



The Pitt-Johnstown Community Report

WINTER 2014

**Goal I:
The University will support faculty and staff excellence.**

The new academic year brought a number of professional development opportunities for faculty and staff. Newly developed academic advising workshops were offered this term, with 52 staff and 10 faculty attending the first workshop. English as a Second Language (ESL) faculty from the Humanities division are presenting workshops for staff on understanding the various cultural differences between domestic and international students.

During the FY15 budgeting process, special attention was given to professional development for faculty and staff. This year, the faculty professional development budget was increased by 58% over last year's spending. Faculty development funds are earmarked for that purpose in order to ensure that funds are not moved to other priorities. Additionally, the Faculty Mentorship and Summer Research funding have been maintained and transferred into the Academic Affairs budget. These increased levels will be maintained as long as enrollment is maintained.

Fourteen new faculty were hired for the 2014-15 academic year:

Dr. Laura Auginbaugh
Assistant Professor, Nursing

Dr. Ryan Kerrigan
Assistant Professor, Energy & Earth Resources

Dr. Luis Bonachea
Assistant Professor, Biology

Dr. Kurt Klavuhn
Assistant Professor, Engineering Technology

Kimberly Douglas
Assistant Professor, English

Dr. Tuangtip Klinbubpa-Neff
Assistant Professor, English

Dr. David Goldberg
Assistant Professor, History

Rick Kutz
Visiting Instructor, Psychology

Dr. Marsha Grimminger
Assistant Professor, Chemistry

Linda Mantini
Instructor, Math

Dr. Robert Grimminger
Visiting Assistant Professor, Chemistry

Jacqueline Myers
Assistant Professor, Education

Dr. Elizabeth Katrancha
Assistant Professor, Nursing

Dr. Serdar Tumkor
Assistant Professor, Engineering Technology

We also said farewell to our colleague, Doug Reed, who retired.

Significant progress has been made in making faculty salaries more competitive with their counterparts at other schools. The following comparisons show average salaries of full-time instructional staff equated to nine-month contracts by academic rank based on Integrated Postsecondary Education Data System (IPEDS) data for the years 2009-10 (Figure 1) and 2013-14 (Figure 2):

Figure 1

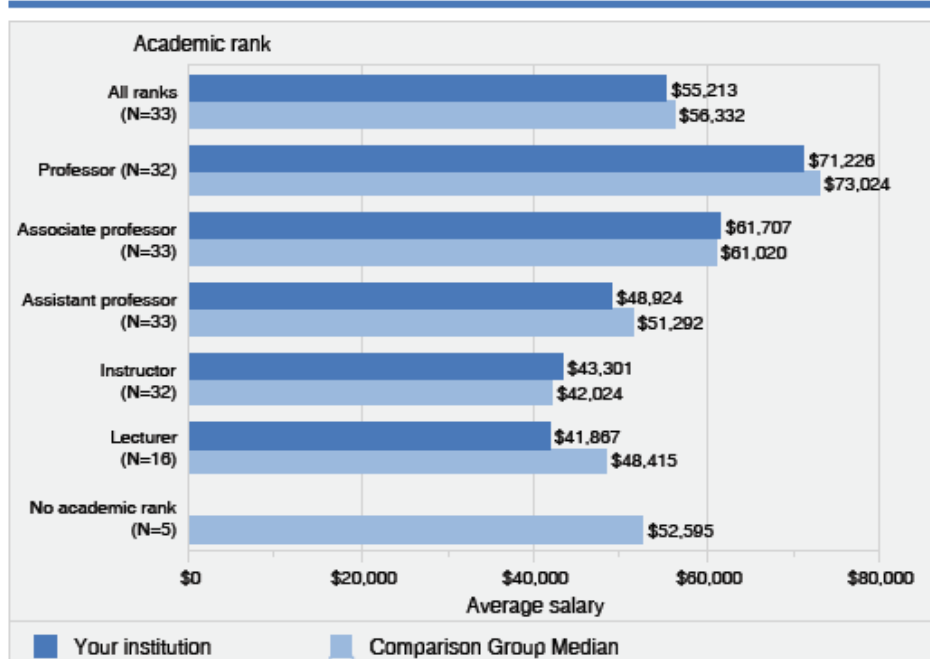
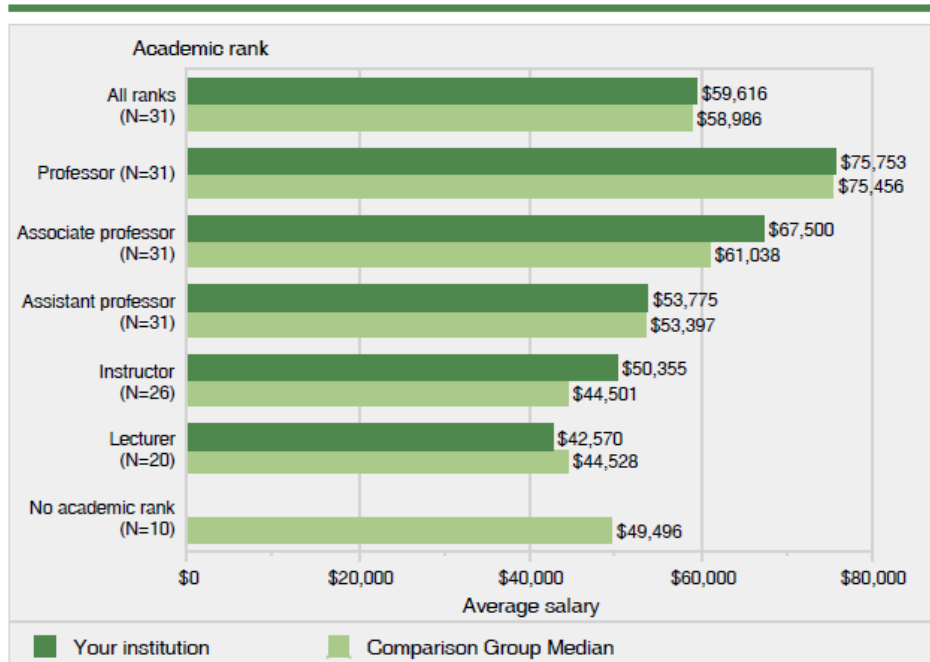


Figure 2



The first Pitt-Johnstown Staff Development Day took place on October 13. More than 85 staff members representing every campus department participated in the event, which included a presentation from Crisis Management International on “The Three R’s for Hostility and Threat Response” and a presentation from HR Consultants on “A Team Approach to Creating a Distinctive Customer

Experience.” Program subject matter was developed based on requests from, and in collaboration with, the Staff Association Council. Overall, 95% of the participants rated the program a success. Additionally, the Human Resources Office offered individual or small group informational sessions to employees across a number of areas. These sessions include: Workers Compensation procedures reviewed with more than 40 physical plant staff members; individual retirement planning sessions through TIAA-CREF provided to 24 employees since July; and individual meetings with 18 new employees regarding benefits such as medical, dental, life insurance, disability, vacation and sick leave, employee assistance program, and retirement benefits.

