There are three parts to this President’s Report to the Community:
1. An Introduction
2. A Baker’s Dozen of Highlights
3. An Update that Tracks the Strategic Plan

PART ONE: Introduction

This has been an extraordinary fall session at Mount Aloysius for a host of reasons. First, I just don’t recall an autumn anywhere in my life where the colors were so diverse and the leaves lasted so long. It put me in mind of George Cooper’s poem (which our boys know by heart as Michele recited it to them every fall)—

“October gave a party,  
and the leaves by hundreds came.”  

Read the full poem here.

Actually, they came by the tens of thousands on this beautiful campus and we have a story for every one of them.

Second, the picturesque autumn brought out the best in our students. Our fall theatre production played to record crowds (and with more students in roles on and off the stage); our sports teams performed exceptionally well (with two teams making league final four, and a record 11 Mounties named to AMCC All Star teams); Vox Nova showed a lot of bounce in their Rock around the Pops end-of-fall concert; our student’s engagement in intercollegiate leadership programs has clearly gone up a notch (see report on “leadership” under Theme II below); and Mercy Week was chock full of opportunities to learn from good examples, at meaning-filled lectures and through first-hand community service.

Finally, week by week this fall we have watched the “emergence” of the new 87,000 square foot Athletic Wellness and Convocation Center (ACWC). It is somehow appropriate that the ACWC “seemed to grow right out of the mountain,” as one observer put it, in the midst of this beautiful season of the year. We have now christened the place a dozen times over—

- 102-year old and still spry Ray Walker competed in the first jump ball on the new floor with Board Chair Dan Rullo—the Clearfield maestro against the Pitt Hall of Famer. Ray and his wife Louise made a significant six-figure donation that created the first athletic fields at the college only about 15 years ago. His grandson Derek, youngest member of our board (and third generation in the Walker family to lend a hand to Mount Aloysius) officiated the jump ball.
• Not to be outdone, long-time supporter of all things Mount Aloysius Mike McLanahan took the **first foul shots** in our new NCAA/PIAA regulation gymnasium (I didn’t say he made them, but he took plenty of them!) and appropriately every one of Mike’s shots was rebounded by a member of our Lady Mounties basketball team.
• Suzanne Campbell, who as Senior Vice President for Administration oversaw so much of the work at the ACWC, flipped the switch that ignited our **first-class, video-quality scoreboard**.
• Sr. Benedict Joseph, who last played basketball at Mount Aloysius more than six decades ago in the old Alumni Hall court graciously mounted a ladder to complete the **first dunk** in the new building. It took some persuading, but we just couldn’t resist the chance to connect the generations (and the Sisters of Mercy!) to the occasion. And members of the men’s and women’s basketball team were underneath the ladder to catch Sr. BJ in case she got overly aggressive in trying to “style” her dunk.
• And the Mountie women’s basketball team played (and won) the very **first official contest** in the ACWC, and put up 101 points in a game in which every single Mount Aloysius player scored. And the men followed suit in their home opener, racking up 98 points in the **men’s first home game win** over Frostburg State.

For all these reasons, it has been a beautiful and engaging fall season at Mount Aloysius and George Cooper’s poem brings it home—

*The Chestnuts came in yellow,*  
*The Oaks in crimson dressed;*  
*The lovely Misses Maple*  
*In scarlet looked their best;*  
*All balanced to their partners,*  
*And gaily fluttered by;*  
*The sight was like a rainbow*  
*New fallen from the sky.*

Hoping there have been a few rainbows in your autumn, as well. Thank you for your gifts of time, talent and treasure to Mount Aloysius College.
PART TWO: BAKER’S DOZEN OF HIGHLIGHTS

1. **Practicing Citizenship in the 21st Century: The Common Good**—we are in the midst of our all campus, yearlong campaign focused on “21st Century Citizenship: The Common Good.” We have had four campus speakers on the subject to date (with four more due in the spring); we built orientation of new students around the citizenship theme with skits and small group discussions; even our campus child care center gets into the act, with lessons on citizenship tailor made for pre-schoolers (from a book called *The Color of Us*, which teaches little people the meaning of “citizens”—family and friends, the police, our military, our teachers, etc.). [Watch the Constitution Day highlight video. Read my Op-Ed on Citizenship.](#)

2. **Scholarship Recognition Dinner hits high notes**—with another record crowd of over 250 students and scholarship donors and, as always, some very moving testimonials from three of our students (Kalyn Blake, Lindsay Danella and Nathan Lester). Vice President for Institutional Advancement Jennifer Dubuque has changed the approach, so that we are focused exclusively on donors enjoying a meal and conversation with the actual recipients of scholarships they have funded. [Watch the video highlights of the event. Click here for TPF remarks.](#)

3. **Mount Aloysius faculty preach “the common good” at Fall Honors Symposium**—representatives of five different religions (Roman Catholic, Orthodox Catholic, Buddhism, Islam and Jewish) took the stage in Alumni Hall in early November to talk about the common good and religious diversity in a panel organized by Honors Society Advisors Professors Anthony Dragani and Ryan Costanza. It was an interesting session moderated by Sr. Helen Marie Burns, Ph.D., Vice President for Mission Integration, as each speaker explained the fundamental tenants of their faith in an attempt to underline the common good that unites all of these faith systems. [Watch the highlight video.](#)

4. **Mercy Week was both busy and meaningful**—with service, religious, community, athletic and homecoming events all vying for the attention of students, staff, faculty and alums. The Mercy Week Lecture introduced concept of mercy-ing as Sr. Marie Michele Donnelly gave an inspiring talk to an audience of about 200 students. She commented on Pope Francis’ notion of mercy-ing, a term he used recently to describe acts of good will. And, of course, the Sisters of Mercy are absolutely delighted that he chose to use that word in such a positive, community affirming way. [Link to Pope Francis’ article. Link to Tribune Democrat article.](#)
5. Long-time Aide to Vice President Biden visits Mount Aloysius—Terry Wright, a 27-year aide to (once Senator) now Vice President Biden spent three days on our campus and delivered the Constitution Day Lecture: “Citizenship: Extended-Public Service From the Nation to the Neighborhood.” Terry also shared six meals in the Memorabilia Room with small groups of students, faculty and staff, each meal focused on a different topic. Terry also lectured and took questions in four different classes. He clearly understood what the Mount is all about as you can see from the thank you letter which he sent to our student newspaper. Watch the Constitution Day highlight video. Click here to see the letter from Terry Wright.

6. Middle States Accreditation process well underway—The process of writing the Institutional Self-Study for re-accreditation with the Middle States Commission on Higher Education is well underway. Since the summer, our Steering Committee has met four times, and the MAC Self-Study Coordinator, Dr. Michael Jones, along with Dean Tim Fulop, update me monthly. We have five working groups (faculty and staff on each) gathering evidence to demonstrate that we meet the 14 criteria for accreditation, and doing prep work for the writing of the Self-Study. The working groups have been meeting on average every other week. The draft writing starts in January; Tim, Michael and I will then edit those into a single cohesive document this summer. Our goal is to submit the required Self-Study in the fall well ahead of the actual formal accreditation visit in the spring of 2015.

7. The roar of the greasepaint, the smell of the crowd—Mount Aloysius College’s performance of The Odd Couple (female version) played to the largest audiences for a play since I have been here at the college, including sizable turnouts from the community. Director Nathan Magee has also increased the number of students participating both on and behind the stage. Well done. Click here for the newspaper article. Click here for photos.

8. Vox Nova “bounces” into fall—with a medley of pop tunes including Yesterday by the Beatles, Jimmy Buffet’s Margaritaville, Crocodile Rock by Elton John, and Don McLean’s iconic American Pie. Director of Communications Jack Coyle, who plays a fairly mean harmonica (and sits in at some local “sessions” on occasion), accompanied these singers at Director Nancy Way’s request on their final rendition, “Piano Man”. Excellent crowd for their performance, including a number of people from the community. Click here for photos of Vox Nova.

9. The All College Pink Out painted the College pink for a day—with over 400 pink-clad students raising funds for breast cancer research at the Windber Medical Center through seven different campus clubs and organizations, while participating in multiple fun and food events, all culminating in a nighttime AMCC volleyball match against Franciscan University. Click here for the Tribune-Democrat photo/article. Click here for the Altoona Mirror photo/article.
10. **Mount Aloysius tops the field in State Nursing Exam results**—with a 92.5% pass rate for the last year Mount Aloysius has had the highest score of all higher ed. campuses in the region. This is the full year pass rate and the second full year in a row when the Mount Aloysius results were in the +90% range. The national average is 85%, the State average is 86% and the local average was closer to 80%. Just outstanding results and a credit to Associate Dean Zukowski and her team and to our student nurses. [Click here to read the article from Mainliner](#). [Click here for MAC Press Release](#).

