

INTEGRATION: ONWARD AND UPWARD TOGETHER

Dear Huskies,

Onward and Upward is more than just our brand. It's the foundation upon which our University was built and a commitment to lifting up our students and our region, propelling them toward success. That is why it is important to us that you know about the ongoing work toward the potential integration of Bloomsburg, Lock Haven, and Mansfield Universities.

Integration gives us the opportunity to infuse the values of our brand into a re-imagined vision of higher education in our region. By combining the scale and support of the three institutions' services, we can offer career pathways for our students that we could not create individually and build stronger institutions with an expanded capacity to serve an increasingly diverse student population.

In the initial stages of a multi-year process, we are currently engaged in building an implementation plan that will be presented to the Board of Governors in April 2021 and followed by a public comment period through July 2021. That is what makes this a perfect time to provide you with a better sense of what integration would mean for the BU community, our students, and your alma mater.

WHAT DOES THIS MEAN FOR YOUR ALMA MATER?

We remain committed to maintaining the Bloomsburg name, and honoring our identity, brand, and traditions, while opening the door to new opportunities that integration presents. At each of our institutions, the original University name will continue to appear on diplomas.

Your Husky network – a pack 76,000 strong and counting – will remain.

Integration does offer exciting opportunities to expand your network with more than 60,000 new friends who share similar experiences and offer incredible professional connections and – together – valuable connections and opportunities for our students.

HOW WILL IT AFFECT ALUMNI AND DONOR SUPPORT?

For alumni and donors of all three schools, integration serves as an opportunity for each campus to emerge stronger by leveraging each other's strengths, increasing services offered, and broadening alumni engagement.

We are pursuing a structure that maintains local leadership, alumni associations, and foundations to keep you connected to the University and the BU network first and foremost. As always, you can define, restrict, or expand the areas you wish to support financially, ensuring your contributions are directed and remain where you intend. I am thankful to be personally involved in this process as we define our future together.

OPPORTUNITY FOR STUDENTS

Moving onward together, with our partner institutions, expands opportunities for future students, works to sustain an affordable education, and boldly innovates in support of student success and economic partnerships in our region and beyond. Integration focuses on delivering a quality education by maximizing student opportunities with enhanced program array, course selection, and internship/field placements.

Current & Future Students: Students enrolled at the beginning of the 2021 academic year or earlier are guaranteed to finish their degree on the campus where they began unless they choose otherwise.

Students enrolling in 2022 can select the campus where they can maximize the program array's advantages and customize their learning opportunities.

Student-Athletes: While we don't know all the answers about what the future athletics programs will look like, we are pursuing a path with the NCAA to maintain complementary teams at each university. As you know, athletics programs are a valued aspect of our campus and student life, contributing to what we love most about the Husky experience.

NEXT STEPS

As we continue through this process, we commit to updating you as we reach key milestones and welcome your feedback. You will find regular updates in our monthly Alumni Newsletter.

To gain insight into the integration process, please visit our integration page at <https://bloomu.edu/integration>. Also linked on that page is the PASSHE Integration site, which houses the broadest level of information and answers to Frequently Asked Questions.

I look forward to working together with our administrators, faculty and staff, partner schools, and you to incorporate the strengths of all three storied institutions and build one that is stronger together.

Sincerely,

Erik Evans
Vice President of University Advancement