



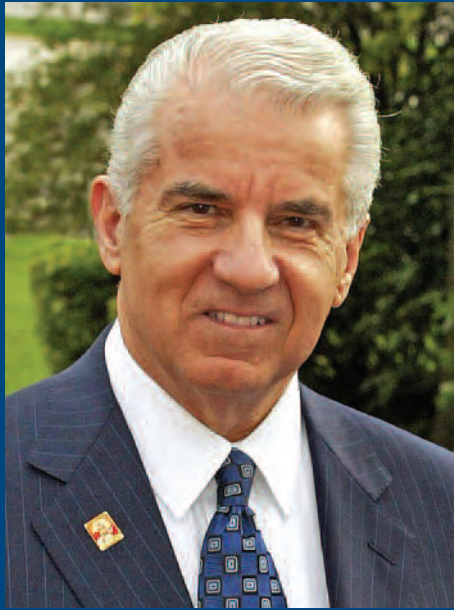
# PRESIDENT'S PERSPECTIVE

Sustaining a Standard of Excellence

WINTER  
2007

From the desk of Dr. Angelo Armenti, Jr.,  
president of California University of Pennsylvania

## FROM THE PRESIDENT



**A**lthough many definitions of the word “excellence” have been put forward, I prefer the one offered by Pat Riley in his book, *The Winner Within*. While most dictionaries define excellence as “first class” or “eminently good,” Riley defines excellence in a way that reveals the price one must pay to achieve it. Excellence, he says, is “the gradual result of always wanting to do better.”

For me, the key word in that definition is “gradual,” since, in practical terms, excellence can only be achieved through continuous improvement or, more precisely, through many successive, individual and typically small improvements. So, while excellence may be an exalted state, getting there requires an ongoing process consisting of many iterations.

In the past, there was thought to be a limit on how much “quality” or “excellence” one could attain. But the work of W. Edwards Deming, the father of TQM (Total Quality Management), proved otherwise. In summary, “You don’t have to be sick to get better.” In life, the potential to improve is unlimited.

As California University of Pennsylvania enters its 155th year of service, our never-ending quest for quality and excellence is evident in our vast array of ongoing continuous improvement efforts, all of which begin with information solicited, and received, from our various stakeholders.

We actively seek, seriously consider, and frequently implement the suggestions which come to us as a result of our numerous continuous improvement initiatives. Those suggestions typically come via one or more of the following means:

- a) faculty, student or staff convocations,
- b) our University Forum governance structure, c) our Electronic Suggestion Box, or d) the numerous standardized and ad hoc surveys that we distribute to students, faculty, staff and other stakeholders.

These efforts are coordinated by a full-time Continuous Improvement office whose mission it is to gather data on the quality of our programs and services in order to assess the opinions and satisfaction levels of our various constituencies. After that, we faithfully “close the loop” by using the data received to make our programs and services better.

A number of the standardized surveys that we employ regularly (e.g., the ACT Student Satisfaction Survey) are nationally normed. This allows us to compare our results with the averages of a large number of institutions around the country.

We ascertain the most critical areas needing improvement by means of a “gap analysis” in which the area with the largest negative gap with respect to the national norm goes to the top of the list for continuous improvement. Those activities or program areas in which our student

satisfaction levels are higher than national norms are singled out for recognition and praise. In each case where changes are implemented subsequent to receipt of a low score, follow-up surveys are administered to monitor improvement.

For example, we recently improved our students’ assessment of their ability to get the classes they needed at the times they wanted to take them by “flattening the class schedule” throughout the day and the week. This, in turn, substantially reduced the maximum number of sections that could be offered during “prime time,” and thus increased the number of classes that students could take.

A commitment to excellence through continuous improvement has been the hallmark of California University since its founding in 1852, and that ongoing commitment will ensure the success of our mission of building character and building careers.



Angelo Armenti, Jr.

“  
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# Grant creates Win-Win-Win partnership

Fourteen years ago, I picked up a book in the Philadelphia airport on my way to a job interview in Pittsburgh for the position I now hold. Little did I know that more than a decade later, the book, *The 7 Habits of Highly Effective People*, by Stephen R. Covey, coupled with an emphasis on “Think Win-Win Habit,” would serve as a catalyst for changing thousands of people’s lives in the Mon Valley and beyond.



