

**CHEYNEY UNIVERSITY OF PENNSYLVANIA**

**Council of Trustees**

**Minutes of the Quarterly Public Meeting Held**

**Wednesday, March 26, 2008**

**1:00 P.M.**

***Duckrey Social Services Building, The World Cultures Center***

**Council of Trustees Attending  
Attending**

Mr. Robert W. Bogle, *Chairman*  
Mr. Dongkyu Bak  
Ms. Lorna Horsey, *Chair of the Student  
Affairs Committee*  
Mr. Gary N. Horton  
Rev. Dr. Joseph Patterson  
Mr. Samuel Patterson,  
*Chair of Finance and Administrative  
Services Committee*  
Mr. Robert Traynham, *Chair of the  
University Relations Committee*  
Chioma, Ugwuegbulem

**Council of Trustees  
Absent**

Ms. Lynette Brown-Sow  
Senator Vincent Hughes  
Senator Robert Wonderling

**Administration**

Dr. Michelle R. Howard-Vital, *President*  
Dr. M. Bernadette Carter, *Interim  
Provost/Vice President for Academic and  
Student Affairs*  
Mr. Jim Dillon, *Vice Chancellor for Finance  
and Administration (PASSHE)*  
Dr. Valerie Epps, *Associate Provost for  
Student Services*

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With a quorum present and notice of the meeting duly exercised and mailed per the Bylaws, Mr. Robert W. Bogle, Chairman opened the meeting at 1:28 p.m.

Chairman Bogle introduced Mr. Jim Dillon, Vice Chancellor of Finance & Administration for the Pennsylvania State System of Higher Education, and acknowledged the attendance of Mr. Paul Turner, President of the Cheyney University National Alumni Association.

**PUBLIC COMMENT PERIOD**

Professor Felicia Seamon, Adjunct Instructor for RHPE, expressed concern pertaining to the caliber of students at the University and concerns with students engaging in negative behaviors. Professor Seamon suggested that in recruiting students, the University become clear in its legacy, and the caliber of student it wishes to recruit and retain. Chairman Bogle reported the COT is sensitive to the recruitment of our students and the enrollment process and further thanked Ms. Seamon for her comments.

Prince Muhammad, RHPE major, suggested that integrity, academic honesty and greatness become the communication platform of the University. Mr. Muhammad discussed concerns with credentials of academic faculty and concerns with the RHPE department. Mr. Muhammad discussed the need for transparency within the administration. Mr. Muhammad reported on a "body auction" event and discussed his concerns that the event was a slave auction. Mr. Muhammad discussed the need for the students to work in conjunction with the administration and discussed the need for more personnel in the student activities department. Chairman Bogle stated the Council is charged with the honesty of the University's administration and further recommended submitting empirical data to support allegations of deceitfulness.

Professor Allen Gardner, Band Director, expressed thanks for the new band uniforms and further requested funding to support the band. Professor Gardner yielded to the band members to make a presentation requesting financial support of the band. As a result, the band members appealed for money to (1) recruit, retain, and to purchase and maintain instruments, and scholarships to support the program. Mr. Samuel Patterson requested the presentation be summarized. Professor Gardner requested the COT read the proposal (which he distributed) and discussed some of the challenges he has faced in building the program. Professor Gardner reported on the grass-root support of the band and further requested stability for the program. Chairman Bogle discussed the COT's appreciation of the band and further discussed budgetary constraints and reported the University would review the allocation process. Chairman Bogle urged Professor Gardner to be sensitive to the various initiatives that the University is undertaking.

Dr. Neal Holmes, President of APSCUF, discussed concerns with a rumor of PASSHE establishing an urban education center in Philadelphia and reported APSCUF (CU) opposes any such efforts. Chairman Bogle suggested the comments be sent to the State System.

Mr. George Bush, SGCA President, stated the problems of the University overshadow the progress of the University. Mr. Bush reported the existence of certain individuals on campus upset a balance. Mr. Bush further reported the ways to effectively communicate to the student population (i.e., face book, internet, etc.) and suggested increasing the information that directly affects students using means that the students use (i.e., text messaging, etc.). Mr. Bush further reported that issues that affect the SGCA ultimately affect the students and further requested making bigger strides in sharing information. Chairman Bogle recommended writing to the President to express concerns.

#### **APPROVAL OF THE MINUTES OF THE QUARTERLY COUNCIL MEETING HELD NOVEMBER 8, 2007**

Mr. Samuel Patterson made a motion to approve the above minutes. Mr. Robert Traynham seconded the motion, **which was approved unanimously.**

#### **REMARKS FROM THE CHAIRMAN**

There were no remarks from the Chairman.

#### **PRESIDENT'S REPORT**

President Howard-Vital discussed becoming more electronic in communications and discussed the initiatives to support the band.

President Howard-Vital introduced Mr. Eric Almonte, Executive Associate to the President; Mr. D'Wayne Robinson, Interim Assistant Director of Athletics; Ms. Tamara Kirby-Crump, Interim Director of FYE; and, Mr. Keith Bingham, Archivist.

President Vital reported an increased effort will be made in telling our stories and successes and noted the importance of the University managing its relationships. President Howard-Vital reported the Council for Advancement and Support of Education (CASE) recommends managing three specific areas: the alumni, targeted communications (view book, magazines, internet) and clear fundraising goals.

President Howard-Vital introduced Mr. Bill Patterson, CMO Consulting. Mr. Patterson presented the University's integrated marketing plan, public relations plan and branding platform (presentation included in the March 26, 2008 COT packet).

