

# Integration INSIGHT



## January 2022

Happy New Year and best wishes to our students, faculty, and staff for a successful spring semester! Each new year brings a sense of excitement along with the prospect of new beginnings. On July 1, 2022, we look ahead to officially integrating Bloomsburg, Lock Haven, and Mansfield Universities creating a student-centered, academic powerhouse that will grow opportunities while honoring local campus traditions.

Many months of planning - with important input from students, alumni, faculty, staff, and community members - is helping us boldly reimagine public higher education and develop a best-in-class learning experience for all students. From humble beginnings, our universities have evolved and adapted over the years to meet the needs of students. 2022 brings the next evolution of our universities, and we're excited about the bright future ahead of us.

As we continue on this path, it is critically important that we develop how our integration story is told, and we are pleased to unveil our first elevator speech (below), which is ready for your use. We'll be printing this and distributing it to all departments.

### **The Power of Three**

The integration of Bloomsburg, Lock Haven, and Mansfield universities is a bold investment in the communities and people of Pennsylvania. Our mission is to expand high-quality, affordable academic opportunities and support a vibrant on-campus student experience.

Powerful ideas start here, carried by dynamic stories and voices, resulting in empowered students. Together, we provide financially responsible degree options that maximize experiential learning, career preparation, and efficient time to degree completion.

**We're Honoring our History** by preserving the founding principles of each campus and continuing as pillars of our communities, supporting students and our neighbors alike.

**We're Investing in Today** by answering the greatest challenges facing higher education: accessibility, cost, quality, and relevance through the combined strength of our storied institutions.

**We're Building a Powerful Tomorrow** by boldly changing the trajectory of public higher education to position ourselves for growth and meet economic and workforce development needs in our region, across Pennsylvania and beyond.

**That's the power of three.**

**What Won't Change:**

- *Our footprint:* No campus is closing, and we will deliver robust residential experiences. Students will have a home campus and will not be required to travel between campuses for daily classes.
- *Our collective brand will maintain our names, colors, mascots, and local traditions.* The integrated university's name will be used as a secondary element for Middle States and accreditation purposes and announced this spring.
- *Our athletic brands:* Each campus will retain a full complement of NCAA Athletic programs and we are working to confirm this path in the spring.
- *Our academic mission:* Students will be able to complete the programs they start; it is our academic contract with them.
- *Our commitment to a world-class education:* Real-time technology will support new collaborative learning environments while program-based field study, semester residency, or other multi-campus experiences will be developed.
- *Our commitment to generous alumni and donors:* Foundations and alumni associations remain separate. Donors may still designate funds to support programs or a campus/campuses of their choosing.

### **Functional Area Leadership**

We continue to be laser-focused on creating a leadership structure that will best serve the needs of our students and position all of us – students, faculty, and staff – for optimal success.

As previously announced, the integrated institution will consist of five distinct divisions: Academic Affairs, Enrollment Management, Finance and Administration, Student Success and Campus Life, and Advancement. Deans and Department Chairs in Academic Affairs were announced by the Provosts and APSCUF in early November.