California University hosted a reception for Monongahela Valley Hospital employees who had completed Covey training. Held in the Booker Great Room of the Kara Alumni House, the event recognized the more than 60 graduates of the program.

Last summer, more than 60 employees from Monongahela Valley Hospital attended a reception at the Kara Alumni House at California University of Pennsylvania to celebrate the completion of their Covey Training. At President Armenti's urging, the international FranklinCovey Company agreed to allow Cal U's certified trainers to provide the training to other large employers in the region. Monongahela Valley Hospital was the first such employer invited to participate in the training.

At the reception, Louis J. Panza, Jr., president and CEO of Mon-Vale Health Resources, Inc., presented Dr. Armenti with a check for \$60,000. Half of that amount covered the cost of the training, and the other half was used to create an endowment that will fund

scholarships for nursing students at CalU. Upon graduation, those nurses will be encouraged to work at Monongahela Valley Hospital.

The partnership is an example of a win-win-win relationship: The hospital staff and all of its patients benefit from the 7 Habits training; the university and its students benefit from the scholarships and career opportunities; and the FranklinCovey Company benefits by being introduced to another world-class client, Monongahela Valley Hospital.

Panza said that one of his goals is to have the best-educated and best-trained staff in western Pennsylvania, so it only made sense to partner with the best of the best. "The two biggest employers in the Mon Valley got together to make something happen," he said. "Two non-profits figured out how to work together for the good of the Valley." Panza said that the first check for \$60,000 is only a down payment, and they are committed to additional training. "There is much talk about buildings and technology, but these leaders understand that 65 percent of budgets are people costs, human capital," he said. Both organizations plan to continue to invest in their people and continue to propel themselves forward.



Covey training was inspired by Stephen R. Covey's best-selling book, *The 7 Habits of Highly Effective People*.



President Angelo Armenti, Jr. and Louis J. Panza, Jr., CEO of Mon-Vale Health, enjoy the reception that honored this unique and effective partnership through Covey Training

# Cal U's Tech Ed Program Wins International Awards



Cal U faculty member Mike Amrhein interacts and challenges Cal U student Ronald Neurohr to design and solve problems in the Energy and System Control Class.

A group of 35 California University of Pennsylvania students traveled to the Technology Education Collegiate Association (TECA) International Conference in Baltimore, Md., to compete against Technology Education programs from across the country. The TECA conference is held in conjunction with the International Technology Education Association (ITEA) conference, the largest technology conference in the world.

**T**he Cal U group is composed of members of the Technology Education Association of California (TEAC), a professional organization for students majoring in Technology Education. After dominating the Eastern Regional in Virginia Beach, Va., in February, the California contingent was hoping for good things at the next level.

California was one of 54 teams from 16 schools competing in six events. Most

of the other schools were Division I in size and also expected to do well. Once again, Cal U students proved that size isn't everything as they overwhelmed the competition and came home with one first, one second and one third-place award. The first place finish was in the Manufacturing Contest. Second place was in Teaching Lesson, and third was in Problem Solving. Additionally, Rachael Lese, TEAC president, completed her

## Building Careers.

term as president-elect and was installed TECA President. She also received the national TECA Outstanding Chapter Service Award, and TEAC was selected to receive the Outstanding Chapter Award for the third consecutive year.

The TECA Outstanding Chapter Service Award is the second highest award given by TECA. It is presented for dedication to academic achievement, involvement of significant merit in ITEA/TECA affairs, and professional development at the chapter level. Rachael is very deserving of this honor.

The Outstanding Chapter Award is presented to an institution that displays exemplary activity in: chapter service to the local, state, and/or international organizations; professional activities that the chapter has either engaged or initiated; promotional activities for the profession of technology education; or similar activities. TEAC is very active and a worthy recipient of this award. Typically, chapters are restricted from winning this award in consecutive years. We were very surprised and honored to win it three years in a row!

Matt Brinkman was elected as TECA vice-president. Technology education graduate student Matt Anna received the Foundation for Teacher Excellence Donald Maley Spirit of Excellence Outstanding Graduate Student Citation.

Elected officers of TECA serve for one year and represent the TECA membership internationally. They are responsible for the annual conference planning, assisting the administrative advisor and fundraising activities. They also publish a quarterly newsletter called the *College Comment* which is distributed to each of the TECA chapters.