11. **First Mountie Madness in the ACWC**—November 12 we had the Mountie Madness christening of the Athletic Wellness and Convocation Center (ACWC). We had over 650 people in the house, including a fair number of community people, as we celebrated the opening of the 2013-2014 men’s and women’s basketball season and congratulated our outstanding student-athletes from the fall season. The video display on the scoreboard was just terrific, with pictures of Sr. BJ dunking, Dan Rullo losing a jump ball to Ray Walker and Mike McLanahan shooting foul shot after foul shot (in a desperate attempt to sink one!). I think you will enjoy the videos linked here. [Watch the Women’s Basketball introductions](#). [Watch Sister Eric Marie play a game of PIG with Mountie Basketball players](#).

12. **Soccer crosses ten-year playoff threshold**—when I first arrived at the college I asked the athletic director if there was anything I needed to know about sports at Mount Aloysius and he informed me that we led the country......in consecutive losses in soccer (47). The team ended that drought in the first season but it took three more seasons to reach the second goal—the AMCC playoffs. The men made it and pulled off a stunning upset in the semi-finals as I write. The women just missed, but set a number of records in the course of the season, including goals, assists, shut outs and wins. Two soccer players were also named “players of the week” for the 10 team conference, the first such honors in the history of MAC soccer. Congratulations to Coach Sheikh, who also serves as our Asst. AD for Sports Information, on being voted AMCC Coach of the Year, another first for the College. And kudos to all the student-athletes. [Watch the celebratory video](#). [Click here for the MAC Press Release](#).

13. **Some athletic “firsts” in the fall season**—a record 11 student athletes (4 soccer, 4 tennis, 2 golf, 1 cross country) made conference all-star teams and a record four were named AMCC Athletes of the Week. Dylan Link became our first golfer to win our invitational. [Read about Dylan in the Tribune Democrat](#). Women’s tennis team continues to break the mold—semifinals of the conference twice in only three years of existence, with a record four All Conference performers this year. [Link to article in Altoona Mirror](#). And Bryson Long a sophomore in cross country also became the Mount’s first medalist in the AMCC Championships. [Click here for the article](#).
14. **Mountie Makeover Mania (MMM) and Resumes, resumes and more resumes**—15 different faculty, members of the local business community, staff and alums and 66 students helped present our first MMM, as part of Mount Aloysius’ completely rebooted approach to Career Services under Kristy Magee and team. This was an interactive event in Alumni Hall which included stations on handshakes and introductions, a resume boot-camp, Mounties @Work registration, tie-tying, accessorizing for interviews, “hair-do’s and don’ts,” mini-makeovers, table manners and etiquette, interview attire, and mini mock interview. After students had an hour to circulate among the stations, a fashion show followed with students, staff and faculty demonstrating proper (and not) business attire. Ellen Coyle has led 13 workshops for 160 students developing first class resumes. This is all part of our three-part Career Services strategy focused on quality resumes, job-producing internships and intensive mock interviews—to best prepare/place our students (especially our non-health students—who don’t have the benefit of job-connecting clinicals) into good jobs. [Click here for photos of the event.](#)

15. **Mount Aloysius celebrates Veterans Day**—with an all-veterans lunch, where I was able to thank our faculty and staff (and some student) veterans for their service, and note that the College has been: named a Military Friendly School every year since that honor became available; declared a Yellow Ribbon School ever since the GI Education Enhancement Program passed in 2008; awarded a “Best for Vets” School designation three times since 2010 by *Military Times*; home to a Military Service Members Club and a chapter of Student Veterans of America (both founded last year). On November 12, a delegation of Mount Aloysius veterans raised the flag for the first time at our new Athletic Convocation and Wellness Center, and the leader of our student veterans (Amber Lenhard) sang the national anthem at the event. Due in part to these and other initiatives, the number of veterans at Mount Aloysius has increased by 46% since 2004—69 on campus this fall, with 11 more starting in January. I also had the chance to keynote this year’s Cresson American Legion Veterans Day Dinner Dance. [Click here for photos of the flag raising.](#) [Click here for TPF Remarks at the American Legion.](#) [Click here for the Mainliner article](#)

**PART THREE: UPDATE BY STRATEGIC PRIORITY**

**Theme I—Academic Futures**: Align academic offerings to emerging fields and continue to adapt in ways that ensure access to a college education, and graduation, for a broad cross-section of students.

This section will focus first on four areas of “academic futures”: some highlights of academic and co-curricular activity, some recent presentations and publications by faculty, some examples of student co-curricular engagement and latest updates on adaptation and access.
Highlights of Academic and Co-Curricular Activity:

Assistant Professor **Ms. Cheryl Kowalczyk** of the Medical Assistant program attended the 57th Annual Conference of the American Association of Medical Assistants (AAMA) in Atlanta, GA. She also attended the 2013 Fall Continuing Education Seminar & Board of Trustee Meeting of the Pennsylvania Society of Medical Assistants (PSMA) at the Greater Altoona Career and Technology Center. Ms. Kowalczyk is President elect of the PSMA for the state of Pennsylvania, and an ex-officio member of the Education Board for the PSMA.

**Dr. Sara Rutledge**, Education Associate Professor, earned a Certificate of Completion for an online training titled “Managing Food Allergies in Schools: What School Staff Need to Know,” presented by Dr. Michael Pistiner of Boston Children’s Hospital and Harvard Medical School. She also attended the Pennsylvania Training and Technical Assistance Network Assistive Technology EXPO on November 5, sponsored by the Pennsylvania Department of Education Bureau of Special Education, held in Mars, PA.

**Ronald Jiu**, Assistant Professor of American Sign Language/English Interpreting, attended the 127th Annual Pennsylvania Society for the Advancement of the Deaf (PSAD) Conference in Pittsburgh on September 19-22, learning about understanding Deaf people’s rights and advocacies and new advanced technology including Video Remote Interpreting (VRI). He also attended American Sign Language Semantics: Precision of Expression in ASL, held in Buffalo, New York on September 29, where he focused on the equivocation between ASL and English phrases and discourses.

**Ms. Regina Barr**, **Ms. Sharon Kisel**, **Mr. Brian Smith**, **Ms. Theresa Brady**, and **Ms. Margaret Boyce** attended the National League for Nursing 2013 Education Summit in Washington, DC on September 18 – 21.

Professor and Chairperson of Science and Mathematics, **Dr. Merrilee Anderson**, attended the Advisory Board meeting at Penn Highlands for the newly established Environmental Science A.S. degree. This committee is chaired by Ms. Sherri Slavick, a physical scientist at Penn Highlands.

Instructor **Ms. Megan Beaver** attended the Society of Diagnostic Medical Sonography (SDMS) Annual Conference and educator pre-conference workshop October 10-13, in Las Vegas, NV. The educator pre-conference included informative sessions regarding clinical evaluation, ADA, and the ultrasound student assessment. The conference included live demonstrations and educational sessions in Abdominal, Cardiac, OB/GYN, and Vascular sonographic specialties.

**Dr. Fran Rohlf**, Coordinator of the Philosophy and Religious Studies Program, attended the annual meeting of the Western Pennsylvania chapter of the College Theology Society, Friday, October 18, at Seton Hill University. He participated in the discussion of the recent texts, “The Limits of Hospitality,” by Jessica Worbileski and “Occasional Eucharistic Hospitality: Revisiting the Question,” by Thomas P. Rausch, S.J. Dr. Rohlf also represented Mount Aloysius College at the autumn meeting of the Consortium for Educational Resources on Islamic Studies (CERIS), a 31-University organization to coordinate and promote Islamic studies, on October 19 at Seton Hill University. The meeting and discussion was on “Beyond the Beautiful Forevers,” by Katherine Boo, and brought 25 scholars together to discuss Islam in the contemporary world.
Ms. Kimberly Asonevich, Business and Information Chairperson, attended the *Innovation Partnerships Conference* on October 21 at Penn State Altoona campus. She also represented the College at the Annual Eastern Region Campus Compact Conference and joint 25th Anniversary meeting of PA Campus Compact, held October 23-24 in Philadelphia, PA (where I had the honor of introducing the 25th Anniversary Keynote Speaker, my old friend from Philadelphia and state government cabinet days, Comcast COO David L. Cohen). She also served as a mentor for the *Clara Barton Forum* at the University of Pittsburgh at Johnstown.