A new wellness program for faculty and staff was developed and implemented in July 2014. Under this program, employees can utilize the Wellness Center during off-peak hours at a nominal rate. Since implementation, 18 employees have utilized the program to access the Wellness Center.

In order to ensure that all employees are kept informed of important developments, projects, and activities at Pitt-Johnstown, the Leadership Council meetings have been replaced with a more inclusive Town Hall meeting. Two such meetings were held during the fall semester.



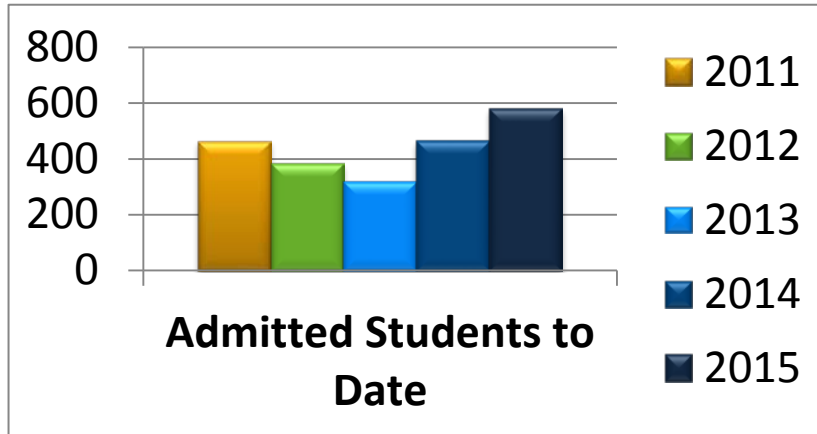
The second town hall meeting was held on December 5.

Goal II:

The University will implement recruitment and retention strategies to achieve optimal enrollment in terms of the number and quality of students.

Our efforts to achieve optimal enrollment continue to bring positive results. The full-time equivalent (FTE) at the fall term census date was 2,823.4, which is an increase over last year's FTE of 2788.6. Current headcount is 2,878 (2,787 full-time, and 91 part-time).

As of December, the number of admitted students is trending substantially higher than previous years.



Allegheny County and Eastern Pennsylvania have produced enrollment growth for the fall 2014 new student class. Nearly 23% of the new student class was from Allegheny County, and the second-largest cohort is from Cambria County. The fall travel opportunities for recruiters have been expanded to now include more than 450 high schools for both individual school visits and college fair programs. In the spring, Admissions staff will begin to hold off-campus visits with admitted students in their areas of residence. The Associate Vice President of Enrollment and territory representative will travel in the spring to meet with admitted students, with a focus on southwestern Pennsylvania, southeastern Pennsylvania, and central Pennsylvania.

The Admissions staff is building on existing strategies aimed to increase inquiries and direct applications, capitalize on options, enhance personal communication and search, make an additional presence using social media, and incorporate alumni to a greater extent. Strong emphasis is placed on travel, campus programs, web development, current students, and sustaining off-campus relationships while considering demographics, economics, and global trends that shape admissions policies and procedures.

Our nursing program continues to increase the profile of our incoming students. For the fall 2014 cohort, 14.7% of students admitted to the nursing program ranked in the top 10% of their high school classes. Of 45 incoming freshmen, average SAT score is 1,120. The Nursing program now has a total enrollment of 186.

Significant investment has been made in identifying likely out-of-state applicants. The out-of-state cohort for fall 2014 increased 41%. Similar gains were realized with the enrollment of international students, which increased 32% among freshmen. International students are now coming to Pitt-Johnstown from

seven countries. To further increase international enrollment, a search is currently underway for a Director of International Recruitment.

The Admissions Office is working to increase the inclusivity among our students by purchasing the names of college-bound Hispanic students from the College Board. A personal communication plan has been developed for the Hispanic population, aimed at encouraging campus visits and admissions applications.

Efforts to strengthen our freshman-to-sophomore retention rate have been successful. While the retention rate has averaged between 73% and 75% for the past few years, the 2013-14 retention rate jumped to 80%, which is the highest in more than 12 years. Much of this increase can be attributed to the work being done through Academic Affairs and the Academic Success Center. The launch of the Major Probation system in the fall term should further solidify our future retention rates.

A Provisional Admission Success System (PASS) has been implemented for provisional admits. Students admitted to PASS for the 2013 fall term had an average QPA of 2.3 with a retention rate of 70%. In the six years prior to the implementation of PASS, the average QPA was 1.8 with a retention rate of 50%. The number of students in the PASS program has increased from 30 in 2013 to 50 in 2014. Further, compulsory academic supports have been developed for multiple Early Alerts and multiple mid-term U grades for first-year students.

The International Student Advisory Board (ISAB) has approved a year-long orientation program that was implemented this year. The group has also approved a peer mentoring program for international students, which will kick off in the spring. Faculty from the Humanities Division are participating in special programs to help international students adjust to American educational methods and expectations. Smaller ESL classes have allowed faculty to individually monitor the language development of international students.

Articulation agreements are being developed with Pennsylvania Highlands Community College (PHCC) that will enable qualified students to transfer seamlessly to Pitt-Johnstown after earning 30 or 60 credits at PHCC. The agreements are in the final stages of revision, and will soon be announced. Students can select from among at least 11 different majors across three divisions.

Communications from the Admissions Office now incorporate our vision of distinctive people, programs, and place leading to exceptional performance. Emphasis on these distinctive elements of our campus highlight new majors, renovated academic and residential facilities, and enhanced career services. These communications include printed materials, email blasts, social media, and personal interactions.