The students who competed included: JT Alukonis, Tim Angert, Matt Brinkman, Evan Clark, Jeremy Cromer, Sean Gold,

Joel Green, Jared Henshaw, Karl Hoover, Tanner Huffman, Ryan Jerico, Larry Johnson, Tom Kelton, Jason Kinsley, Rachael Lese, Tanner Lowmaster, Andy Meyer, Lisa Meyers, Chad Moore, Matt Nebel, Justin Paperillo, Tyler Philips, Sara Ponteous, Matt Reidmiller, Rob Rice, Joe Rubel, David Rupp, Thomas Shultz, Eric Skutch, Pearl VanHoove, Dan Vavreck, Lynsey Walczak, Sarah Wells and Eric Zeznanski.

Faculty members supervising the students included Drs. Mark Nowak, Mike Amrhein, Dan Engstrom, Glenn Hider and Peter Wright.

“Once again, Cal U students proved that size isn’t everything as they overwhelmed the competition and came home with one first, one second and one third-place award.”



Larry Johnson, future technology education teacher, engages in problem solving robot behaviors using radio remote control technology.



Cal U faculty member Lisa Kovalchick works with student Ryan Rose in Cal U's updated computer science laboratory facility in the Eberly Science and Technology Center.

# Computer Science Program Earns National Accreditation

California University of Pennsylvania's bachelor of science in computer science program opened the new academic year by announcing its impressive national accreditation. The computer science program received a full two-year accreditation by ABET, Inc. Because it is retroactive all computer science graduates since December 2004 will now be recognized as having degrees from an accredited program.



Cal faculty member Ali Khoujmane goes over a math formula with Lisa Tomosker.

**A**BET, the recognized accreditation body for university programs in applied science, computing, engineering and technology, is a federation of 28 professional and technical societies representing these fields. Among the most respected accreditation organizations in the U.S. for more than 70 years, ABET accredits some 2,700 programs at more than 550 colleges and universities nationwide. More than 1,500 volunteers participate annually in ABET activities. ABET is recognized by the Council for Higher Education Accreditation.

This accreditation guarantees that we meet a national standard with our curriculum, our faculty and our university. It also ensures that we have a continuous improvement process in place so that every year we are evaluating ourselves, our program, our faculty, and we are always seeking ways to make things better. Being a graduate of an accredited university and an accredited program also enhances students resumes.

Cal U's computer science program is one of only four in the Pennsylvania State System of Higher Education to be nationally accredited along with Millersville, Shippensburg and Slippery Rock universities.

Paul Sible, assistant professor of math and computer science, was charged with leading the effort to attain the accreditation when he was hired in the fall of 2002. In October 2005, ABET visited the Cal U campus for three days.

Over the following months, the

curriculum was tightened and improved. ABET has a strict science component, and we satisfy that requirement by giving our students certain choices in the disciplines of chemistry, physics and biology.

According to Barbara Hess, chairperson of Cal U's department of mathematics and computer science, two important aspects that were significantly upgraded following ABET's on-site visit were upgraded laboratory facilities for both students and the faculty.

This past spring, a laboratory designed specifically for computer science opened in the Eberly Science and Technology Center, giving students the opportunity to work outside classroom time. There is also a special lab used exclusively for senior projects.

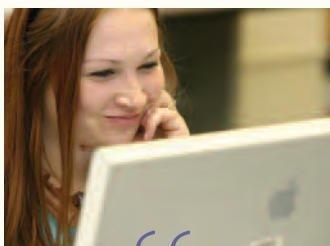
ABET was impressed with the computer science programs' outcomes assessment. The program has an advisory board that meets every fall and spring. It is comprised of area businesses such as U.S. Steel, Advanced Acoustics, Progeny and PTC to name a few, as

well as representation from West Virginia University's graduate program.

The department's internship program is run by longtime and popular faculty member George Novak.

Our advisory board has told us that companies want education and experience, and internships bridge that gap. Every student who has good grades and wants an internship gets one.

