for a “Road Show” visit to a local company in order to engage in outreach with this local employer and its alumni employees.

### **STRATEGY 3.2.2 Respond, through Continuing Education, to the professional education needs in the region**

- Conducted two Training Needs Assessment/Surveys, i.e. CE Main Database Customers and Educators
  - Outcome from Educator Assessment/Survey - Offered Graduate Credit Courses during the Maymester for the first time. 2 courses ran with 5 enrollments.
- Conducted a Business Development Phone-a-Thon
  - Outcome from the CE Main Database Assessment/Survey – new public programs scheduled, i.e., Ladies Golf with 28 enrollments, Project Management Certificate (noncredit) with 7 enrollments

### **STRATEGY 3.2.3 Increase Penn State Wilkes-Barre's participation in professional local and regional organizations**

- Fall 2015-Spring 2016 the Director of Student Services and Engagement was a member of Executive Leadership Wilkes-Barre, Northeast Meeting of Senior Student Affairs Officers with local colleges, American College Personnel Administrators (ACPA), American Association of University Women (AAUW) and Association of Student Conduct Administrators (ASCA).
- Fall 2015-Spring 2016 the Career Services Coordinator participated in the Leadership Wilkes-Barre program and is an active member of the Northeast PA chapter of the Society for Human Resource Management
- Fall 2015- Spring 2016 Counselor was a member of the Intercollegiate Counselor's Consortium (ICC) of local colleges, NEPA Rainbow Alliance, and the Family Service Association of NEPA
- Fall 2015- Spring 2016 the Campus Nurse was a member of the Luzerne County Sexual Assault Resource Team.
- Fall 2015-Spring 2016 the Student Activities Coordinator served on the Intercollegiate Leadership Advisory Board for Leadership Wilkes-Barre and was a member of the Pennsylvania College Personnel Association (PCPA)
- Director of Continuing Education serves on the Board for the Back Mountain Chamber and the Luzerne/Schuylkill Workforce Investment Board

### **OBJECTIVE 3.3: Strengthen partnerships with organizations internal to Penn State, external to Wilkes-Barre Campus**

#### **STRATEGY 3.3.1 Strengthen relationships with Penn State Alumni**

- Three issues of "For the Glory."

#### **STRATEGY 3.3.2 Explore partnerships with the Sustainability Institute**

- Explore opportunities for the campus community to become more involved with the Sustainability Institute and its mission.
- Explore and evaluate programs being conducted on campus such as recycling, energy conservation, etc.
- Study the Green Paws program and evaluate the potential for it to be successful here on our campus.

### **STRATEGY 3.3.3 Strengthen partnerships with Diversity offices at Penn State**

- Director of Student Services and Engagement, Counselor and Campus Activities Coordinator are members of the Commission for Women at Penn State and campus liaisons for women's issues.
- Fall 2015 Counselor and Student Activities Coordinator attended training hosted by the LGBTQ Student Resources Center to become a Safe Zone trainer for faculty and staff and group facilitator for students.
- 2014-2015 Student Affairs staff members have attended meetings and trainings hosted by PSU Counseling and Psychological Services (CAPS), Global Programs, Educational Equity, Women's Center, Disability Services, Paul Robeson Center and University Health Services.
- Student Affairs staff have engaged in collaborative programming with the following offices of Penn State:
  - Paul Robeson Center, Spring 2016. Director of the center facilitated a discussion on movie "Dear White People" for our campus students.
  - LGBTQ Student Resource Center, Spring 2016 our campus live streamed the movie "Bridegroom" along with a facilitated discussion from University Park with the movie creator.

### **OBJECTIVE 4.1: Increase the amount of financial resources at Penn State Wilkes-Barre**

#### **STRATEGY 4.1.1 Develop and enhance financial resources for students**

- Planning is ongoing for Capital campaign IV which will commence on July 1, 2016.
- Director of Development and Chancellor have met with program directors and other appropriate campus leadership including directors to seek input for program and campus priorities and needs. We need to define our objectives for this campaign in addition to a corresponding goal for those needs/priorities by March 23, 2016.

### **OBJECTIVE 4.2: Increase the amount of recycling and conservation of natural resources**

#### **STRATEGY 4.2.1 Raise awareness on energy conservation**

- Currently conducting a survey with the Office of Physical Plant staff to determine where changes can be made or have been made to conserve energy.
- Will develop an annual report on energy consumption on campus and present to Chancellor's Staff.

### **STRATEGY 4.2.2 Develop a culture that embraces the efficient use of resources**

- Recycling opportunities are covered in 4.2.3
- Conduct inventory of all equipment operated and maintained by the Office of Physical Plant to determine age, condition and replacement costs.
- Recently replace 20 year old tractor that broke down during the winter with a new leased model to avoid expensive repair cost and get better attachments.
- New equipment maintenance program currently underway.
- Once inventory is complete begin a program for replacing old and outdated equipment as need and funding becomes available.
- Mechanical equipment for facilities such as HVAC units, generators, etc. shall be inventoried and a replacement schedule begun through the major maintenance program.