Support for academic advising has resulted in the development of new academic policies and procedures. Academic advising workshops were offered to all new faculty this fall. Additionally, a draft of a new Academic Policies and Procedures Manual is now in the editing phase. An academic enhancement grant from the Pennsylvania State Athletic Conference (PSAC) is being used to fund a part-time academic advisor (Assistant Women's Basketball Coach Liz Flocks) as part of the Student-Athlete Academic Success (SAAS) program for academically at-risk student-athletes.

A new study abroad course equivalency guide was introduced to faculty during two faculty advising sessions held the week of November 17. The purpose of the guide is to assist faculty in approving or

recommending study abroad courses. The guide will also be beneficial to the students, as it will assist in their course selection process.

Goal III:

The University will make progress towards sustaining or enhancing programs that actively engage students and prepare them for career and professional success.

We continue to explore and develop new programs that will increase our enrollment while offering students opportunities to pursue education in high-demand areas. Approval has been received for the creation of a new Division of Business and Enterprise, which is expected to increase enrollment by 125 students by 2018. The business and economics faculty have worked hard over the past several months in developing the successful proposal. Before being submitted to Pittsburgh for approval, the proposal was endorsed by Faculty Senate and Faculty Senate Council.

Two new programs in education, the special education certification and middle-level education program, were implemented this fall. These two high-demand areas should have a positive impact on enrollment in the division. The Humanities Division has proposed a new bachelor's degree program in multimedia and digital culture. The proposal is expected to be presented to the Provost's Advisory Council on Undergraduate Programs (PACUP) in late winter 2015. The proposed program will bring into one curriculum courses from seven departments in the humanities along with the computer science and business.

Progress is also being made on developing a more interdisciplinary general education curriculum (GenEd) and supporting the development of interdisciplinary initiatives among academic programs. As a result of conversations with the Accreditation Board for Engineering and Technology (ABET), the inclusion of ethics and global topics is being discussed for the communication sequence for engineering technology students.

A sub-committee of the GenEd Advisory Committee has developed a plan that focuses on a thematic rationale that will provide students with a breadth of multi-disciplinary study. Themes include the following: the aesthetic and creative world, the civic and global world, the human world, and the natural world.

The Humanities Division has designed new courses in global literature to expand our students' understanding of global and multicultural ideas, literature, and traditions. In addition, a new program in Paris (Literature and Writing in Paris) will launch in May 2015. These new courses will be offered as GenEd options for participating students.

International Education Week was held the week of November 12. Activities included:

- a nightly themed meals in the Student Union Dining Hall featuring a different international cuisine each evening,
- a workshop providing guidance on how to pursue a global career,
- a Chinese language and culture circle led by international student Haoxi Yang, and



2014 Vira Heinz awardees Lynette Connacher and Suzanne Connacher shared their experiences studying in South Africa.

- a Study Abroad Fair, which was attended by 150 students who interacted with more than a dozen Pitt-recognized study abroad programs.

In addition to International Education Week, the Study Abroad Office continued to promote opportunities for students to travel internationally. During the week of September 22, four returning study abroad students spoke to students about their experiences. In early November classroom visits were made to 27 University Scholarship classes by either returning study abroad students or Study Abroad Office staff. As part of the fair, “Africa: Rewriting the Single Story” students Lynette Connacher and Suzanne Normile, who studied in South Africa last summer, spoke about the many misconceptions Americans have about Africa. Approximately 75 people attended. To round out the experience, attendees enjoyed a South African dessert followed by an interactive West African dance workshop presented by the local Kalani Dance Troupe under the leadership of Pitt-Johnstown alumna Rachel Allen. The dance troupe was a huge hit with our freshman during this year’s orientation program.

Congratulations to this year’s recipients of the Vira I. Heinz Scholarship for Women in Global Leadership:

- Eden Cohen, a sophomore journalism/political science major, will study communications, new media, and journalism in the Czech Republic,
- Gabrielle Maylock, a junior marketing/management major, will study social entrepreneurship in South Africa, and
- Hayley Welsh, a junior biology/environmental studies major, will participate in an environmental research internship in Australia.

Our new entrepreneurship program continues to grow through the commitment of our faculty and local community leaders. After a spring 2014 pilot, an Entrepreneurial Seminar is being offered in both semesters of 2014-2015. The seminar incorporates a “shark-tank” idea competition with local entrepreneurs as judges. Starting this fall, local entrepreneurs are serving as mentors for student teams.

A Pennsylvania Commonwealth grant (\$500,000) has been awarded to fund an entrepreneurship education collaboration with Pitt-Johnstown, Penn State, and Bucknell, to include technical business development assistance for student entrepreneurs, shark tank competition with monetary support for top student teams, best practices summits, and student entrepreneur showcases on each campus.

A Community Foundation for the Alleghenies grant (\$4,500) has been awarded for continued development of the Idea Lab. The grant supported the purchase of a 3-D printer for product development and prototyping, Apple iPads, and a large-format printer for idea development and research.

Pitt-Johnstown has formalized a collaboration with Johnstown Area Regional Industries (JARI), the Chamber of Commerce, the Community Foundation, and Entrepreneurial Alchemy to present an annual Pitchfest@Showcase, an entrepreneurial competition staged at Showcase for Commerce.

In order to enhance the real-world readiness of our students, several initiatives are being developed to provide experiential learning opportunities. Students in the Engineering Technology division, for example, are now required to complete a capstone project and co-op is now available. Faculty in the Education Division are offering directed study experiences at local schools and experiential learning opportunities at the Johnstown Area Heritage Discover Center and Children’s Museum.

Social Sciences faculty are collaborating with the City of Johnstown to place two interns each semester in the offices of the City Manager and Mayor. Collaboration is also underway with the newly created Cambria County Economic Development Authority to place an intern in that office. The justice administration and criminology program's Community Lab Project is developing a collaboration with a local federal prison (FCI-Loretto), the Alternative Community Resource Program (ACRP), and Goodwill Industries to provide students with hands-on learning opportunities working with incarcerated populations and juveniles who are either on probation or have been identified by local school districts as at-risk.

During the past academic year, 40 students enrolled in majors through the Natural Sciences division have completed internships in their specific areas of study, and 83 students participated in independent research.

Students in the Nursing and Allied Health division are completing clinical rotations throughout the region in acute-care, long-term care, and community care facilities. In addition to "learning by doing" in their clinical assignments, students are garnering praise for their caring and professionalism. Senior Community Nursing students are providing community supports to several agencies including senior centers in Indiana, Cambria, and Somerset counties. Students are also performing blood pressure screenings and medication reconciliations for senior citizen, and are providing topical discussions relevant to the older adult population on conditions including Parkinson's disease and osteoarthritis. The students are also helping local senior centers to fulfill a requirement for their funding that utilizes an evidence-based program from the University of Pittsburgh called 10 Keys for Healthy Aging. The students are providing assistance at seven senior centers.

