New Relationship Management System Enhances Recruitment Operations

Results Seen by Music and Art & Design Departments

A new system is giving Millersville University a competitive edge among peer institutions by building and maintaining relationships with both prospective and newly admitted students. Banner Relationship Management (BRM), a type of customer relationship management software designed for the higher education environment by Ellucian (formerly SunGard), provides relationship management capabilities with prospective students, current students and alumni. BRM is currently being used by Millersville’s admissions office to increase its effectiveness in recruiting students.

“Many peer institutions have used technology to focus on developing relationships with recruited students throughout the admissions process,” explained Dr. Jose Aviles, director of admissions and member of the BRM team that has been working since June 2011 to get this system up and running. “BRM allows us to do the same and for the first time in our environment really work to develop a sense of community very early on – which will have all kinds of positive impacts – both in recruitment and retention.”

BRM is an add-on to the Banner system, a database of all University constituents, Millersville has been using since 1999. The benefits of BRM are vast, and the University is just beginning to crack the surface of all that BRM offers. By leveraging the information stored in Banner, BRM allows the University to engage in sustained, tracked dialogue using targeted recruitment ‘campaigns.’

“Instead of merely transferring information to students, the way admissions and the registrar’s office operated in the past, BRM has evolved the University’s business practices – to a total transformation – where the focus is now on the process of developing and maintaining relationships with students,” said Candace Deen, University registrar.

“The ability to target our efforts through key segmenting will not only ensure key messages are being sent to the right students, it will also save resources by reducing the amount of recruitment materials produced,” said Aviles.

Since BRM went live in October 2011, the admissions office has already seen results. In January 2012, after noticing a perpetual slide in applications, admissions activated a BRM campaign, which yielded a 22 percent gain in prospective student applications.

BRM was also used to help two departments at Millersville that recently restructured their admissions requirements: The music department added an audition component and the art & design department added a portfolio component. A campaign was activated targeting prospective students that reminded them to complete the necessary components of the application to receive a formal decision from Millersville. This sustained communication effort of keeping prospective
students well-informed during the recruitment/admissions process resulted in a 104 percent increase in music and a 57 percent increase in art & design admitted students.

In the future, admissions plans to take BRM’s capabilities further by incorporating a Luminus portal (a separate feature similar to My’Ville) for communicating more directly to different “channels,” such as faculty, staff and students. BRM will also be able to help other areas including the College of Graduate and Professional Studies in their recruitment efforts.

Photo caption: The BRM team (L-R): Dr. Jose Aviles, Elizabeth Anger and Imani Powell, admissions; Candace Deen, registrar’s office; and Michael McDowell, information technology.

Webster’s Mobile Device Development

Thanks to a new course at Millersville students will be able to create their own app for a smartphone or tablet. Dr. Roger Webster, professor of computer science, has developed 20 Android apps that are published on the Android Market. All 20 are being adapted for the iPhone this summer.

And now Webster is offering Millersville students the opportunity to create their own apps through a new computer science course. “Soon everything you can do on your computer you will be able to do on your phone or tablet,” said Webster.

Webster created “Mobile Device Development” a four-credit course that will allow students to learn the fundamental concepts of mobile device development and the techniques for building mobile device apps on IOS/iPhone and Android/Java. Students will also learn how to write networked mobile apps that interact with remote services such as GPS and web-based client/server systems. The course explores environments and platform programming, software tools for IOS/iPhone and Android/Java, as well as programming techniques for apps. “It is a laboratory course with a great deal of software development,” stated Webster.

Mobile Device Development is different from other computer science courses offered at Millersville because the focus is on building an entire app that meets 14 different requirements. The requirements include supporting both portrait and landscape orientations, working with background threads, accessing web services via HTTP client code, putting icons in the status bar, integrating with the camera and accelerometer and “everything else you might want to do with your smartphone, explained Webster.”

Webster is currently offering the course for summer 2012 and will offer it again in spring 2013. In addition, Webster is consulting and developing apps for some local corporations such as Clipper Magazine and the EZ Solution Corporation, which is coming out with the Isaac’s Restaurant app available on your Android and iPhone smart phones this August.

For more information, visit cs.millersville.edu/~webster/cs406MDD/.
MU’s Respiratory Therapy Program Nationally Recognized

Millersville University’s respiratory therapy program will be recognized by the Commission on Accreditation for Respiratory Care (CoARC) to receive the Distinguished Registered Respiratory Therapist (RRT) Credentialing Success Award on July 13. CoARC accredits first professional respiratory care degree programs in the United States and internationally. Millersville’s respiratory therapy program is one of the longest continuously accredited respiratory care schools in the nation.