Dr. Marilyn Roseman, Education and Sign Language Department Chair, attended the *Pennsylvania Association of Colleges of Teacher Educators (PAC-TE)* conference on Oct. 23-25 in Harrisburg. Dr. Roseman has volunteered to serve on the School Safety and Prevention of Violence Committee for PAC-TE. She also attended the *Cambria County’s Head Start Self-Assessment Team* meeting on Nov. 7 at the Johnstown City Center in Johnstown.

Assistant Professor of Medical Imaging and Radiation Sciences, Ms. Sharon Miller, attended the *RAD-AID Conference* at St. John’s Hopkins Hospital in Baltimore. The Conference is an interdisciplinary meeting consisting of 5 panels; *Economic Development for Global Radiology, Public Health for International Radiology, Clinical Models for Imaging in the Developing World, Educational Strategies for Radiology Outreach, and Technological Innovations*.

On November 1-2, Professor Dr. Merrilee Anderson and Associate Professor Dr. Michael Engle attended the *Allegheny Branch of American Society for Microbiology (ABASM)* Regional Meeting at the Saint Vincent College in Latrobe.

The *Library and Learning Commons* sponsored five *Teaching and Learning Workshops* for faculty this fall:

- “*Boosting Student Commitment to Academic Integrity*” by Drs. Tim Fulop, SVPAA, and Laura Lansing, Associate Professor of Psychology, September 20
- “*iTunes U at Mount Aloysius College*” by Ms. Misti Smith, Librarian for Emerging Technologies, October 4
- “*Fostering Critical Thinking Skills Across the Curriculum*” by Dr. Michael Jones, Associate Professor of Social Science, October 18
- “*Examining Issues of Poverty and Class in Impacting Academic Achievement*” by Sister Helen Burns, VP for Mission Integration, November 8
- “*Let’s Get Digital: Student Technology Projects*” by Dr. Merrilee Anderson, Professor of Science and Math, November 21

The *Library and Learning Commons* led by Ms. Theresa Spanella in partnership with Academic Advising led by Ms. Heather Low also hosted a campus-wide *Study Night* in the Library on October 2. Always a popular event with students, this fall’s event attracted 194 students (110 last year) who were assisted by 18 peer tutors, 3 professional tutors, 6 faculty and 3 supplemental instruction tutors.

Dr. Becky Zukowski, Director of Nursing, attended the *Pennsylvania Action Coalition* meeting on November 7, in Pittsburgh to stay informed regarding regional activities related to the recommendation for increasing the number of nurses holding a BSN in Pennsylvania.
Dr. Antoinette Woods, Assistant Professor of Counseling, attended the Pennsylvania Counselor Association’s annual conference held from November 8 - 10 in State College. MAC was also a vendor at the event and had representation at the Pennsylvania Association of Counselor Educators and Supervisors (PACES) meeting.

Recent Presentations/Publications by Faculty:

Professor Dr. Merrilee Anderson visited the classroom of art teacher, Ms. Lean Shuck, at the Altoona Area Junior High School to discuss “Endangered Animals of Pennsylvania”. Ms. Shuck is asking students to compete in the 2014 Youth Art Contest sponsored by the PA Game Commission and asked Dr. Anderson to speak to the biology of the endangered and threatened animals that are the focus of this contest.

September 12, Dr. Fran Rohlf, Assistant Professor in the Philosophy and Religious Studies Program, gave a presentation for the Catholic Connections group of Mount Aloysius College Campus Ministry concerning “The Beatitudes: Matthew and Luke.” Interested staff attended and all were fully involved in the discussion.

Dr. Fran Rohlf, Religious Studies coordinator, gave a presentation at the Rural Telehealth and Advanced Technologies Conference, held on September 20, at Saint Francis University. Dr. Rohlf’s presentation, “Method and Clinical Decisions in Complex Cases,” was delivered with Dr. Rosemary J. Bertocci, Chair of Philosophy and Religious Studies at Saint Francis. The conference was sponsored by the Center of Excellence for Remote and Under-served Areas (CERMUSA) site, and included forty health care professionals and Physician Assistant candidates.

Dr. Becky Zukowski presented “Community Resilience to Disaster: The Role of the Systems Engineer” in a virtual presentation to the Los Angeles chapter of The International Council on Systems Engineering (INCOSE) on October 8. Her paper is based on her recently completed and highly regarded doctoral thesis on the topic.

Dr. Patricia Meintel and the College Wellness Committee presented a Lunch and Learn presentation to the MAC community on “Cardiovascular Health” on October 13, 2013.

Ms. Kimberly Asonevich, Assistant Professor of Business Administration, presented a training session at the International Society of Exploring Teaching and Learning in Orlando on October 16 - 18 entitled “Teaching and Learning is NOT a Spectator Sport, So Be Knotty, Be Puzzled and Be A-mazed.”

October 25-26 Ms. Penelope Lescher presented a workshop at the Pennsylvania Physical Therapy Association Annual Meeting held at Seven Springs. Her workshop focused on “The Clinical Significance of Pathology for Arthritis and Rheumatology Related Conditions for the Physical Therapist Assistant.”


On November 9, Assistant Professor, Ms. Sharon Miller presented “Legislation, the PSRT, and You-CARE, MARCA” for the Pennsylvania Society of Radiologic Technologists Mini-Conference held at Reading Hospital School of Health Sciences.
Examples of Student Co-Curricular Engagement:

The theatre production “The Odd Couple,” under the direction of Assistant Professor Mr. Nathan Magee, was a genuine success with three near-capacity crowds in Alumni Hall.

Biology junior Chris Arena attended the University of Maryland-Baltimore Campus Undergraduate Research Symposium on Saturday October 26, 2013. Chris presented his poster entitled “Impact of Acid Mine Drainage on Diatom Populations in a Pennsylvania Stream.” The poster was co-authored by senior biology major John Galebach and mentors Drs. Mike Engle and Merrilee Anderson. Chris then presented his poster at the Allegheny Branch of the American Society of Microbiology meeting at St. Vincent College on Nov. 1-2.

Under the leadership of Ms. Kristy Magee, Coordinator of Career Services, and with help from Ellen Coyle, Michele Foley, alumna Pat Gildea and others, the Career Service Office sponsored the Mountie Makeover Mania. This event, which replaced the Etiquette Dinner, was an interactive event for students which included stations on handshakes and introductions, a resume boot-camp, Mounties @Work registration, tie-tying, accessorizing for interviews, “hair do and don’t,” mini-makeovers, table manners and etiquette, interview attire, and mini mock interview. After students had an hour to circulate among the stations, a fashion show followed with students, staff and faculty demonstrating both proper and unacceptable business attire. The event was hosted by 12 campus volunteers, 3 alumni association members and two outside businesses. Over 60 students attended the event.

Biology senior John Galebach was awarded second place for his oral presentation “Quantification of AMD impact on diatom populations in the Little Conemaugh River in Portage, PA” at the Allegheny Branch of the American Society of Microbiology meeting at St. Vincent College on Nov. 1-2. John’s work was co-authored by junior Biology major Chris Arena and mentors Drs. Mike Engle and Merrilee Anderson.

Ms. Cheryl Kowalcyzk and The Medical Assistant Club sponsored a Red Cross Blood Drive in the Cosgrave Conference Rooms at Mount Aloysius College. 47 productive pints were collected with 56 individuals presenting to donate. The blood donations have the potential to save 141 hospital patients who rely on our efforts for life-saving blood and blood products.

Dr. Nathan Morehouse, from the University of Pittsburgh, gave a lecture “Flying Colors: Innovation and Evolution in Butterfly Coloration” on October 3rd in Alumni Hall. The lecture was hosted by the Science and Mathematics department to showcase the science in the common read for the Connections course this year, Flight Behavior. Nearly 100 attendees enjoyed Dr. Morehouse’s thought-provoking research presentation.

Advisor Dr. Patricia Meintel and the Nursing Student Organization remained active this quarter and participated in the Mercy Youth Initiative, Strides Against Breast Cancer walk, blood pressure screenings at Cresson American Legion, and visited local nursing homes.