Community Nursing students are also providing assistance to the Free Medical Clinic on a weekly basis. The students are providing an average of 32 hours of clinical services each week to the Free Medical Clinic, which affords the clinic an opportunity to be open more days each week. The Free Medical Clinic has identified preceptors for the students so that they can be instrumental in delivering supervised care to the patients. Last year, the campus chapter of the Student Nurses' Association of Pennsylvania contributed \$1,500 to the support of the Free Medical Clinic and several students are volunteering additional hours in the evening beyond what is required for their classes.

Faculty are utilizing the vast natural resources that exist on our campus for our academic endeavors. The following are examples of these endeavors.

- Louis Bonachea is capturing and cataloging salamanders on our campus.
- Jill Henning is harvesting ticks to study Lyme disease.
- Jill Henning and Chris Dahlin are studying West Nile Virus in birds netted on campus.
- Chris Coughenour is studying soil horizons.
- Becky Webb and Karen Lee are studying stream biodiversity.
- Bruce Robart is studying fragmentation and plant biodiversity.

Students are involved in practically all of this research activity. Much of it is through the SPURS summer program which has used the natural resources of our campus as a lab for two summers running.

The RealWorld Action Program was modified to more clearly articulate the core components of the program. The two core



components are collegiate involvement and community and civic engagement, which lead to career and professional success. To date this semester, 5,257 submissions have been made by students into their RealWorld Action Program accounts (4,486 in Collegiate Involvement and 771 in Civic and Community Engagement).

More than 500 students attended the first-ever Mountain Cat Madness event in November. The event, which was designed to promote school spirit in a pep rally-type environment, included a spirited game of ping pong between Dr. Spectar and Dr. Brooks (Dr. Spectar was the victor) and the debut of the new mountain cat mascot costume. It is worth noting that this entire event was planned based on feedback provided directly from the students.

Several opportunities were provided by RealWorld Career Services to put students on track for career and professional success. The staff offered 32 workshops on topics including resume writing, interviewing, and job hunting. Additionally, the staff delivered presentations to 21 University Scholarship classes, reaching more than 600 freshmen. Working in collaboration with faculty, professional development opportunities were offered to more than 250 students through classroom presentations and seminars.

Nearly 300 students were introduced to the Meyer-Briggs Type Inventory assessment through presentations delivered in psychology, business, and English composition classes. Of the 97% of students who completed follow-up surveys, 93% indicated that they learned something new about themselves, and 98% indicated that the assessment was valuable. RealWorld Career Services staff also presented information on the Strong Interest inventory to 40 faculty advisors. The goal of the effort was to provide faculty with an understanding of the inventory so that they can recommend it to students who would benefit from it.

Additional events sponsored by RealWorld Career Services include a Major and Minors Fair, attended by 414 students and a first-ever Graduate School Fair where 107 students had an opportunity to learn more about the 22 graduate schools that participated. The department also partnered with two divisions to offer an accounting and business networking event and an Engineering Technology Employer Day.

The PJ Links job and internship database has been expanded to include research opportunities for students. Organizations such as the National Institutes of Health are taking advantage of the opportunity to recruit students to participate in research projects.

Two opportunities were offered this term for students to interact with therapy dogs. The visit by the dogs was sponsored by Delta Epsilon Iota (DEI), an academic honor society that connects outstanding students with RealWorld Career Services. More than 500 students participated in the two events.

RealWorld Career Services has developed a program to assist juniors in transitioning to the second half of their undergraduate experience. The first-ever Junior Kick-Off event was attended by 138 juniors. In addition to meeting with RealWorld Career Services staff, the students received information on job searches and graduate schools.

The Office of Health and Counseling Services continues to offer informational programs for students that serve to educate, raise awareness, and encourage healthy decision making. Programs offered during the 2014 fall term include:

- Depression Information Table (104 participants)

- Smoking Cessation Informational Table (79 participants)
- Drug Awareness and Prevention Workshop in partnership with Campus Police Office (41 participants)
- Flu Shot Clinic offered in partnership with Rite Aid Pharmacy (211 participants)
- Stress Awareness and Chair Massage Program offered in partnership with Laurel Highlands Massage (257 participants)
- Sexual Health Information Table offered in partnership with Conemaugh Hospital and the Office of Housing and Residence Life (11 participants)

A number of initiatives are underway to increase awareness of sexual assault and violence prevention. The Sexual Assault Student Advisory Committee has implemented programs that are offered to students during New Student Orientation. Additionally, several programs are being offered to the entire student body. While information has been added to our website, students are actively engaging in programs including Yes Means Yes, It's On US, and the Rape Aggression and Defense Program.

To meet the changing needs of our first-year students, the focus areas of the Experiential Learning Communities (ELC), formerly known as RealWorld Interest Groups, were modified to include the following communities: Teaching and Education; Arts, Theater and Performance; Global Culture and Language; History, Government and Law; Engineering; Technology and Media; Literature and Communication; Nursing and Medicine; and Natural Sciences. Each community is facilitated by an undergraduate student liaison who is responsible for developing and implementing programs and other opportunities for students in their community. Through group collaboration several activities were identified and developed for students involved in each ELC. Through these activities, individual community members performed 110 hours of community service to various organizations.

All communities participated in the following activities:

- an Ice Cream Social welcoming all first-year students in the ELC,
- an informational session on studying abroad,
- an opportunity to work on a banner and float for the Homecoming Parade (students were also invited to participate in the parade),
- an opportunity to create thank you cards to be sent to the service men and women serving overseas and holiday cards that were delivered to residents at a local nursing home, and
- a scarecrow content in which students created a scarecrow that represented a career pertaining to each learning community.

Unique opportunities offered to Experiential Learning Communities included the following:

Teaching and Education

(15 active student members; facilitator: Dani Waugh)

- Students were invited to participate in a resume workshop.
- Students were encouraged to attend a women's soccer game to support their fellow students.
- Students had the opportunity to participate in CPR training.
- On a trip to New York City, students were able to visit the 9/11 Memorial Museum.