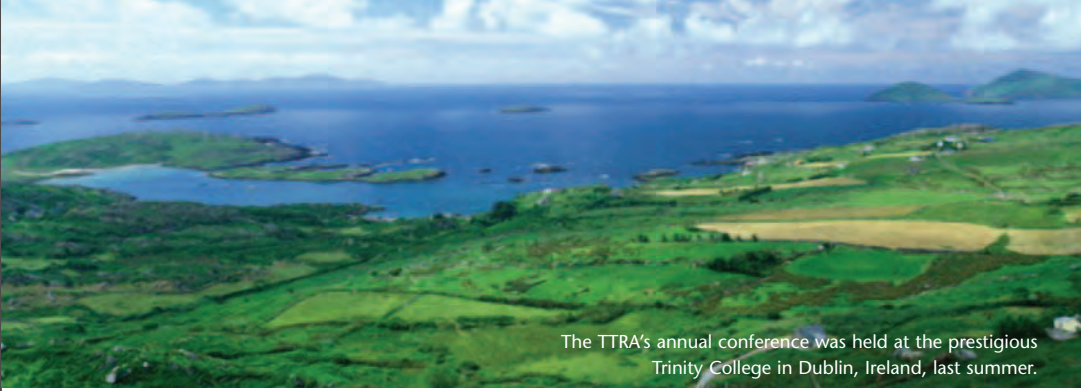
Those who are part of the program are excited about its future and know that the accreditation is just the beginning.



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Recognition  
on a national level  
academically  
provides  
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to students.  
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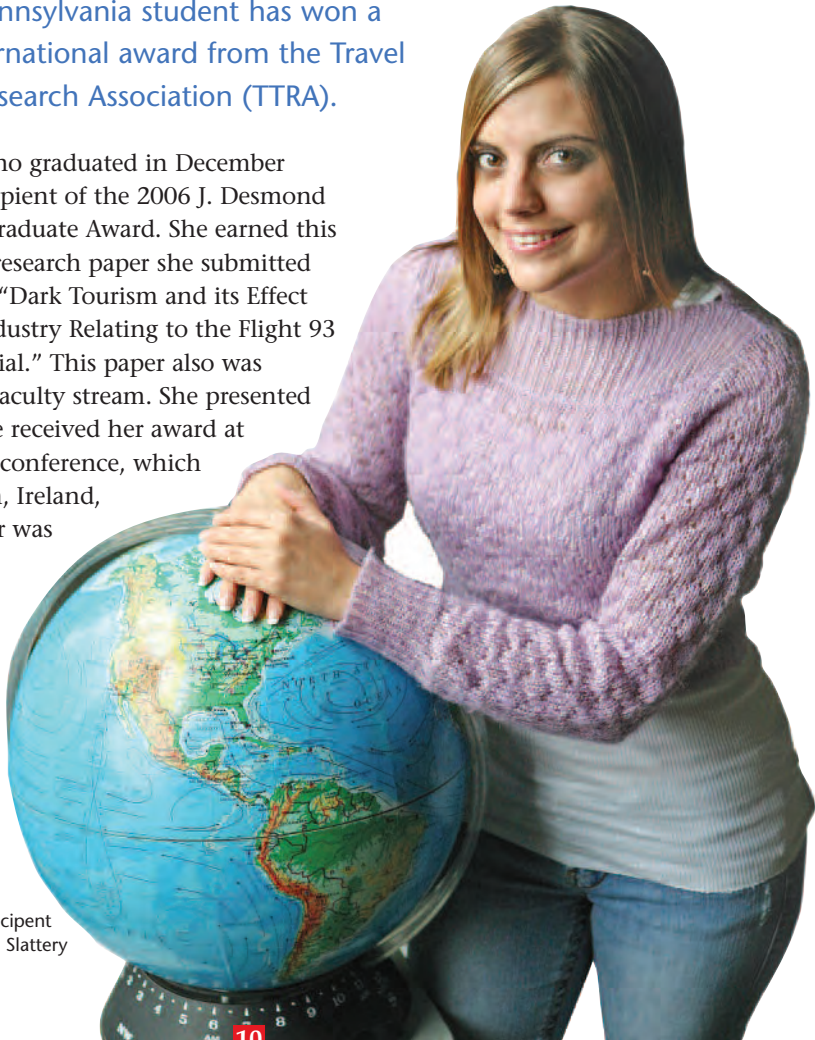
# Student Receives International Travel and Tourism Award



The TTRA's annual conference was held at the prestigious Trinity College in Dublin, Ireland, last summer.