Mr. Romuald Caroff of the Allegheny Mountains Woodlands Association led a Tree Identification walk on October 4th with Botany course instructor, Dr. Merrilee Anderson, and Ethnobotany course instructor, Ms. AnaLu MacVean. The Allegheny Mountains Woodlands Association is a local organization that promotes healthy land management practices. Students from both courses were taught how to recognize more than two dozen common local trees using bark, leaves, and fruits. Also, Mr. Chris Sawyer led the Wetlands Delineation Workshop, taking students through a typical wetlands identification process, including plant and soil analysis. Mr. Sawyer works for Stiffler-McGraw in Hollidaysburg, and is a 2010 alumnus of the Biology program here at Mount Aloysius College.
**Theme II—The Complete Student Experience:** Promote the campus environment as a vibrant community that engages both residential and commuter students; emphasize holistic personal development as a defining value of student life through commitment to health and fitness and the College values of mercy, justice, hospitality and service; and expand student horizons beyond the campus with the range of services supporting student success.

This section will focus on activities by/for all students (Social, Leadership, Service, and Intercollegiate Athletics), and then on services especially focused on the residential community. Kudos to VP Jane Grassadonia, Elaine, Chris, Ryan and their teams for this wide variety of engagement opportunities.

**Social:** a (now usual) healthy mix of music, comedy, participatory events, sports and art

- **Pirates Game** & Neon Trees Concert – September 21
- Pittsburgh Benedum Center – **Lion King** Bus Trip – September 25
- **Homecoming** – September 27-29
  - On Friday, students were treated to an excellent dinner, balloon man, and a juggler. After dinner, students dressed up to attend the *Mountie Ball* where Ms. & Mr. *Mountie* were crowned after they raised almost $300 for charity. On Saturday, students were able to partake in inflatable rides, make your own wax hand, make your own street sign, spin art t-shirts, Build-a-Mountie, face painting, balloon art, a caricature artist, carnival food, dueling pianos and a wonderful brunch and dinner with a fall flair provided by Metz. Students also organized two game shows – Don’t Forget the Lyrics and a Game Night.

- **Comedian:** Adam Hunter – October 4
- **Musician:** Jim Donovan – Stress Management through Breathing and Drums – October 8
- **Magician:** Norman Ng – October 27
- **Haunted Cosgrave** – October 30 sponsored by the Drama Club
- **Lollanobooza** – October 31 sponsored by Student Government and all Clubs and Organizations
- **Halloween Trivia** – October 31 sponsored by Women in Business
- **Magician:** Randy Shine – November 1
- **Halloween Dance** – November 1
- **Dancing with the Students** – November 7 sponsored by the Cheerleaders
- **Musician:** Scott Wesley – November 22
Choose to Lose: well underway with 46 students in eight week, personal wellness and weight loss competition ended November 25. The student who has lost the highest total weight percentage received $250 toward new wardrobe.

Intramural sports this fall included:
- Flag Football league (at SFU—MAC won!!)
- Dodgeball
- Homerun Derby
- Ultimate Frisbee
- 3 on 3 basketball tournament
- Pool Tournament and
- Indoor soccer tournament

Leadership: our students are participating in more and more intercollegiate level leadership exercises/programs.

National Association for Campus Activities Mid-Atlantic Conference – October 16-20 Buffalo, NY NACA links the higher education and entertainment communities in a business and learning partnership, creating educational and business opportunities for our student and professional members. The Association offers a wide variety of events, educational institutes, publications, educational sessions, face-to-face meeting opportunities and other programs. Five Campus Activity Board members attended this conference for the first time and one even served as a member of the staging crew.

National Society of Leadership and Success Leadership Training Day – October 21 Students (150) participated in a 3-hour training that discussed Leadership Foundations including clarifying purpose, creating a shared vision, challenging the status quo, inspiring positive action, empowering others, and seeking constant improvement. They also presented and discussed their DISC Assessment profiles.

National Society of Leadership and Success Lecture by Hip Hop Artist: Common – November 5 "The Greatness in You" Common is a multi-Grammy Award-winning hip hop artist and actor. For the past 16 years, he has produced over nine albums, including Can I Borrow a Dollar?, BE The Dreamer/The Believer and Finding Forever, a Grammy-nominated collaboration with Kanye West. In 2007, he launched the Common Ground Foundation, an organization dedicated to the empowerment and development of America's urban youth.

National Society of Leadership and Success Lecture by Author: Robert Stevenson —"How to Soar like an Eagle in a World Full of Turkeys." With over 30 years of extensive corporate and entrepreneurial experience, Stevenson has spoken to over 2,500 companies throughout the world.

Student Activities Director Elaine Grant was lead presenter on “Finances and Fashion” at the Women’s Pathway to Empowerment Workshop – November 16 sponsored by Blair County WISE Women and Mount Aloysius College in Altoona.

Tri-Talks: Tri County Leadership Workshop – November 16 – hosted this year at Penn Highlands Community College. Conference annual topic is geared toward emerging leaders. We host next year.

National Society of Leadership and Success Induction – December 8 (TPF keynote).

Service: community engagement continues at a high rate of participation and some high-level activities. These are service activities organized out of our student affairs section under the leadership of Dr. Grassadonia, Elaine Grant and Chris Koren. Some examples:

Cresson Heritage Days – October 5 & 6 Cresson – The Campus Activity Board (CAB) and the Cheerleaders hosted a kid’s carnival that featured the trackless train, a bounce house, and a variety of kids crafts including pumpkin pie plates, spin art, face painting, and leaf decoration.
• **Pink Out Photo Shoot and Game** – October 16 – Digital Grotto hosted a Pink Out photo shoot, Campus Activity Board sponsored face decorating, tattoos, hair spraying, cotton candy, and popcorn, decorating and raffles hosted by the Surgical Tech, Nursing Student Organization, Medical Imaging Association, Colleges Against Cancer, and some Connections students. The main event was sponsored by Office of Human Resources and the Athletics Department. [Video for Pink-Out Game.](#) [Photo Gallery of Pink Out Shoot.](#)

• **Hollidaysburg Pumpkin Festival** – October 19 – Students from Student Government and various Connections courses volunteered to help Dr. Jane Grassadonia and Chris Koren with pumpkin crafts, Mountie tattoos, and face painting for children. Two other groups of Mounties manned other booths.

• **Project Haiti** – October 25 – 10 students helped the Carmelite Sisters at the Incarnation of the Word Center to pack and load a truck bound for Haiti. Over 150 Mount Aloysius students contributed shoeboxes full of toiletries, craft items, school supplies, etc. for children in Haiti.

• **Safe Trick or Treat** – October 29 – for local children, sponsored by the CAB. [View the gallery.](#)

• Student Affairs began a clothes/bedding closet last year and has quietly provided clothing, shoes and bedding for students in need who have come to our attention. To reach a broader range of students who would prefer to pay a small amount for clothing, Residence Life hosted a campus thrift store for two weeks in October. Donated items came from the Student Affairs Division members. Students from the halls were able to purchase at a minimal cost, winter and work clothes from the “store” set up in the Ihmsen office. A spring edition of the thrift store will occur next semester.

• Asst. Residence Life Director Matt Lovell coordinated Red Ribbon Week October 21-23 in coordination with Campus Safety and the SGA. This annual alcohol and drug awareness campaign featured: information about drugs and alcohol displayed in Cosgrave; an opportunity to commit to a clean lifestyle and to help others to do so as well; a “Wear Red Rally” with red ribbons distributed to students to wear all week. The week finished on Halloween night, traditionally a time that can involve alcohol abuse, with the SGA’s “Lolla- No- Booza” dance, drunk driving simulator and “mocktail” event. Campus Safety Director Bill Trexler and a member of the PLCB enforcement division coordinated drunk driving simulations with remote controlled cars and a video game using the “alcohol goggles”. Every student organization prepared a mocktail for the event and voting took place for the best mocktail. The winner was the Black Student Union’s (BSU) Berry Sunset Ultimate Margarita (Sunny D, strawberry syrup, coconut/pineapple, sparkling soda) and the runner up was College Against Cancer’s (CAC) Breast Cancer Awareness Bomber (pink lemonade, strawberry soda, strawberry garnish).