Arts, Theater, and Performance

(13 active student members; facilitator: Alexis Brink)

- Students were invited to a presentation by a Richland Elementary School music teacher who discussed careers in music and music programs available in Johnstown.

- Students were encouraged to attend a women’s volleyball game to support their fellow students.
- On a trip to New York City, students were able to attend the Broadway show, “Chicago in New York City.”

Global Culture and Language

(7 active student members; facilitator: Aley Zarack)

- Students were encouraged to attend a women’s volleyball game to support their fellow students.
- On a trip to New York City, students were able to visit the 9/11 Memorial Museum.

History, Government and Law

(7 active student members; facilitator: Kyprian Wojciechowski)

- Students were encouraged to attend an on-campus debate between two candidates, Keith Rothfus and Erin McClelland, who were running for office in Pennsylvania’s 12th Congressional District.
- On a trip to New York City, students were able to visit the 9/11 Memorial Museum.

The Engineering community

(64 active student members; facilitator: Kristi Stahl)

- Students were encouraged to attend a women’s volleyball game to support their fellow students.
- On a trip to New York City, students were able to visit the 9/11 Memorial Museum.

Technology and Media

(11 active student members; facilitator: Zachary Katzenstein)

- Students were able to network with business and technology experts who shared their insights and information on potential career opportunities.
- Students learned how to create their resume and LinkedIn pages.

Literature and Communication

(11 active student members; facilitator: Santana Myers)

- Students shared their own poetry and writings with other members of the group.
- On a trip to New York City, students were able to attend the Broadway show, “Chicago in New York City.”

Natural Sciences

(97 active student members; facilitators: Matthew Grantz and Aley Zaracki)

- Students were invited to the Bystander Intervention Program presented by the Mentors for Academic and Personal Success (MAPS).

Nursing and Medicine

(42 active student member; facilitator: Heather Moon)

- Students were encouraged to attend a women’s volleyball game to support their fellow students.
- Students had the opportunity to participate in CPR training.

The **Business Corporate** community has 48 active student members, and is facilitated by a joint effort of the other liaisons. The community members attended a women’s volleyball game to support their fellow students.

A new effort has been developed to support and encourage greater student involvement in civic and community engagement. During the four-day new student orientation, all incoming freshman participated in a day of service throughout the City of Johnstown, with special emphasis in Moxham where approximately 300 volunteers began work to transform the Village Street Playground. The service projects culminated with a picnic at PNG Park, where students met local government leaders and participated in a demonstration by the Kulani Dance Troupe. The event also included the first of two voter registration drives that were held during the fall. In total, 71 students from 24 different counties registered to vote through the two campaigns.

Work continued on restoring the Village Street Playground through the fall term, including a special day of service held on September 24 during Homecoming Week. In total, approximately 450 volunteers invested 1,340 hours at the playground since August.

Volunteer efforts in Moxham were not limited to the Village Street Playground. Volunteers assisted with the installation of security cameras and offered homework to children at The Learning Lamp's after school program. Additionally, members of our Fine Arts Club helped to create decorations for the Russell House's Christmas celebration, and nursing students offered free blood pressure screenings.

Our efforts for the term culminated in a Goodwill Light Up Night celebration in Moxham. More than 21,000 lights are illuminating the Park Avenue Playground for the holiday season. The Light Up Night was attended by approximately 350 Moxham residents and Pitt-Johnstown faculty, staff, and students. The Pitt-Johnstown choir, under the direction of Jeff Webb, led the crowd in a number of holiday songs while PJ the Mountain Cat distributed candy canes to the children. Two-hundred battery-operated candles were given out the residents to place in their windows as a symbol of goodwill in the community, not only during the holidays but throughout the year. Student volunteers distributed gift bags containing books to the children.



Several student groups assisted with the annual Light the Night Walk by the Leukemia and Lymphoma Society. Additionally, education majors developed and participated in activities for students and parents involved with the Alternative Community Resource Program (ACRP) and are helping to plan the Science Fair at Westmont Hilltop Elementary School.

The Social Sciences Division collaborated with ACRP and the City of Johnstown to win a Community Foundation for the Alleghenies grant (\$25,000) to fund the development of a web app ("Hometown Exposed") that will promote regional activities for young people. Senior business student James Towers and freshman engineering technology student Daniel Klein are leading the app development team. The grant will fund technical software development support, as well.

In conjunction with the Hometown Exposed grant activity, the Social Sciences Division is collaborating with Pitt-Johnstown Student Affairs, CamTran, the Entrepreneurial Alchemy, and the City of Johnstown to provide students with opportunities for work, internships, and entertainment in downtown Johnstown, partly by developing transportation options. As a result of the efforts, a "Pitt-Johnstown" route will be beta-tested beginning January 5 to unlock Conemaugh Hospital and Central Park stops for our students participating in clinical rotations and internships.

A student focus group meeting was conducted at Press Bistro on Central Park that included a walking tour of downtown venues. A second focus group offered a tour of other venues (including the War Memorial Arena and a new paintball facility) and culminated with a dinner at the Holiday Inn hosted by Mark Pasquerilla. As part of this collaboration, the City has offered students the use the Point Stadium, War Memorial, and Central Park for student activities. Planning is underway for students to use the Point Stadium to host an Ultimate Frisbee Tournament for regional colleges.



More than 21,000 lights are illuminating Moxham's Park Avenue Playground this season.

Goal IV:

The University will achieve a more distinctive living-learning-working environment.

A much-anticipated ground breaking for the John P. Murtha Center for Public Service marked the start of an extensive project that will not only result in the construction of a new facility, but will include renovations to the Engineering and Science Building and Krebs Hall. The Krebs Hall east wing renovation of biology and pre-medical sciences is underway and is scheduled to be completed for the spring 2015 semester. This \$1.9 million project will include installation of new teaching labs for microbiology, cell and molecular biology, botany, and ecology. Additionally, faculty research labs for organismal research and cell and molecular research have been created. The project will also add 12 new faculty offices adjacent to the new teaching and research labs. In all, the project covers 7,750 square feet of space. An additional back-up generator was installed to support this repurposed portion of Krebs Hall.

A full renovation of the Engineering and Science building is included as part of the \$20 million Murtha Center project. IKM was selected as architect for the project that will provide the most comprehensive upgrade to the building since it opened in 1975. The renovation will install new teaching labs, research labs, and chemistry faculty offices. The project includes expanded spaces for engineering by adding a design/build lab and magnetics lab, as well as new classrooms and faculty offices. The new design also focuses on the student experience by placing student collaboration zones and lounge spaces throughout the building. The renovation is being designed to meet Leadership in Energy and Environmental Design (LEED) certification for sustainable design. Construction will begin in May 2015 and continue through December 2016.