This award is presented as part of the CoARC’s continued efforts to value the RRT credential as a standard of professional achievement. From a program effectiveness perspective, the CoARC views the RRT credential as a measure of a program’s success in inspiring its graduates to achieve their highest educational and professional aspirations.

In order to be eligible, programs must meet a number of criteria including having three or more years of outcomes data; holding accreditation without a progress report; meeting or exceeding established CoARC thresholds for Certified Respiratory Therapy credentialing success; positive job placement and maintaining an RRT credentialing success rate of at least 90 percent. Millersville’s rate is 100 percent. There are currently 437 respiratory therapy programs in the country; out of those, 32 met this criterion and are being recognized.

“I am absolutely delighted that our respiratory therapy program is being given this national recognition. We have known for a long time that we have an exceptionally strong, unusually successful program, with a 100 percent pass rate for those who have registered for the national credentialing exam. Still, it’s wonderful to receive this recognition from our national accrediting body,” said Dr. Robert Smith, dean of science and mathematics.

Millersville University will receive the 2011 CoARC Distinguished RRT Credentialing Success Award at the CoARC national meeting in Santa Fe, N.M. on July 13.

Student Memorial Center Receives Construction Management Award

Millersville University’s Student Memorial Center (SMC) has been selected to receive the 2012 Construction Management Project Achievement Award by the Mid-Atlantic chapter of the Construction Management Association of America (CMAA) for Higher Education Projects over $20 million.

This award will be presented to Millersville and Gilbane Building Company for their collaborative construction management of the SMC on June 19 at the CMAA 2012 Awards Banquet in Philadelphia. This annual awards program is designed to
recognize outstanding achievement and promote excellence in the practice of construction management.

“There is no simple project, but the SMC was extraordinarily complex and the hardest project I have ever managed,” said Steven Strock, SMC project manager. From conception to completion, the project exceeded five years in the making. Strock was primarily challenged by the phasing process, which involved keeping sections of the building open for use throughout construction.

In judging the entries, the Project Achievement Awards Committee considers outcomes, overall management, safety, quality management, cost management, schedule management, complexity, innovation and creativity, sustainability, and customer satisfaction as a basis for the award.

Strock noted that “safety, constant communication and satisfying student needs” were factors underpinning the overall success of the project. The construction design also incorporated sustainable components along with energy saving equipment as part of the University’s efforts to reduce its carbon footprint.

ID Program- A Success

The program to upgrade Millersville faculty, staff and student IDs has been deemed a success, with several hundred participating. The University offered a sticker with an expiration date, so that IDs could comply with new voter registration laws in advance of the fall elections. In addition, the University offered to have IDs issued prior to 2008 swiped to make sure they did not contain social security numbers on the magnetic stripe. This was a voluntary program that ran from May 2 until May 17. The Campus I.D. Office in Boyer Building will continue to offer the upgrades during their normal business hours. The final results of the upgrade and social security number swipe check are as follows:

Social Security Removed: Faculty/Staff – 265; Students – 5

Stickers Added: Faculty/Staff – 119; Students – 269

ID's checked with no SSN: Faculty/Staff – 99; Students – 325

For more information, contact Ken Dearstyne at Kenneth.Dearstyne@millersville.edu or Veronica Longenecker at Veronica.Longenecker@millersville.edu.

Millersville University Leadership Development Program

The Office of Human Resources at Millersville University will once again be hosting Leadership MU, a development program for faculty and staff. The program focuses on defining supervision, as well as personal supervisory styles, learning and practicing supervisory skills, such as planning/delegating, handling conflict, etc., and exploring the role of supervision at Millersville.
Leadership MU is divided into three core areas. In the first core area attendees will define supervision, explore their personal supervisory style and develop a supervisory style. The second core area includes developing a supervisor skill set and setting expectations for basic supervisory skills. The third core areas’ focus is to understand supervisory responsibilities facilitated by human resources, such as performance appraisals, SEAP, safety, harassment prevention and working in a union environment.

The program features five required sessions and at least three brown bag lunch and learns. The required sessions will range from four to eight hours once every other month from July 11 until March 21 in the Student Memorial Center. The brown bag lunch and learns will be offered from noon – 1:30 p.m. on August 9, October 18, December 6 and February 14 in Stayer Hall, room 302.