• Student groups also worked in the community in many other programs, some of which are listed here:
  - Ebensburg Potatofest (Men's Basketball)
  - Johnston Halloween Parade (Cheerleaders)
  - Project Bundle Up with Salvation Army in Johnstown (Baseball)
  - Family Game Nights with New Day Inc. in Johnstown (Volleyball)
  - Cambria County Humane Society (Softball)
  - Girls Basketball with New Day Inc. in December (Women's Basketball)
  - Troop Fan Mail with St. Michael's Altar & Rosary Society/Military Fund in Loretto
Intercollegiate Athletics: we seem to be competing a bit more successfully on the field of play, with average GPAs last year at our highest in last five years and community engagement a highlight reel.

In my December and June reports, I include a summary of intercollegiate sports activity for each semester. The MAC Athletic Department competed in the fall sport season with men’s golf, women’s golf, men’s cross country, women’s cross country, women’s tennis, men’s soccer, women’s soccer and volleyball with a number of firsts achieved for our athletic program:

Tennis

- A record four women’s tennis players were named to all-conference teams. Brittany Johnson was named to 1st team along with fellow sophomore Loreal Housler in singles. Freshman Ericka Klavuhn was named to 2nd team singles. Brittany and sophomore Cheyenne Feathers were named to the 2nd team doubles.
- Brittany Johnson, a sophomore women’s tennis player was named AMCC Player of the Week in September after posting an undefeated record in both doubles and singles during a three match stretch.
- The team finished 3rd in the conference in third year of existence after hosting an AMCC quarterfinal match for the second year in a row, defeating Pitt-Bradford and moving on to the final four in Pittsburgh.
Men’s and Women’s Golf
- MAC fielded its first women golfers this season. The freshman pair is Autumn Nichol and Danielle Battisti. **Daniele Battisti won the 1st ever women’s golf championship** at the AMCC Championships. Her victory was won in a playoff. Daniele finished strong down the stretch as she went birdie, par and par to win the championship by one stroke.
- The men’s golf team finished in 4th place at the AMCC Championships held at Oak Tree CC in West Middlesex, PA. Dylan Link, a sophomore men’s golfer was named **AMCC Golfer of the Week** after posting a 67 at the MAC Invitational held at Ebensburg CC. The score of 67 was the lowest round shot by any golfer during the AMCC 2013 season.

Men’s and Women’s Cross Country
- The women competed in six meets this season finishing 8th in the conference.
- The men also competed in six meets this season finishing 7th in the conference.
- Sophomore Bryson Long is the **first Mountie to medal** by achieving a first-place finish at the Westmoreland Invitational earlier this fall. Long represented his team well at the Allegheny Mountain Collegiate Conference, (AMCC), championships where he led the Mounties and placed 13th (all conference) in the 10-team, 92 runner field.

Volleyball
- The predominantly freshman women’s volleyball team had a challenging season with an overall record of 6-24. They were featured on the AMCC website twice for their community service work.

Women’s Soccer
- The women’s team season again featured multiple overtime matches with multiple players statistically leading the conference. The women finished at 8th in the conference. They set school records for wins, goals and assists.
- Olivia Woodley, a freshman women’s soccer player was named **AMCC Offensive Player of the Week** for October 14th. Olivia led the AMCC in goals scored, assists and points for the year and was second team All AMCC.

Men’s Soccer
- The men’s soccer team set **record for wins, goals, assists and shutouts**, earned 5th seed in AMCC, **upset PS Altoona in first round (2-0)** and lost in semifinals 1-0 on an 85th minute goal by undefeated NCAA tournament rep AMCC #1 Medaille. This marks the first time in the program’s history that MAC men’s soccer advanced to conference playoffs and won a playoff game.
- Kevin Ouellette, a freshman men’s soccer player from Connecticut was named **AMCC Offensive Player of the Week** for November 4th only second ever from MAC.
- The men’s soccer team **honored the two senior members** of the team before the final home game against Franciscan. Ryan Hills and Jamie Greenwood were both presented with signed soccer balls and photographs.

SAAC Community Service: Student-Athletes participate in wide range of service work, building on last year when Mounties received four of the eight community service awards given by the AMCC Conference.
- August 18th – Men’s and Women’s Soccer – Community Soccer Clinic – AYSO
- August 19th – Women’s Volleyball – Family Game Night – New Day Inc.
- September 28th – Men’s Basketball – Ebensburg Potato Festival
- October 16th – Women’s Volleyball – Pink Out Game – Joyce Murtha Breast Care Center
- October 26th – Softball – Cambria County Humane Society
- October 26th – Cross Country - Highway Clean Up Old Route 22
- October 27th - Baseball – Project Bundle Up
- November 8th – Golf – MS Bash and Basket Auction
- December 7th – Women’s Basketball – Hosting girls basketball team from New Day Inc.
- January – SAAC – Men’s and Women’s basketball game – Soles4Souls

**Residence Life Activities:** We continue to gear up activities for the now 500 students (40% of full time students) who live on campus. This is a sample of fall activities—just October—that are based in dorms:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party with Park Ave</td>
<td>Joes/Gerts/ParkAve</td>
</tr>
<tr>
<td>Microwave Meals in Minutes</td>
<td>2nd floor Ihmsen</td>
</tr>
<tr>
<td>DJ Dunk Presents: WZUP WIT EM</td>
<td>Ihmsen Lounge and Breezeway</td>
</tr>
<tr>
<td>Steelers Tailgate</td>
<td>McAuley Front Lawn</td>
</tr>
<tr>
<td>Blue Night for Bullying Prevention</td>
<td>St Gerts &amp; St. Joes 2nd floor</td>
</tr>
<tr>
<td>Pizza Party with a Twist</td>
<td>Ihmsen Second Floor</td>
</tr>
<tr>
<td>Cornhole Classic</td>
<td>St. Joes Basement</td>
</tr>
<tr>
<td>Nail Night</td>
<td>Ihmsen Second Floor</td>
</tr>
<tr>
<td>BYOC (Bring Your Own Clothes): Tie Dying</td>
<td>Ihmsen Lounge and Breezeway</td>
</tr>
<tr>
<td>Pumpkins &amp; Snacks</td>
<td>McAuley</td>
</tr>
<tr>
<td>Earth Clean UP</td>
<td>Park Ave</td>
</tr>
<tr>
<td>Stop Hunger</td>
<td>McAuley 3rd floor</td>
</tr>
<tr>
<td>McAuley Cornhole Showdown</td>
<td>McAuley</td>
</tr>
</tbody>
</table>

I hope these five sections (social, leadership, service, athletic, residence life) give you a sense of all the ongoing activity designed to meet our strategic plan goals.
Theme III—Community Engagement: Position the campus as a center for the community; empower all students to become involved in community service; and position the College as a leader in community engagement.

Positioning the Campus as a Center for the Community

- **Ecumenical Studies Center**: just hosted Dr. Philip Jenkins, whom the *Economist* magazine has called "one of America’s best scholars of religion," for the annual Fall Ecumenical Luncheon and Lecture. Dr. Jenkins presented two separate lectures—"The Coming Global Church" and "Looking Forward: Christianity in 2050"—attended by seventy-plus students, faculty, and church leaders. In addition, the fall edition of *Ecumenical Happenings* was sent to over four-hundred church leaders in western Pennsylvania. The newsletter features ecumenical happenings on the campus of Mount Aloysius College and elsewhere in the area. Read the Press Release on Dr. Jenkins.

- **Empowerment Workshop**: just completed the third annual WISE Women Empowerment Workshop. Lots of time and energy were donated by our Community Engagement team at the college as well as several faculty and staff members, including Sr. Helen Marie Burns, Business Department Chair Kim Asonевич, Dr. Jane Grassadonia and Elaine Grant and others. Speakers and facilitators, many of whom were faculty/staff of Mount Aloysius College, offered sessions geared to the needs of women experiencing economic stress, new entry into the workforce, or parenting challenges. Evaluations from past workshops suggest participants enjoy the input and the interaction provided by the program. View the program.

- **Regional Ecumenical Meetings**: the gathering of leaders of all the denominations in the region takes place quarterly in September at the college. I had the chance to visit with the Bishops in September, and talk about some initiatives and progress at the college. I also shared with them the college’s monograph *Hospitality: Finding Home in a Changing World*.

- **Diocesan Activities**: the college continues to make itself available for workshops with Roman Catholic Diocesan officials at Bishop Mark’s request. The most recent one was held here on September 21. We also hosted the Altoona-Johnstown Diocesan Day of Prayer on the campus on October 31. Typically, these meetings utilize some space in Cosgrave and of course make use of the chapel. I also appeared on the Bishop’s weekly half hour TV show on November 10.