For the second time in four years, a California University of Pennsylvania student has won a prestigious international award from the Travel and Tourism Research Association (TTRA).

Jessica Sarver, who graduated in December 2005, is the recipient of the 2006 J. Desmond Slattery Undergraduate Award. She earned this honor based on a research paper she submitted to the TTRA titled "Dark Tourism and its Effect on the Tourism Industry Relating to the Flight 93 Temporary Memorial." This paper also was accepted into the faculty stream. She presented her work when she received her award at the TTRA's annual conference, which was held in Dublin, Ireland, last summer. Sarver was honored at a



Jessica Sarver was the recipient of the 2006 J. Desmond Slattery Undergraduate Award.

traditional Irish banquet held at Trinity College, which was founded in 1582 and is home to the Book of Kells.

Jessica, who is from Friedens, Pa., and a 2000 graduate of Somerset High School, is the daughter of Bob and LuAnn Sarver. In 2003, Cal U student Laura Kalcevic of Brownsville, Pa., also won this international award.

TTRA, the International Association of Travel Research and Marketing Professionals, awards program was developed to encourage and recognize excellence in the field of travel and tourism research and marketing. Entrants are judged on quality, originality, creativity, usefulness, results and benefits to the travel and tourism industry.

The J. Desmond Slattery Awards were created in 1987. These awards honor the 16th Travel and Tourism Research Association president, J. Desmond Slattery. All undergraduate students enrolled in a post-secondary, degree-granting program are eligible to electronically submit an abstract and paper of a completed, original research study. The abstract must clearly describe the rationale, methods and results of the research study. The papers are judged by a review committee, which examines the papers' quality of research, originality, creativity, relationship to travel and tourism, usefulness and applicability, and quality of presentation. The recipient receives a \$700 cash award, a one-year

complimentary student TTRA membership, a \$300 travel allowance and complimentary registration to that year's TTRA annual conference.

Both Jessica and Laura's work for the Slattery Awards was for a "Research Methods for the Travel and Tourism Industry" course, taught by Dr. Susan Ryan.

Dr. Ryan said that just submitting papers to international competitions is impressive, and winning is incredible. She said she could not be any prouder of the students' accomplishments.

In the spring of 2005, Cal U's undergraduate travel and tourism program earned international accreditation by the World Tourism Organization's Themis Institute for Quality in Tourism Education TedQual (Tourism Education Quality). At the time, Cal U's program was one of just 27 institutions to have attained this status and the only one in Pennsylvania. Having two of its students win Slattery Awards in four years sets a high standard for current and future students in a program whose motto is "World Class in the World's Largest Industry."

The mission of our program is to offer the best teaching, research and service in the discipline, which is a mission we adopted within the institutional mission as a result of our accreditation. Because of this impressive academic achievement, we are attracting a higher caliber of student.

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The Flight 93 Temporary Memorial in Shanksville PA was the basis for Jessica's research.

# Online Teaching Excellence

Barry McGlumphy, associate professor and program director for Exercise Science and Health Promotion, would much rather have his students stay home than attend any classes on Cal U's campus. That might sound like an odd outlook for a professor to have, but it garnered him eCollege's 2006 Excellence in Online Teaching (eOT) Award, which recognizes professors from around the country for superior online education.



Barry McGlumphy, associate professor and program director for Exercise Science and Health Promotion, has been a leader in Cal U's commitment to online education.

e - College provides all of the necessary technology and services in an integrated approach to power the profitable growth of online distance programs. As the only eLearning outsource provider focused on developing full programs, eCollege helps institutions meet their academic, enrollment, and financial goals for their online programs.

McGlumphy explained that winning the Excellence in Online Teaching Award was very humbling, yet inspiring. He said there is not a day that goes by when he doesn't envision Cal U as the national benchmark for delivering high-quality online education through a historic, accredited university." Being nationally recognized with this award was confirmation that we are well on our way to meeting our lofty goals," he said.

"At Cal U, we are firm believers that online education isn't a fad or passing fancy. The growth of online learning and satisfaction of online learning in such a short period of time is a testament to the fact that this is the new direction we are headed, not only at universities, but also kindergarten through high school, as well as lifelong learning."