Applicants and/or nominations must complete and submit the application packet by June 22, 2012. For full application materials, visit www.millersville.edu/hr/training.

Executive Chef Louis Logan Elected as Regional President

Louis Logan, executive chef at Millersville University, was recently elected regional president for the National Association for College and University Food Service (NACUFS), an association that fosters exceptional campus dining programs through a passion for food, service, leadership in education and overall development. The mid-Atlantic region that Logan will oversee consists of Pennsylvania, Maryland, West Virginia, Virginia, Delaware and New Jersey. Logan will hold the position until July 2014.

Logan has been with Millersville for more than nine years. Prior to his arrival at Millersville University he worked as executive chef at Messiah College and prior to that he worked in hotel dining for 20 years. “College students are much more savvy and want the variety of foods that they have become accustomed to growing up with in this 24/7 culture,” said Logan, who notes that he applies the networking, resources, ideas, trends and concepts at NACUFS to his food preparation at Millersville University.

Joining NACUFS 14 years ago, Logan first became interested in becoming a member when the association began its “Culinary Challenge,” which gave him the opportunity to meet chefs and explore what other universities were doing. Now, as president, Logan serves as a voting member on the national board of directors, attends national board of directors meetings, directs the activities of the regional council and presides over all regional business meetings.

Despite Logan not being able to choose his favorite dish to prepare, he enjoys the challenge of pinpointing students’ appetites on campus. “College dining is constantly changing-and I love it,” explained Logan.
Millersville Students “Seize the Opportunity” with Weather Snap

Heavy wind gusts, dark ominous skies, flashes of light and the smell of rain. Evidently there is a storm forming, but are you aware of all the possibilities and different outcomes the storm could bring? Two Millersville University undergraduate students are helping to inform the community through text messages and a website about the different possibilities and outcomes a storm can hold.

Tyler Morrow, a meteorology major, and Kristofer Gundel, a geography major, created Weather Snap, a forecasting company that offers daily weather forecasts throughout Pennsylvania, Maryland, New Jersey, Delaware and New York City. The co-owners friendship and business relationship originated during their orientation at Millersville.

“Kris was originally a meteorology major so we linked our passions for the weather to form Weather Snap in January 2010,” explained Morrow. Morrow and Gundel also credit the inspiration to start their own forecasting company to Millersville’s tagline, “Seize the Opportunity.”

The original goal with Weather Snap was to give the public a “behind-the-scenes” look at every storm. The co-owners also wanted to create an environment where meteorology majors were easily accessible to Millersville University students, staff and the community.

Weather Snap is primarily located online with a website that allows the user to view seven-day outlooks, weekend previews and current weather in nine different cities. The website also provides maps, photos and information about upcoming storms. Weather Snap gathers weather data from the National Weather Service website to make the forecasts.

Weather Snap is now primarily focusing on a free text message service. The text message service runs seven days a week from 8 a.m. to midnight for direct weather questions answered with a timely response. The weather text messages run through an email server where a team of six additional Millersville meteorology majors respond to the incoming questions. The student forecaster responders include Kyle Elliot, Josh Henry, Colin Thomas, Gregg McCambley, Jeff Rafach and Brian Lada.

Weather Snap’s forecasts are also accessible specifically through WLVC radio and WIXQ radio. These radio stations broadcast to the Lebanon Valley College and Millersville University communities, as well as online, at stuorgs.lvc.edu/wlvc/media.html and www.WIXQ.com.

For more information, visit www.weathersnap.org.
Student Ambassador Organization Announces Raffle Winner

Millersville University’s Student Ambassadors/Student Alumni Association (SAMU) has announced the winners of their eighth annual Tuition Raffle fundraiser. The first-place prize of $5,000 towards full-time tuition costs for one year was awarded to Noell Burrows, of Bethlehem, Pa.; the second-place prize of $2,500 towards full-time tuition costs for one semester was awarded to Samantha Booth, of Moorestown, N.J.; and the third-place prize of $1,000 towards student fees and expenses for one semester went to Amy Weber, of Shrewsbury, Pa.

SAMU is a dedicated team of student leaders from different class levels and various majors that link current students to Millersville University’s alumni. The organization was founded by the Millersville University Alumni Association in 1986. SAMU is also a member of the Association of Student Advancement Programs, which provides a communication link for almost 300 student alumni groups throughout the United States and Canada.

For additional information on SAMU, visit villeambassadors.weebly.com.