- **Public Use of Playing Fields**: soccer fields were in use by the Altoona Youth Soccer Organization (AYSO) for a number of days through mid-October. This follows the college recent pattern of making our fields available to
local organizations, so long as it does not conflict with student use. Our local Cresson middle school girls’ softball team has made a home for itself over these last few years on our softball fields (the team is sponsored traditionally by Board member Paul Calandra and his colleagues). Also, former Board Member Mike Smith sponsors a team in the AAABA and is delighted when his team gets to play on the MAC Smith-Calandra baseball field over the course of the summer. We will continue make our outdoor facilities available for community access and, increasingly, our indoor facilities, as well.

- **Participation in Local Community Events**: our students worked on three different booths at the Hollidaysburg Pumpkinfest, worked in five or six different functions for the Cresson Heritage Days; our cheerleaders organized a float at the Johnstown Halloween parade and our basketball team and some other students were volunteers at the Ebensburg Potatofest as well as at least a dozen other local events, some of which are chronicled above. I was happy to be joined by Michele to keynote our Cresson American Legion’s Annual Dinner Dance to commemorate Veteran’s Day—though we were sorry that meant we had to miss the Notre Dame/Pitt game with Board Chair (and Pitt Hall of Fame member) Dan Rullo and Jean that same evening (it was good luck for Dan—Pitt won!!!). [Read my remarks here.]

- **ACWC**: we have already begun to book community events into the new ACWC, with the first high school basketball game scheduled in January (between Penn Cambria and Somerset), and the popular Mirror Classic men’s and women’s All Star games in April (2,000 people for that event alone). We will offer community hours in the Wellness Center beginning in the winter semester (at a reasonable fee), and the community will be able to sign up for zumba, yoga, spin and other classes as they are booked.

**Empower Community Service**: students, staff and faculty continue as model citizens, inspiring and empowering with their commitment to mission and hard work on the ground.

- **Service trips** continue to engage our students, with three more in process. A successful service trip to the **Romero Center in Camden, NJ**, occupied the time and energies of seven students and the Associate Director of Campus Ministry during the long October weekend break. Plans are underway for a **winter break trip to New Orleans** area and a **spring break trip to Guyana**, both trips are fully subscribed. Student-initiated monthly Eucharistic Adoration was begun in October.

- A Selection Committee is currently working with the Mission Integration Office to review applications from students who wish to be considered for four slots at the **Dublin Pilgrimage for Young Mercy Leaders** in August 2014.

- **Busily fall of community service** with almost 700 students working on several hundred projects with over 100 partners, most of them non-profits in a fifty mile radius. Full report available in the spring.

- Sr. Helen Marie served on the **Mission Accountability Peer Review Team** for Mercy College of Health Sciences (Des Moines, IA) in September. The Conference for Mercy Higher Education has initiated a peer review process in order to explore the presence, expression and effectiveness of the core mission of Mercy-sponsored colleges/universities as this mission is informed by its Catholic identity and Mercy tradition. As there are fewer Sisters of Mercy resident on the seventeen Mercy College campuses, Presidents of these
institutions have focused more and more on how to preserve the mission of the Mercy’s in their physical absence. This peer review process is part of that effort. We have offered Sr. Helen Marie as a leader in the two College peer reviews that have so far been conducted. Mount Aloysius will be peer reviewed next fall in advance of our Middle States review that spring.

- **Mercy Youth Initiative Program** is now in its third year with just over thirty potential first-generation-to-college young students engaged. These are all students from the Penn Cambria School District who would become the first-generation in their families at college. The idea of our program is to begin to acquaint them with college requirements in 7th grade and work with them through 9th grade when normal college placement efforts begin (typically in 10th grade). Research is clear that if we don’t reach these kids in middle school years, they will be less inclined and less prepared for a two or four-year college experience. MAC staff, faculty and students are all part of the teaching crew here, and doing a superb job.

- **The College held several activities to recognize veterans on faculty/staff and in the student body for their service on Veterans Day.** I hosted a lunch for them, gave brief remarks there. I also keynoted the Cresson American Legion event on that weekend. Our student veterans group also arranged the flag raising at the ACWC, which was actually quite moving, as it took place on a blustery night with some light flakes—and no one’s attention was diverted for even a second.

- The college is also working towards attaining the Carnegie (elective) Community Engagement Classification which would recognize all of the community service work that is part of the Mount Aloysius degree. There are twelve institutions in Pennsylvania who have achieved this designation and we hope to be the thirteenth. Sister Helen Marie is leading this effort.

- Sad to report that Sister Nancy Donovan announced her resignation as Director of the Campus Ministry Office, effective December 2013. Sr. Nancy is in her sixth year of service to Mount Aloysius College and her 28th as a Sister of Mercy. In her six years here, she has helped to significantly expand campus ministry activities, the quantity and reflective quality of service trips, retreat and prayer opportunities on campus, and our community-building and educational programs. She will be hard to replace but the search process is underway.

### Position the College as a Leader in Community Engagement

- **Board Service:** I recently accepted nomination to serve on the Blair County Chamber of Commerce, filling a position previously held by the chancellor at Penn State Altoona. I continue to serve on the board of JARI and the GJRP in Cambria County as well as with the Executive Leadership Council in Blair County, on the statewide boards for AICUP and Campus Compact and on the board of St. Xavier’s, a Mercy institution in Chicago. Michele serves in a very active role on the Blair County Arts Council (BCAC), along with board member and past leader of that organization Ann Benzel. On behalf of the BCAC, Michele is currently directing the Poetry Out Loud Competition for area schools, at which I am delighted to be a judge again (I have a connection with the director!!). Carolyn Donaldson will again serve as Mistress of Ceremonies.

- **Campus Compact:** I continue to serve on the ten-person state board of this sixty-five institution organization, which recently celebrated its 25th year in existence. I helped to arrange the keynote speaker for that celebration, the Chairman of the Board of the University of Pennsylvania Trustees David Cohen, with whom I worked in several past lives (he was among other things head of one of the largest law firms in the state, Chief of Staff to Mayor Ed Rendell and...
currently COO for Comcast). I also participated in the roundtable discussion with six other Presidents on our experience of community service in the Commonwealth at our institutions.

- **Deaf Gatherings**: The College has also been host to now four gatherings of deaf people (one this fall), some of whom have come from as far as Washington, DC. The evening includes brief presentations, a reception with refreshments and informal conversation. These events have brought close to 500 new people to the College. Thanks to Professor of ASL Kristin Muroski and her colleagues for organizing and hosting these events in the Wolf Kuhn Gallery. [View the gallery here.]

- **Misc. Presidential Activities**: I had the opportunity to share the college’s record, especially on community service, at a number of venues in the last quarter
  - Spoke out early and often (on access and affordability) at two recent meetings of the **Association of Independent Colleges and Universities of Pennsylvania (AICUP)**, one in **Pittsburgh** (with 12 area college Presidents and some folks from DC) and the other in **Harrisburg** (with 9 Presidents from across the state and several House and Senate caucus leaders). We have also done a good job of documenting both the quantity and quality of service that is performed by our students, and I took advantage of opportunities to present that information in wider forums.
  - Introduced Keynote Speaker (Comcast COO and Penn Board Chair) David Cohen at the **Campus Compact 25th Anniversary event in Philadelphia**, who then cited Mount Aloysius as one of four institutions (with Penn, Gettysburg, and Westminster) with whose community service work he was very familiar and very impressed. We had a faculty and a staff member in the audience who were surprised and delighted to hear the kudos for our College in Cresson from a podium in Philadelphia.
  - Also had the chance to pose a question to Philadelphia **Federal Reserve** Chair Plosser on his recent visit to **Johnstown** (a visit organized by our board members Ed Sheehan and Bill Polacek and Joe Sheetz, among others). Took the new chair of our Business Department and our CFO to that event.
  - Chaired a session at the semi-annual meeting of the **Mercy Conference on Higher Education** in **Baltimore**, where Moya also offered me the chance to introduce keynote speaker, former Dean of the Business School at Notre Dame and CEO of the Catholic Relief Organization Dr. Carolyn Woo. [Read my introduction here.]
  - Enjoyed meetings with **Highmark Blue Shield** CEO, its VP for Regulatory Affairs and its director of Philanthropy in **Pittsburgh** and with the new head of the **UPMC Altoona Foundation** CEO (courtesy of Ann Benzel, who chaired the search committee that brought him to our areas) in **Altoona**. Both of these entities are visiting with us in Cresson in the next month.
  - Enjoyed arts gatherings in Altoona, Johnstown and Harrisburg recently with Michele. **Harrisburg** was especially nice, as we went to witness Ann Benzel’s reception of the **Governor’s Award for the Humanities**.
  - Have begun to visit local **Rotaries** again (and any other service clubs that will have me), in my effort to spread the good news about Mount Aloysius—recently served as luncheon speaker for a Rotary in Altoona. I also reprised my run on the Bishop of **Altoona/Johnstown’s Sunday morning TV** show on November 10. Bishop Mark and I really enjoyed our conversation. [View the show here.]
  - Michele continues her volunteer activities in the community and at the College. She is auditing the Shakespeare class this semester under our Dr. Tom Coakley, and has had the opportunity to teach a few sessions of the class for and with Tom. She has her own little group of 6-7 students from the class whom she mentors (especially right before their next test!). I delivered several lectures this semester, one on **Business Continuity after Natural Disaster** (right after typhoon in Philippines) to a MAC Business/IT class entitled exactly that; the other lecture was on leadership and government, where I presented ten examples of government at its best (five under Democrat Presidents and five under Republican). My examples include the Interstate Highway System (Eisenhower), the Land Grant Act (Lincoln), the Social Security System (Roosevelt), among others.
Theme IV—New Horizons: Expand employment of technology in our areas of academic strength, grow our presence outside our region, and attract an increasingly diverse student body.