### **STRATEGY 4.2.3 Strengthen the campus recycling program**

- Currently the campus is doing co-mingled, single sourced recycling through Waste Management. We recycle aluminum, glass, and plastics along with paper and cardboard. This method shows an increased savings to the campus by eliminating the need to have maintenance staff haul recyclables to various locations using the University vehicles and fuel.
- In 2015 we reported to Luzerne County Solid Waste on our Act 101 Recycling Compliance Report Form that we recycled 3.02 tons of recycled materials.
- Maintenance also recycles scrap metal that we recover from renovation projects on campus. Monies gained from this recycling is given to the Development Office for the Scholarship Fund.
- University Park Office of Physical Plant also requires that when a contractor does a demolition project on campus for a major maintenance project, 75% of materials must be recycled such as asphalt, concrete, metals and paper products.

### **STRATEGY 4.2.4 Operate campus utilities in the most efficient manner**

- Office of Physical Plant conducted major electrical upgrades to the campus by changing out transformers and circuit breakers that were outdated, which increased efficiency in the electrical equipment and realized cost savings.
- Transformers and circuit breakers will be evaluated annually by new HVAC/Electrician Grade 4 Tech Service Employee.
- Currently conducting campus wide survey to determine cost savings and efficiency by replacing old fluorescent lighting technology with LED lighting.
- Researching motion sensor usage for all light switches to assure lights are being turned off and not being allowed to stay on for hours in unattended areas. Energy and cost savings.
- Waste Water Treatment Plant recently upgraded to MBR (Membrane/UV) operation as opposed to old chemical treatment plant. This shows a large reduction in chemical usage and a cleaner effluent product into the environment.

- New WWTP has also allowed us to cut down on overtime for weekend operations as plant is managed by a SCADA system that monitors the plant automatically and sends an alert if something is not functioning properly.
- Water system has recently under gone a complete automation upgrade that eliminates the need for human intervention as far as adding chemicals go and automatically opens and closes valves at peak usage periods which allows for water savings.
- Also operates on the SCADA system that monitors the water system should anything go wrong such as a leak and sends an alert.

### **OBJECTIVE 4.3: Continuing being the University leader in a culture of resource sharing**

#### **STRATEGY 4.3.1 Share positions within the campus and with other campuses when appropriate**

- Registrar shared with PSU-HN
- Finance Officer shared with PSU-WS and PSU-HN
- Human Resources representative shared with PSU-WS and PSU-HN. Temporarily with two additional campuses.

#### **STRATEGY 4.3.2 Develop multi-campus faculty appointments when appropriate**

- AY 2015-16: 1 tenure-track faculty members shared with PSU-HN

### **OBJECTIVE 4.4: Continuing to infuse ethical decisions throughout all campus environment**

#### **STRATEGY 4.4.1 Incorporate ethical issues in all courses**

- Developed inventory of courses that totally or partially address ethics

#### **STRATEGY 4.4.3 Provide support and training on ethical issues**

- The Director of Affairs and Engagement continues to meet with faculty, staff, and students concerning University policy and protocols that are in place to address unethical behavior as it relates to the Student Code of Conduct and Title IX. Case statistics for the 2015-2016 academic year are:
  - Student Conduct Code Violations: 14
  - Student Academic Policy Violations: 4

## **OBJECTIVE 4.5: Continue operating in a culture that embraces Inclusivity**

### **STRATEGY 4.5.1 Develop a campus atmosphere welcoming of differences**

- Student Affairs staff have provided training and educational programming for students, faculty and staff that supports our campus mission of providing an environment free of discrimination and/or racial, religious, and gender bias.
- Fall 2015 Diversity education and awareness events: 8
- Spring 2016 Diversity education and awareness events: 10

### **STRATEGY 4.5.2 Recruit diverse workforce**

#### **Full-Time Faculty and Staff Demographics – Gender (2014-2015 AY)**

<b>Status</b>	<b>Female</b>	<b>Male</b>
<b>Faculty</b>	9	23
<b>Staff</b>	36	7

#### **Full-Time Faculty and Staff Demographics – Race/Ethnicity (2014-2015 AY)**

<b>Status</b>	<b>Asian</b>	<b>Black</b>	<b>Hispanic</b>	<b>Multi-Racial</b>	<b>White</b>	<b>Undisclosed</b>
<b>Faculty</b>	1	3	2	2	23	2
<b>Staff</b>	0	1	1	0	41	0

### **STRATEGY 4.5.3 Provide a campus environment that develops and supports student diversity**

- Student Affairs is currently working on assessing the programing and support needs of our multicultural and international students. We have been in discussion with other regional Commonwealth campuses to get ideas about possible service improvements and regional collaborations.