The university recently participated in the DOD's Worldwide Educational Symposium, which attracted more than 1,700 military education counselors, officers and other attendees who gathered to learn more about the importance of education in the military. The challenge they face is that the highly mobile nature of military service often requires military students and spouses to relocate before they have earned enough credits to complete a degree. When a serviceperson is deployed, he or she may not even be able to attend

the classes required to successfully complete the course.

Cal U offers a viable option to frequently deployed personnel through online education. The university's innovative program, Global Online, allows students to earn degrees by

accessing classes from anywhere in the world via an Internet connection. Students can complete their work at any time of the day or night, which provides great flexibility for those in the military.

An entire department called the Office of Web-based Learning has been created to support the Global Online program, including representatives

who can answer questions about financial aid, admissions, course scheduling and computers.

Most military service personnel will eventually return to civilian life, and programs like Cal U's Global Online can help with that transition by preparing them for new careers in any number of fields.

Cal U's online programs require no in-person attendance at the actual brick and mortar school in California, Pennsylvania. Though we always welcome students to visit the campus, even if it's just once to accept their diplomas.

“  
...not a day goes  
by when I don't  
envision Cal U as  
the national bench-  
mark for delivering  
high-quality online  
education through a  
historic, accredited  
university.”



Global Online, an innovative program developed by California University of Pennsylvania, allows students to earn a degree by accessing classes from anywhere in the world via an Internet connection.

# Michele Mandell '69 named Cal U Alumna of the Year

**D**uring her speech at the 2005 Honors Convocation, Michele Mandell '69 said, "Be proud of the choices you make. We create who we are by the choices that we make every day. Choose wisely."

Michele has made it a habit to live by those words and demonstrate the university's Core Values of Integrity, Civility and Responsibility. In November, Michele was honored with the Distinguished Alumna Award for 2006. The award is presented to a university graduate in recognition of significant career achievement, a long record of outstanding performance in their chosen field, and selfless service to California University. Michele most

certainly meets these criteria. During a reception of family and friends at the Kara Alumni House, she was presented with a silver tray to mark the occasion.

In 2005, the university's Alumni Association also honored Michele with the Professional Excellence Award for her accomplishments in the business world.

Michele joined Talbots in 1983 as a store manager in Shadyside, Pa., with 15 years retail experience. Since that time, she has assumed steadily increasing positions of responsibility, first as a district manager in 1984, and then as Talbots first Regional Director of Stores in 1985. Her promotion to Senior Vice President of Stores in 1992 marked the first time an associate from the organization had ever been promoted to that level. Michele was named to her current position in January 2003 and became the first female executive vice president, Stores, in the company's history.

During her tenure as head of the Talbots organization, the retail operation in the U.S. has tripled in size. In 2001, Michele was honored with the prestigious Yuh Shuh Keishsha Sho award for executive excellence by the ABON Company, a \$26 billion Japanese retail conglomerate and Talbots' majority shareholder.

Over the past few years, we have appreciated her support as a member of the Capital Campaign Steering Committee and the Foundation for California University. Her generosity in supporting activities such as the



Enjoying a moment in the Kara Alumni House's Drawing Room before last fall's reception were Cal U President Angelo Armenti, Jr., and Michele Mandell '69, recipient of the 2006 Distinguished Alumna Award.



President's Gala, the Giving Tea, the Silent Auction, the Golf Outing, and most recently, the Boston Alumni Reunion, has been a great help to Cal U.

Michele has had a positive impact on many of our students. The first honorary guest coach of Cal U's women's national championship basketball team, Michele has been a staunch supporter of the organization for many seasons. Though they were unable to attend the Alumna of the Year event because they were away for a scrimmage game, the women's basketball team sent their congratulations through a video presentation to thank Michele for her unrivaled support.

She also inspired those who were in attendance when she addressed honors students at the 2005 Honors Convocation. Her beautiful words of encouragement touched the hearts of our students and their families gathered there that day.

During an emotional acceptance speech, Michele explained how proud she was to be an alumna of California University. And though she is in charge of a \$1.5 billion women's retail operation, Michele humbly thanked each of her supporters for sharing the honor with her. She closed by giving hugs to her husband, Frank, her son, Jeffrey, and her daughter-in-law, Kelley.

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