This section will update you on enrollment progress and the College’s campaign to ensure that every student is technology ready when they graduate.

Enrollment at the College

I want to update you on four aspects of our enrollment program in this winter 2013-2014 report, with thanks to Frank Crouse and our entire enrollment management team who continue to work effectively and together to produce quality results.

1. **Ten-year record:** I attach here a ten-year (2004-13) look at all the key measures of enrollment, so that you can see the progression over time. This tool includes a
   - **Total headcount,** which is everybody that takes a class at MAC (full-time, con-ed, part-time, dual-enrollment, etc.)—4% increase in one year; 22% over ten years
   - **Full-time Headcount,** which is full time grad and undergrad (key number for budget purposes); 13% increase over ten years
   - **First time full time,** which are our first-year students (both right out of high school and mature)—4% increase in one year; 44% increase over ten years.
   - **Transfers** (including transfers from other institutions, and internal transfers from MAC two-year programs)—5% increase in one year; no ten-year data is available
   - **Residential Students**—just below 500 each of last three years; up from <100 in 1990s, no 10-year data is available.

   You can see from these numbers that our progress has been significant over time even though annual percentage increases are relatively small. Any increase is good news, as Frank believes that 80% of higher ed institutions in America are actually suffering declines in enrollment at the same time that we continue to grow by these amounts.

2. **Spring 2013:** continues to look promising. We are currently running ahead of our strong spring numbers of last year, and if we can retain as many students as we did last year we will be in excellent shape.

3. **Fall 2014:** it’s far too early for any real analysis but all of the numbers that we count at this point are all are trending up—applications, acceptances and deposits all ahead of last year’s record numbers, at this early stage.

4. **Investing in Admissions:** It takes a village to grow Admissions at small, non-big brand institutions and we take that to heart at Mount Aloysius College. VP Frank Crouse is our leader on Admissions—he has a strong and committed enrollment staff, in whom we’ve invested in a number of ways in the last three-plus years (higher salaries, new full-time positions, increased media buys—including billboards and radio in new markets—and more dollars to buy useful databases of potential students). We are also
   - grateful for the word of mouth from board members and local opinion shapers, which no doubt helped us attract the top 30 students to whom we offered Mercy Presidential Scholarships this year (we went down to the 62rd candidate to get 30 in 2010).
happy for the increasing buzz about the college—at least some of which is based on MAC’s heightened public persona—as reflected in increased numbers of news articles and occasional television (see Communications Report under Strategy V below).

appreciative of the work that our faculty do for Admissions—who play a significant role as they turn up on Saturdays and Sundays in the fall at our open enrollment days where we attract anywhere from 100-300 students—they provide prospective students a bird’s eye view of the College (and possible majors) and complement well the rest of Frank’s program on those days.

Technology-Ready Graduates

This section of the report, brand new and relating directly to key parts of the Strategic Plan, will evolve over time. This quarter, I want to

1. summarize past key groundwork initiatives
2. highlight tech work at the ACWC
3. give you a sense of what goes on in an average week with our IT team here and
4. underline a few ongoing action steps

All these strategic IT steps help us to maintain our state-of-the-art status and to ensure that our students are truly technology ready.

Key Groundwork Initiatives—we think there are five in last three years:

- Completed integration of four data systems (improving overall system speed and compatibility of applications across the board)
  - Jenzebar (student information system)
  - MAC Gmail (faculty, staff, students)
  - All campus directory services
  - Blackboard (teaching tool)

- Activated Internet 100meg connection (four-fold increase in bandwidth at no extra cost). We also kept the existing Internet connection for additional bandwidth.

- Completed network infrastructure replacement (10 Gig connections to all buildings)

- Achieved 80% goal on “smart” classrooms; and Cycle 2 of faculty/staff laptop replacement)

- Created Digital Grotto (five total work stations, in-house studio and annual equipment upgrades)

ACWC Tech Implementation—four key steps here

- completed installation of network switches, wi-fi access panels and all cable runs
- worked with Advantage Sports to connect/network 40 pieces of cardio equipment in Wellness Center
- trained athletic and IT teams on maintenance/operation of multiple systems throughout ACWC.
- coordinated card access, point of sale, fire, and alert systems throughout the ACWC (and their connection to the rest of campus).

A Week in the Life...—to give you a sense of IT operations in one typical week on campus, I asked Senior VP for Administration Suzanne Campbell to take 30 minutes and give me an average week. This is it, for the week of November 18, in her words:
Monday brought with it some power interruptions. Anytime there is a dip in power such as the lights fading on and off, the IT and Admin Services teams run through a complete list of potential causes, troubleshooting to determine if it is a system-wide or an isolated situation. In this case the battery support packs for the server were surging and needed replacement.

ACWC move-in also continues with phone and computer lines being transferred.

IT leads met with Bettwy System executives, Campus Safety and SVP Campbell to discuss options for supporting the camera systems and the card access systems while reducing bandwidth drag and the number of servers overall. Planning is critical as we move towards one unified system over the next ten years.

IT installed, tested and delivered the camera document system on the SmartBoard in Early Education.

IT staffed and participated in the Admissions Open House at the ACWC on Sunday, not only running the AV but talking to parents and prospective students about IT at the college and support.

IT transferred the small TV from Wolf Kuhn to the outer wall of financial aid. The TV was then hooked to a computer in the office and will display anything Fin Aid wants and will also display Alertus messages in an emergency.

IT has taken over running the sequence letters from the admissions office. Once the data is organized, IT initiates the process to create the letters and then forward them back to Admissions.

IT staff work with Admissions Staff and Communications staff to remedy glitches in the online application process on the website itself.

IT staff continuously upgrades PowerFaids in Jenzebar which house critical student financial aid information.

Jenzebar is the heart of the college systems in terms of crucial student and staff information. IT staff maintain Jenzebar and also create customized student information system reports, HR reports, advising reports for registrar, and financial aid reports each and every week.

IT is very involved in graphic design here at the College and has played a major role in the development of logos, color documenting, and the graphics at the ACWC along with assistance provided on numerous publications and marketing plans.

IT continuously transfers scanned documents to the server for records retention and reporting.

IT continually meets with faculty that have face-to-face courses, as well as assisting online and hybrid teachers in using the blackboard capabilities we have and in any other systems they may choose to educate with. This past week included registering course copies for faculty as they prep for spring semester. It also includes policy development with Academics in how courses are transferred.

IT is well represented in policy development discussions (at President’s insistence) and continually updates existing IT policy and procedure to grow with the ever changing landscape.

IT staff are working with Admin staff to develop catering and facility rental forms and reports that track usage and automate approval processes.

Created user-friendly auto populating calendar prototype for website.

IT serves as members of multiple committees including the President’s Senior Technology Committee and the Campus-wide Safety Committee.
On average the Help Desk fields approximately 360 calls, e-requests and walk-in requests for assistance each week.