As a follow up to the Faculty Senate request to replace failing document cameras in classrooms, the User Services and Tech Services group started installing four new document cameras into classrooms this semester. Four classrooms are scheduled to be upgraded, Krebs 200, 201, 221 and 223. These were identified by faculty as being in the poorest condition and highest demand.

Increasing demand and changing technology needs have resulted in an upgrade to the overall campus network link between Pittsburgh and Johnstown. The most noticeable improvement from this project is increased wireless connection speeds. Additional wireless Internet capacity and coverage is currently being installed in the Living-Learning Center and Student Union.

In addition to enhancing academic space, we continue to renovate residential facilities. Four units in the Highland Townhouses were fully renovated this summer. The updates included new windows, flooring, ceiling tiles, lighting, bathroom and kitchen cabinets, and appliances



Mrs. Joyce Murtha was among the dignitaries attending the Murtha Center groundbreaking.

Environmental conservation has been a long-standing commitment at Pitt-Johnstown. Shortly after the campus relocated to its current location in 1967, an article in *Look* magazine touted the heating and ventilation systems as state-of-the-art and energy efficient. Today, Pitt-Johnstown continues its efforts to reducing its environmental footprint through a number of initiatives, including the use of hydration stations. Ten stations are currently installed across campus providing an opportunity to refill water bottles with filtered water, thereby reducing the number of water bottles that are recycled. To date, the use of these stations has reduced plastic waste by more than 165,000 bottles.

Pitt-Johnstown is also joining all of the Pitt campuses in an effort to set a new Guinness World Record for the most clothing collected with the intent of donation or recycle. The goal of the “Give a Thread” project is to collect more than 150,000 large articles of clothing.

Plans have been completed for a single-stream recycling program, which will launch in January 2015. Through a partnership with Waste Management, the campus community will no longer need to separate recyclable items prior to their disposal. All recyclables can be placed in one receptacle and Waste Management will separate the items.

Fall 2014 saw the launch of the *Meals to Dining Dollars* conversion program in response to a request presented by the Pitt-Johnstown Student Government Association Food Committee. In an effort to help prevent students from losing meals at the end of the term, individuals were able to convert up to 25 meal plan meals to Dining Dollars – spendable tender at all campus eateries, including Jazzman’s, Brioche Doree, the Tuck Shop, and the Mountain Cat Club, in addition to the dining halls. Pitt-Johnstown’s Information Technology Department was a key supporter of the project by creating an automated system for the endeavor. Through campus services, students could view available balances for meals, Dining Dollars, and Mountain Cat Cash, submit their requests, and receive automated responses as to the status of their requests. At the close of the program, there were 854 requests for a total of 18,812 converted meals.

Sodexo continues to work closely with the Student Government Association to provide healthy dining options for all students. Daily entrees include options for vegetarian, gluten-free, and other special dietary needs. Mindful Dining provides easy-to-read information on portion control and nutritional values.

**Goal V:
The University will make progress towards sustaining and enhancing programs
that have a positive community impact.**

Our new strategic plan has resulted in a renewed focus on supporting selected and appropriate initiatives to improve the Greater Johnstown community. The Education Division has developed a PLC (Professional Learning Community) with the Richland School District. Professional collaborations have also been developed with the Greater Johnstown, Forest Hills, and Central Cambria school districts through the newly designed Field Practicum Response to Intervention and Instruction programs. Students in mass communication process are working with non-profit groups in the region to develop new promotional materials.

Perhaps most visible is our focus on making a positive impact in Moxham, which includes an ambitious effort to eliminate blight. With more than 1,500 homes on the “bight list,” it is estimated that it would take more than 100 years to eradicate blight. To date, more than 40 business and community leaders have pledged their support to fight the blight problem. Removal of blighted properties reduces crime, increases property values, brings businesses and jobs back into the community, and improves the health of residents. According to a recent survey conducted and published by *The Tribune-Democrat*, 93.5% of survey respondents believe that not enough is being done to address blight in Johnstown, making blight the area of greatest concern highlighted on this survey. The focus on Moxham, which has resulted in partnerships with the Moxham Renaissance and the Moxham Neighborhood Watch, is part of a seven-year commitment that arose from our recent strategic planning process. Awareness of the improvements to the Moxham neighborhood has been increased through more than a half-dozen articles in the *Tribune-Democrat* and segments on the WJAC-TV news.



A blighted property adjacent to the Park Avenue Playground

This past summer was an active one on campus, with more than 5,500 guests attending the more than 30 various camps, conferences, and retreats coordinated by Conference Services. Several of these events drew guests from across the United States and beyond. Some examples are the North American Vegetarian Society’s “Vegetarian Summerfest,” Korean Seventh Day Adventist East Coast Camp Meeting, the Pennsylvania Association of Student Councils, and the Bible Students General Convention. Conference Services also helped coordinate 15 wedding ceremonies and seven wedding receptions.

Conference Services also provided support for more than 400 internal events throughout the summer and fall terms. Events included the ASCE National Concrete Canoe Competition, several sports camps, New Student Orientation, Homecoming, The Murtha Center Groundbreaking, the Student Council on World Affairs’ Model UN Conference, the Great Americans Day Forum, several Admissions programs, and the second annual “Fall into Research: A Day of Scholarship.”

Community Relations and Civic Engagement presented the 18th annual Great Americans Day and Citizenship Forum, which is supported through the generous support of Howard (Skip) and Adelle Picking. More than 250 people attended the event, which focused on the life and contributions of Will Rogers.

The Pasquerilla Performing Arts Center (PPAC) continues to promote the arts, culture and humanities with an array of diverse programming. The 2014-2015 season includes an illusionist, Russian Ballet, the National Dance Company of Ireland, San Jose - Taiko Drumming, Broadway, tribute shows and Grammy award-winner Annie Moses. The PPAC is also continuing to provide community outreach by partnering with local organizations and business to emphasize the distinctive elements of our campus and the unique environment offered by the Center.

Social Sciences faculty have been key partners in a new collaboration with the Johnstown Convention and Visitors Bureau, Lift Johnstown, the Community Foundation, Benscreek Canoe Club, Laurel Highlands On and Off Road Biking, and others to present the first annual Allegheny Adventure X-Fest.