Dr. Valerie Epps discussed enrollment management and provided the operational definition for the concept. Dr. Valerie Epps introduced Dr. Harry Williams, CMO Consulting and Noel Levitz consultant (presentation included in the March 26, 2008 COT packet).

Chairman Bogle expressed thanks to the presenters.

Mr. Almonte reported on the Commencement Activities, which will be held on Saturday, May 10<sup>th</sup>. Mr. Almonte announced Mr. Tom Joyner as the speaker and reported the ceremony would be held at 9AM to accommodate the speaker's schedule. Mr. Almonte reported on the preparations being made for the event. Chairman Bogle requested students financial obligations be satisfied prior to commencement.

Ms. Sharon Cannon reported on the inaugural planning activities. Ms. Cannon reported the inaugural convocation will be held Friday, October 10, 2008.

Ms. China Jude reported on the summary of the NCAA follow-up and further reported information will be submitted to the NCAA regarding the University's corrective action. Ms. Jude reported an interim head football coach has been retained. In an effort to establish a university-wide, comprehensive compliance review, Ms. Jude reported in early April the University will take part in a blue-print, auditing review. Ms. Jude reported on the recent accomplishments of the athletic program (i.e., women and men's basketball 2008 accomplishments, women's bowling team, men's track team, 52 student athletics with a 3.0 football coach. **Chairman Bogle charged disseminating the good news of the athletic program.**

## **REPORTS OF THE STANDING COMMITTEES**

### **UNIVERSITY RELATIONS**

Mr. Traynham expressed thanks to the campus community for all they do.

Mr. Robert Traynham, Chair of the University Relations Committee, requested Mr. Lawrence Green, Director of Sponsored Programs, present the report of the Committee.

Mr. Green reported on information item #1 (fund raising goals – included in the March 26, 2008 packet).

Mr. Green reported on information item #2 (alumni relations – included in the March 26, 2008 packet).

Mr. Green reported on information item #3 (annual fund – included in the March 26, 2008 packet).

Mr. Green reported on information item #4 (sponsored program – included in the March 26, 2008 packet). Mr. Samuel Patterson questioned the outstanding pledge made by Mr. Ephren Taylor. President Howard-Vital reported an additional \$25K was received from the Tom Joyner Foundation as an incentive.

Mr. Green concluded his report.

Chairman Bogle introduced student trustee, Chioma Ugwuegbulem as the newest member of the Council.

**ACADEMIC AFFAIRS**

Dr. Bernadette Carter, Interim Provost and Vice President for Academic Affairs reported the committee met last week.

Action Item Number 1 – 2008 graduation list. Mr. Samuel Patterson made a motion to approve the 2008 graduation list. Mr. Gary Horton seconded the motion, **which was unanimously approved.**

Action Item Number 2 – honorary degree for Mr. Tom Joyner. Mr. Samuel Patterson made a motion to approve the honorary degree for Mr. Tom Joyner. Mr. Gary Horton seconded the motion, **which was unanimously approved.**

Information Item No. 1 – organizational realignment. Dr. Carter discussed the changes that were made to be in line with best practices. Dr. Carter reported on initiatives to increase the enrollment at the urban site.

**FINANCE AND ADMINISTRATIVE SERVICES**

Mr. Samuel Patterson, Chair of the Finance and Administrative Services Committee, requested Mr. Jim Dillon, Vice Chancellor for Finance and Administration for the Pennsylvania State System of Higher Education, present the report of the Committee.

Action Item No. 1 – approval of purchases over \$9,999. Chairman Bogle made a motion to approve the purchases over \$9,999. Mr. Samuel Patterson seconded the motion, **which was unanimously approved.**

Mr. Carl Williams discussed renovation of Truth Hall and requested Council consider a minor face lift to the building – life cycle renovation. Mr. Williams reported a bond needs to be purchased in the amount of \$3M, which would increase the fees by \$400. Chairman Bogle discussed the need to make an assessment of the overall needs of the University.

Mr. Samuel Patterson concluded the report of the Committee.

**STUDENT AFFAIRS**

Ms. Lorna Horsey, Chair of the Student Affairs Committee, requested Dr. Valerie Epps, Vice President for Student Affairs, present the report of the Committee.

Information Item No. 1 – CU in the Community. Dr. Epps reported the University will be inviting the community to campus. Dr. Epps expressed thanks to Mr. Yashir Roundtree (student) for his assistance in coordinating the event.

Dr. Epps reported on the students participating in the Honda All-Star Campus and further reported the coaches were Dr. Tara Kent and Dr. John Williams.

Dr. Epps reported an Assistant Director of Student activities is being sought.

Dr. Epps reported a general purpose computer lab in Marcus foster was established.

Ms. Lorna Horsey concluded the report of the Committee.

**The Committee reports were accepted and approved by the Council of Trustees.**

**OTHER BUSINESS**

Chairman Bogle expressed condolences to Dr. Charles Colbert and Ms. Lisa Goldsberry.


Mr. Gary Horton reported on the efforts of Mr. Carlton Brooks to work with Penn Dot in the Erie area.

**ADJOURNMENT**

Mr. Samuel Patterson made a motion to adjourn the meeting. Mr. Gary Horton seconded the motion, **which passed unanimously approved.**

The meeting adjourned at 3:23 PM.

Respectfully submitted,



T. Bernette Wright  
Recorder

Minutes Approved



Robert L. Traynham, II  
Secretary to the Council