Recent Action Steps in IT—some work since my last report to you in September:

- Computer Replacements and Upgrades
  - Bookstore software and hardware upgrade completed. MBS bookstore system was upgraded for two reasons: 1) Software was reaching EOL (end of life) at the end of 2014, and 2) foreseeing a need to utilize the student ID card system in the bookstore at some point in the future.
  - Blackboard Transact upgrade – This upgrade was necessary to allow the use of MAC-Flex funds for students and provides the necessary linkages to use the Student ID card in the Bookstore in the future.
  - Replacement of Radiology lab in Pierce hall – 20 computers – per replacement cycle plan
  - Replacement of faculty laptops – 25 laptops – per replacement cycle plan
  - Replacement of computer lab in basement of main – 20 computers – per replacement cycle plan
  - Replacement of all administrative offices – 50 computers – per replacement cycle plan

- A new Gaumard Noelle S554.100 Maternal and Neonatal Birthing Simulator was installed to replace the old and outdated Gaumard Noelle Birthing Simulator. The new simulator allows the students to practice every type of delivery possible that they may encounter in the field. Some of its key features are a fully intubatable airway with chest rise, IV arms for medication/Fluid administration, Bilateral Radial Pulses, and Maternal speech. Along with the adult the package it also included a computerized newborn with cyanosis and pulses which the students can practice intubation, do chest compressions, and listen to realistic heart and lung sounds.

- Significant upgrades on multiple simulators were completed.

- A student success story and a Mount Aloysius College success story
  - Nate Sloan is a 2013 graduate of Mount Aloysius College and after a stellar turn as a student worker was hired on as our Network Administrator under the guidance of Mike Schenk,
Network Operations Manager and Rich Shea, IT Director. Nate has quickly become part of our IT and Admin team. Recently, Nate presented, on behalf of Mount Aloysius College, at the Link Up 2013 conference in Altoona on Unidesk virtual desktop solution at Link Up 2013. The presentation was attended by over 160 conference attendees and was very successful drawing positive reviews for Nate’s detail of identifying potential pitfalls in order to maximize success in virtual desktop solutions. Well done, Nate.

Theme V—Build our Capacity to Thrive: Modernize our administrative procedures and culture, expand our visibility in the region and beyond, attract and retain high quality faculty and staff, and improve governance and fundraising infrastructures.

This section will report this quarter on four areas: communications, fundraising/development and finance.

Institutional Advancement

The key areas are: the Campaign Report; the Annual Fund Report; and the Advancement Events & Activity Report. With VP for IA Jennifer Dubuque’s help and the now universal IA use of the Raiser’s Edge database system, I can now report to you each quarter in this format so you can see progress over time.

1. Campaign Report

- **Expanding Horizons: The Campaign for Mount Aloysius** raised $14,507,325 in new gifts and commitments through September 30, 2013. The breakdown is as follows:
  - Building $11,405,428
  - Unrestricted $ 1,303,016
  - Restricted $ 1,798,880
  $14,507,325

- **Sponsorship materials for signage in the ACWC** are finalized and we will contact prospective donors in the next few months. There are 4 different levels of sponsorship and we are asking for a minimum of a 3-year commitment.

- Will begin working on the **ribbon-cutting and dedication event** for the spring in the next few weeks.

2. Annual Fund Report

- Since the start of this fiscal year, July 1, 2013, we have raised $557,140 in new gifts and pledges. This is ahead of the same time last year ($377,508). Getting our **fall direct mail** out earlier and booking several in-kind gifts for the Convocation Center are the reason for this.

- We are working on an **end-of-calendar-year direct mail solicitation** to segments of our alumni,
businesses and professionals and other targeted groups. This has not been done in many years.

- Created a new Annual Fund brochure to help build the case for support.
- The student-run Phonathon has raised a little over $13,000 from alumni as of November 1, slightly ahead of last year. Calling will resume in the spring.

3. Advancement Events & Activity Report

- October 22 was the Scholarship Recognition Dinner and we had 250 guests attend this heartwarming event. Many thanks to our trustees for attending; their presence helps raise the profile of this event. Changes to the layout for the event and keeping the program focused on scholarship donors and students made this a successful event. And, of course our student speakers stole the show.
- Madrigal. Two performances scheduled for December 7th and 8th. This year we offered program sponsorship to local businesses to offset the costs of printing the program.
- Next week, December 11, our Annual Scholarship Golf Tournament committee will be meeting to begin planning the June 2014 event. We are hoping to build on the success of last year’s event.
- EITC mailing sent to trustees, local banks and other businesses in an effort to build awareness that Mount Aloysius is an approved institution. We received a $5k gift from FNB in October. Jara Dorsey-Lash our new Manager, Advancement Research and Grants will be following up on efforts to build this pipeline of support.
- Newsletter for Mount Aloysius Academy graduates – This is part of an effort to offer a variety of communications to our alumni – not just solicitations. We will alternate between printed and online newsletter so we can reach all graduates.
- Continue to collaborate with Communications staff on the Alumni Magazine and other publications, including a new planned giving brochure in the spring and a second (this school year) Alumni Magazine due out just after Thanksgiving.

Communications

A quick update on key areas of growth, with thanks to Jack Coyle and Sam Wagner, who lead our efforts, with the help of one other staffer, two grad assistants and host of work study students:

1. The Hospitality: Finding Home in a Changing World monograph has been well received—sent to alums, donors, local business and elected leaders and opinion shapers in the region. The cover note is attached here, along with a sample response. Read the cover note. Read some recent feedback correspondence.

2. Fall newspaper coverage excellent—260 stories with over 5,256,363 impressions worth $686,434 in free advertising. Our subscription service is now providing us with these numbers, at no extra cost. See charts below. We also had six TV stories in that same time frame, but we don’t have a way to compile impressions or dollar value of those. View the news clips here.

3. Fall sports coverage also excellent, especially with our focus on telling stories and not just reporting wins and losses. For example, the first women’s soccer story was about the interesting summer jobs of our three captains; the cross country story was focused on the strength of a runner with an immune disease. More importantly, Jack Coyle and his band of two have been getting these stories reprinted in local papers where our student athletes live and in the local weeklies in our region. Read a recent article on our Cross Country team.
4. Roll out on the ACWC is strategic—we had **print and TV coverage of Mountie Madness**, and expect even wider coverage at the formal grand opening in April. [Watch the news story](#).

5. **Multi column non-sports stories have also been rolling out an even pace this fall**—in just last two weeks (prior to writing), there has been very nice coverage of nursing pass rates, a new simulation lab story with three photos, a major Madrigal piece with multiple photos (last two both front page of Life section in Mirror), front page coverage in the weeklies on ACWC tour (full inside page as well) and American Legion speech by yours truly. See the news clips section on the Board Portal for a complete list of stories. [Read the Madrigal story](#). [Read the simulation story](#).

6. **Social media outreach through YouTube continues to thrive.** Over the last 365 days, MAC videos have received over 30,700 views—an increase of nearly 7,000 views as compared to last year. In the same period, 47,000 minutes of MAC videos have been watched. More than 85 new videos have been created since January 1, 2013. The MAC Channel has a total of 343 uploads as of Nov. 20, 2013. [Read the entire Social Media Report here](#).

7. We are about to introduce a completely reworked and much more content and user friendly [MAC website](#), but the old one isn’t doing too bad. A continued increase in use of links to the MAC website has resulted in the more than 4,000 click-throughs this year.

8. The official [Twitter](#) account has seen incredible growth by gaining nearly 320 more followers over the last 12 months, an increase of nearly 80%. I have begun again recently to breathe life into my personal twitter account at the College—it gives me an opportunity to promote outstanding performances here at the college, to thank our partners and to brag about our students, faculty and staff—all in 140 characters (so I have also become more adept at Haiku—like sentence structures. Check out my [Twitter account](#).
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This completes the third section of this quarterly report, where, we assess progress relative to our 2013-15 Strategic Plan. We will hold our first formal assessment on the Action Steps in that plan in December. My sense is that we are in very good shape, that we have achieved many of the plan objectives already and are in process on almost all the rest.

Michele and I continue to enjoy all aspects of our engagement here at Mount Aloysius. She is heavily involved in tutoring numerous students (mostly in Shakespeare this semester), ever present at a wide range of campus activities (and in the community) and is very helpful to me in development/fundraising work as well. On our recent evening with the Cresson American Legion, I delivered the Veterans Day keynote address, but just followed her lead on the dance floor, frankly, and we represented the College just fine on both fronts!!

We hope that you are preparing for a meaning-filled Christmas season, and that Mount Aloysius brightens your lives all year long. Thank you for all that you have done for this College, and for this opportunity to serve.

Tom Foley
President