Goal VI:

The University will continue to build and strengthen marketing and communication efforts to improve visibility and recognition of our people, programs, and place, as well as awareness of our performance.

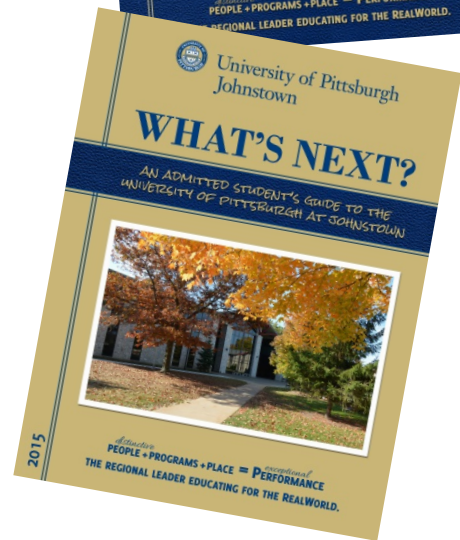
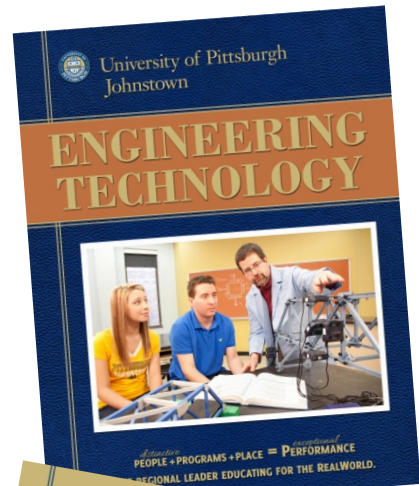
Pitt-Johnstown's marketing and communication efforts received a major boost this summer with the launch of our new website. The nearly year-long project involved the development of new content and the updating of old content in order to ensure that our new web site was up-to-date, accurate, and easily navigable. A special Web Review Team spent nearly 175 hours over the summer reviewing approximately 1,200 pages of content in order to ensure that they were accurate, informative, and consistent with Pitt-Johnstown's brand. Response to the website has been overwhelmingly positive. The new website, which uses the EpiServer content management system, makes it much easier to include photos and videos. It also offers the opportunity to fully integrate the site with our social media platforms. Nearly 53,000 clicks were made to the "Apply Now" page since September 1. Web traffic for the past four months includes 100,881 visitors (an average of 833 per day) and 884,726 page views.

Much effort has been focused on developing a strong social media presence to assist with the recruitment process and to engage alumni. The use of platforms including Facebook, Twitter, LinkedIn, and YouTube, are being used for interactive communication, personal outreach, direct feedback, and public forum. Pitt-Johnstown has expanded the use of social media to also include Instagram and Pinterest. The Admissions Office is using these platforms in addition to email, phone, and text messages to target students by academic division. Other areas of campus relying heavily on social media include the management information systems program, Alumni Relations, Student Affairs, RealWorld Career Services, and Conference Services.

The campus has experienced a significant growth in "followers" of our various social media platforms. In the past three months, the number of Pitt-Johnstown Facebook fans has increased 117% from 2,901 to 6,302. Twitter followers, during the same period, have increased 10.5% from 1,671 to 1,846. The newly created Instagram account has already attracted 31 followers. Similar growth has been experienced with alumni-focused social media. The Alumni Facebook fan page has gone from 544 fans to 1,150, which is an increase of 111% in the past three months. The newly created Twitter and Instagram accounts already have 229 followers and 31 followers, respectively.

The Admissions Office, once again, is hosting workshops and regional competitions for high school students participating in the Future Business Leaders of America. Three competitions were held on campus in December.

Coordinated marketing efforts are critical to strengthening and expanding awareness of Pitt-Johnstown.



The Admissions team continues to increase its marketing efforts to key audiences including options and direct admits. These efforts place a strong focus on key elements and outcomes of the Pitt-Johnstown experience including commitment to the RealWorld Action Program, RealWorld Career Services, dedication and quality of faculty, newly constructed Nursing and Health Science building, state-of-the-art Wellness Center, smart-classrooms, and our NCAA Division II athletics teams, which are now competing in the Pennsylvania State Athletic Conference. The marketing mix includes a television commercial, newspaper advertising for Open House dates, sponsorships with local athletic teams (i.e. Johnstown Tomahawks), radio, Internet, and billboards focusing on the Pitt-Johnstown image.

**Goal VII:
The University will develop and sustain resources required to
achieve the goals and strategies of the strategic plan and maintain effective operations.**

Effective fundraising continues to be a key component of our success. Approximately 60 golfers participated in the Sixth Annual Blue and Gold Classic Golf Tournament, which supports athletic scholarships. One of the first two recipients of the scholarship funded by this event, Michael Palkovitz (senior baseball player), was able to make an appearance to meet some of the golfers and show his appreciation. This annual event has now generated an endowment of more than \$110,000 to fund student-athlete scholarships.

Twelve students participated in the fall 2014 phone-a-thon. These students called more than 12,716 phone numbers in hopes of contacting friends and alumni of Pitt-Johnstown. In total, 1,363 friends and alumni answered the call, and were able to provide updated information, advice and memories from their time on campus, and monetary support for the University. More than 240 of the alumni who chose to support Pitt-Johnstown were first-time givers. Through the generosity of our donors and the hard work from the student callers, we were able to raise more than \$23,000 in gifts and pledges!

Recently, Institutional Advancement launched a fundraising effort offering tree dedication opportunities to alumni and friends of the institution. Pitt-Johnstown alumnae and sisters Diane Keafer '79, Yvonne Keafer '79, and Cindy Custer '82, provided a significant gift to support outdoor beautification projects on campus and name a tree in honor of the 60th wedding anniversary of their parents, David and Genevieve Keafer. The tree they chose to name is located near the heart of campus, overlooking the new Nursing and Health Sciences Building. Several other alumni and friends have also taken advantage of this unique way to leave a legacy and support outdoor beautification projects on special campus.

Pitt-Johnstown received \$250,000 from the John P. Murtha Foundation. This gift will support construction of the John P. Murtha Center for Public Service and comes in addition to the state and University funds that have already been committed to this project.