NEED TO KNOW:

Parade Grand Marshal Nominations: July 2 Deadline

REMINDER: Nominations are still being accepted for grand marshal of the 16th Annual Millersville Community Parade, which is scheduled for Saturday, October 13 at 9 a.m. All nominations must be received by the July 2 deadline, and the grand marshal will be notified approximately two months prior to the parade date. The grand marshal has the honor of riding in the parade’s lead vehicle. The parade, a joint effort between Millersville University, Millersville Borough and the surrounding community, will be themed “That’s Entertainment” this year.

The grand marshal must be a Millersville resident and is selected based on his or her significant contributions to the community. Nominations can be submitted in the form of a one-page letter that explains the nominee’s specific impact on the Millersville community, which must include their address and phone number.

Nominations should be mailed to: The Millersville Community Parade, Millersville University, c/o Alumni Services Office, P.O. Box 1002, Millersville, Pa., 17551-0302 or submitted via fax to 717-871-5050. For more information, contact Steven DiGuiseppe, assistant to the vice president for alumni and community relations, at 717-872-3352 or Steven.DiGuiseppe@millersville.edu.
NEED TO KNOW:
Presidential Search Update

This note was sent to the University community on June 4 by Caroline M. Hoffer, chair of the presidential search committee:

The Presidential Search Committee has completed the Position Profile that will guide the recruitment and nomination process and ultimately the selection of Millersville University’s next president. The Profile includes sections on the role of the president, opportunities and expectations for leadership and the qualifications and qualities that candidates must possess. The Profile can be viewed through the following hyperlink dl.dropbox.com/u/60849371/PresidentialSearchV12.pdf. You will also be able to view the ad that will appear in the June 5 Chronicle of Higher Education; the first in a series of ads that will appear in a variety of respected higher education publications.

We also encourage you to recommend individuals you believe meet the qualifications and qualities for the position and ask that you provide the contact information for these individuals directly to our search consultants through MillersvillePresident@wittkieffer.com. Our search consultants at Witt/Kieffer will follow up on these recommendations in a confidential manner.

I want to thank the members of the Presidential Search Committee, our consulting team at Witt/Kieffer, and the staff support team from the University and PASSHE for their shared commitment to secure the best candidate pool possible from which our next president will emerge.

6/7/2012 Activities

Here are the faculty and staff activities for June 7, 2012.

Faculty and Staff Activities

**Hank Fijalkowski**, intercollegiate athletics, was named president of the Lancaster-Lebanon Athletic Trainers' Association. Having finished a year as president-elect he now takes the reins for the coming year. He also serves as webmaster for the association.

**Francis Schodowski**, University Advancement, has been awarded the Certified Fund Raising Executive (CFRE) credential. The CFRE is granted to those who have met a series of standards
set by CFRE International, which include tenure in the profession, education, demonstrated fundraising achievement and commitment to service to not-for-profit organizations. They have agreed to uphold Accountability Standards and the Donor Bill of Rights. Initially, candidates must pass a rigorous written examination testing the knowledge, skills and abilities required of a fundraising executive.

Deborah Sigel, art and design, is currently in a two-person exhibition titled, “Botanical Forms” at the Suzanne Arnold Art Gallery at Lebanon Valley College (exhibit image: Burst).

Retired

Dr. Dennis Denenberg, professor emeritus, gave a Hooray for Heroes full-day workshop for teachers in Lubbock, Texas, on May 31. On June 2 he gave a keynote address through the Hooray for Heroes program in Oklahoma City, Okla.

Obituary

Dr. V.A. “Wally” Champa, 97, of Henderson Township, Huntingdon, Pa., died May 21. He spent the majority of his career as a professor at Millersville State Teacher's College.

Who Makes Millersville Special

This issue of the Exchange features Shari Bucklin-Webber, head tennis coach for both the men’s and women’s teams at Millersville University.

Q: How do you manage your time between the teams?
A: That is the biggest challenge – making sure that I equitably divide my time and energy between the two teams. They have different practice plans and schedules. They even play in different regions, but we practice together periodically to build team camaraderie.

Q: Do you remember the first time you picked up a tennis racquet? Did you catch on from the start or did it take awhile?
A: I remember taking my first lesson when I was 11 years old. I played a lot of sports growing up, but tennis was the most challenging for me.