Grants through the Community Foundation are supporting economic development, education, and arts and culture. Grants from the Benjamin Bosler Fund and the Robert Waters Charitable Trust, both of the Community Foundation, support an expanding entrepreneurship curriculum at Pitt-Johnstown. Additional recent support from the Community Foundation has made possible a Summer STEM Institute for Teachers pilot program, which aims to assist K-12 teachers in providing improved instruction in science, technology, engineering, and mathematics. Other grants have enabled the Pasquerilla Performing Arts Center to purchase an improved sound control board, and prepare to install a new ticketing system to provide better patron service.

The University of Pittsburgh at Johnstown is excited to announce that Johnstown native and Pitt-Johnstown alumnus Richard Bross '73 has endowed the Bross Family Scholarship in Business. The endowment will reward students who are business majors, who have demonstrated academic excellence, who possess strength in communication and interpersonal skills, and who have demonstrated ethical leadership. Rick and Susie Bross made gifts totaling close to \$300,000 to provide initial endowment funding for the Scholarship, along with a testamentary intention to donate an additional \$250,000 to the Scholarship in the future.

The University of Pittsburgh at Johnstown is deeply grateful to the Robert M. Smith Family Trust for an estate gift of \$3.75 million. This is one of the largest gifts in recent history. This very generous gift was designated as follows:

- \$750,000 as an endowment to support business faculty,
- \$750,000 as an endowment for scholarships for Pitt-Johnstown business students,
- \$1,000,000 as an endowment to fund scholarships for Somerset High School graduates,
- \$750,000 as an endowment to fund scholarships for Johnstown High School graduates, and
- \$500,000 as an endowment to fund scholarships for Westmont Hilltop High School graduates.

Goal Eight: The University will continue to enhance institutional performance and showcase the successes of faculty, students, staff, and alumni.

We continue to be proud of the achievements of our students and welcome opportunities to showcase them. One of the ways we showcase their success is the annual “Fall in Research – A Day of Scholarship.” Now in its second year, the event showcased the work of faculty and summer students. Posters or other visuals were displayed while faculty and students mingled and discussed their work. We encourage faculty from all disciplines to present their ongoing work. For faculty who had sabbaticals, summer support, or a grant from Pittsburgh, this was the perfect opportunity to talk about their projects. Planning is already underway to create a committee to identify, encourage, support, and train students to apply for prestigious national scholarships and fellowships.

Our student-athletes also continue to make us Mountain Cat Proud. Among the 113 first-year student-athletes, 82 are receiving scholarships. The graduation rate for our student-athletes continues to be strong at 72%. The newly created Student-Athlete Academic Success Program has been designed to work with at-risk students. Thirty student-athletes were enrolled in the program in the fall.

The commitment of our students to serving the community has earned Pitt-Johnstown a place on the President’s Higher Education Community Service Honor Roll for 2014. Details on the service efforts of our students are included on the Community and Economic Impact section of our website (www.upj.pitt.edu/CommunityImpact).

We welcomed eight new staff members in the past several months:

- David Finney, Grounds Supervisor
- Kayla Garshnick, Alumni Relations Coordinator
- Lindsey Matson, Student Accounts Specialist
- Angela McMichael, Library Specialist
- Holly Miller, Custodial Supervisor
- Kirstie Pividori, Donor Relations Coordinator
- Luke Trotz, Admissions Counselor
- Mandy Waters, Library Associate

Several staff members reached milestones in their service to Pitt-Johnstown. This year’s honorees represent more than three centuries of service. Congratulations to the following staff members:

Five Years

Kara Borsa

Todd Shaffer

Matthew Updyke

Paul Freedman

Mark Gregory

Gary Hohman

Joseph Moxim

Ten Years

Suzanne Bodenschatz

Patricia Cigich

Janet Grove

Richard Lees

Andrea Sadvari

Twenty Years

Diana Mash

Joyce Miller

Thirty Years

Glenn Berkey

Forty Years

Nancy Brunberg

Daniel Gotwald

We also said farewell to two Physical Plant employees who retired recent, Donna Lonas and Tim Campagna.

Congratulations to this year's recipients of the President's Staff Awards for Excellence in Service. Mark Gregory, Physical Plant, received the President's Staff Award for Excellence in Service to the Community. Mark Dougherty, Executive Director of Housing and Residence Life, received the President's Staff Award for Excellence in Service to the Community. Both recipients were honored at the annual staff luncheon.

Our alumni continue to make us proud, too. In addition to compiling an Alumni Entrepreneurs Directory to celebrate their success, an Alumni Entrepreneur Profile is being showcased in the Idea Lab, with periodic rotation.

Alumni and incoming students were invited to a fun evening of food and baseball at the first-ever "Pitt-Johnstown Day at PNC Park." More than 250 new students, alumni, and their guests joined staff from the Offices of Admissions and Alumni Relations on July 21 for a picnic dinner and a great evening of Pirates baseball.

Move in days are very special times at Pitt-Johnstown. This year, Pitt-Johnstown's Blue and Gold Society members assisted freshmen and their families with the move in process. When students arrived on campus during Welcome Weekend 2014, they found a candle (battery operated) in each of their dormitory windows. These candles provided by the Pitt-Johnstown Alumni Association and Division of Student Affairs symbolized many things, top among them being enlightenment, friendship, and welcome. Pitt-Johnstown Alumni Association President, Gladys Go '92, spoke at the 2014 Campus Welcome in the Sports Center.

Multiple events have been developed to encourage alumni to come back and visit campus during the 2014 Homecoming weekend. Two alumni-focused events were the Pitt-Johnstown Alumni Tailgate Party and the Alumni Athlete Luncheon. The Pitt-Johnstown Alumni Tailgate Party took place on Friday evening under a tent in front of Blackington Hall overlooking the Richland High School football field. Guests gathered under the tent to enjoy food and beverages, music, and games of corn-hole toss. The Alumni Athlete Luncheon took place on Saturday afternoon in the Sport Center's Hall of Fame room. A light lunch was put together and both current and alumni athletes were invited to dine and converse.

The Pitt-Johnstown Alumni Association and the Acacia Fraternity partnered together to hold the first-ever 5Cacia 5K Family Fun Run/Walk on campus to benefit the Richland Township Volunteer Fire Department and the Christian Home of Johnstown. Students, staff, alumni, and the community came together on Saturday morning before the parade to either help or partake in the event.

The Pitt-Johnstown Alumni Association welcomed three new members to its board. Congratulations to Cliff Maloney Jr. '14, Jason Pierce '14, and Mark Stephens '14.