Q: Can you tell us about your personal achievements as an athlete?
A: I started out as a gymnast, but didn’t like the striving for perfection mentality. I liked being able to make up for my mistakes, so I switched to basketball and tennis. I was the point guard on my high school basketball team, but focused solely on tennis in college. I played for Marshall University. I continue to compete because I feel it helps me be more sympathetic towards my players and I also believe I shouldn’t ask them to do something I’m not willing to do myself. I have won four United States Tennis Association National Doubles Titles and my highest national singles ranking is fourth.
Q: Has there been someone – a family member, friend or coach – who you attribute to helping with your success?
A: I learn from everyone: Family, friends, my players and even my opponents! I don’t believe in teaching “cookie cutter” tennis. I think everyone has to develop their own style of play and you will grab pieces from every avenue. I like helping players find their own game and making it fun and effective. I am very grateful that my parents gave me the opportunities to pursue whatever I wanted.

Q: How many coaching jobs have you held?
A: I coached my alma mater (Marshall University) after I graduated. I was then the assistant coach at Notre Dame and then was the head coach for the women’s team at Albright before coming to Millersville.

Q: Millersville’s tennis team has had some big successes since you became head coach. Can you tell us which achievements you’re most proud of and why you believe you’ve been so successful?
A: Personally, I am proud of the teams’ character. They always conduct themselves gracefully in victory and defeat. That is still what tennis represents to me. They always give 100 percent. I am very proud of how the teams get along and stay in touch even after graduation. Professionally, the men’s team qualifying for the NCAA tournament last year was definitely gratifying. I believe they are successful because of the camaraderie.

Q: In April 2011 you were the first woman to win the PSAC Coach of the Year title on the men’s side. What does that honor mean to you?
A: I thought it was more of a reflection of the team’s accomplishments that year, and I was very happy that the team was getting some recognition.

Q: Can you tell us something about competing in tennis at the college-level that most people don’t know?
A: I don’t think most people realize the time commitment that a student-athlete has to face. They must balance academics, athletics, fundraising and community service events, and many even have part time jobs. Most people are surprised to hear that we have a dual season, so there really isn’t much down time.

Q: Do you enjoy watching professional tennis matches? Do you have a favorite player?
A: I watch some of the majors so that I can rehash the matches with my players who watch. I prefer to watch people I know. I think money has tainted the professional tour a bit.

Q: How often are you amazed by the amount of talent you see in your players?
A: Every match seems to have at least one player who is forced to go the extra mile. They might make a comeback from a difficult deficit or have to play injured. Tennis is a little unique in that a match can last for hours. There are no subs, time outs, half time or buzzer to end the match. I am amazed by their “heart” and resiliency more than anything else.
Q: What qualities make for a great tennis player?
A: Physically, I would say footwork and hand eye coordination. You also need to have focus, determination and work ethic. Passion for the game is probably the most important, along with the desire to continually learn and improve.

Q: How would you describe your coaching technique?
A: I try to run the tennis program the way I would want it run if I was a player. Practices are a blend of conditioning, technical drills and competition simulations. I like to implement a variety of things to keep practices fresh. I strive to make them learn, sweat and laugh in every practice. I also try to get them thinking for themselves so they can enjoy playing well after college.

Q: What’s your favorite motivational quote or inspirational message?
A: My favorite saying is “Winning and being a winner aren’t always the same.” I also like “Play with hope, not with fear.”

Q: Would you agree that tennis is a game that people can play for life?
A: Yes, both my parents still play and I used to teach an 80-year-old man.

Q: What do you enjoy doing when you’re not coaching?
A: My job is pretty physical, so I try to recharge on my down time. I will spend time with my family or hike. I also love crime shows, so if I didn’t coach and was 20 years younger, I would probably be in forensics.

Q: Have you ever played tennis on a gaming system, such as Wii? If so, how close does it come to the real thing?
A: I played Wii tennis while recovering from a surgery and some of the things were similar, but I didn’t work up a sweat!

Q: If you could travel to any destination in the world where would it be? Why?
A: I would really like to see more of the United States. I haven’t been to many of the National Parks. I would like to see Yosemite and Yellowstone. There is a published list of each state’s best hike and I would like to complete the list someday.

Q: If you could meet someone famous, who would it be?
A: Personally, I would like to meet Abraham Lincoln, if it could be anyone past or present. I would love to know how he maneuvered the country during such a trying time. Professionally, I would like to meet Coach K, Duke’s basketball coach. I would love to learn how he motivates people.

Q: What’s your favorite sports drink/flavor (Gatorade, Powerade, Propel, etc.)?
A: Gatorade has saved me a couple of times (the low calorie one)!

Q: What dreams do you have for the future?
A: I hope that my kids (my players included) are successful, healthy and happy!