



**EASTERN**  
UNIVERSITY

# PATHWAYS

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## A NOTE FROM THE PROVOST

### Next Steps for the EU Mission?



Faith, Reason, and Justice have been staples of our institutional identity and classroom content for nearly two decades. No one wants to change that. The momentum is growing in our world towards the

priorities of social justice, and EU, while imperfect as an institution, is well-suited to be a part of this justice wave. Our curricular response is just beginning, but we're poised in response to add key elements to our required undergraduate core and are considering other changes.

Although we've prioritized justice in the *content* of our curriculum, I think it's fair to say that our effort to provide just access to our programs, in terms of cost, has been a more difficult challenge.

Costs of attendance in EU's programs are very reasonable in comparison with what's charged by our peer institutions but still heavy lifts for many students and families. Hundreds of potential students don't apply or enroll, because it is simply too expensive. The time has come to bring our mission to our pricing.

Customers are served well in any marketplace, including higher education, when they receive Quality and Convenience at a Price that's sensible. Eastern University recently launched a new program designed to disrupt the current QCP status quo and, so far, it's working. The new MS in Data Science is a cutting edge product that wins the day in terms of QCP. Our instructional quality is excellent, the lectures are recorded and always conveniently available for viewing, and the sticker price, at \$9,900 for the whole program, is equal to the lowest in America and is the lowest priced option for students in the applied rather than theory side of

Data Science. We enrolled nearly 100 students in our first term (FA1), 110 more in the second (FA2), and have our sights on even higher student counts in the Spring. Essentially we've applied our justice mission to our product and produced a program that not only teaches justice but also applies it to our service and pricing features.

This is just the beginning. Many people who need undergraduate and graduate degrees can't afford them or afford them only by taking on loans that will be financially onerous for years to come. By transitioning more and more EU programs to a model that delivers excellence for less, Eastern will be privileged to share our mission of Faith, Reason, and Justice with more students and families than ever before.

With excitement about our mission and future,

Kent

## THE HUB

See the November edition of [News @ the HUB!](#)

It includes information from the Student Accounts, Financial Aid, and Registrar offices.

## VERSE OF THE MONTH



Cry out,  
"Save us, God our Savior;  
gather us and deliver us from the nations,  
that we may give thanks to your holy name,  
and glory in your praise."

**(1 Chronicles 16:35)**

## OCTOBER SHOUT OUT

Shout Out to...

### Janelle Spedding!



As the Coordinator of Academic Operations, Janelle plays an important role in ensuring that Eastern's academic personnel are contracted and paid! Over the past year, she has been working hard to develop the Assignment Contracts part of our university software system, Colleague. This will get EU one step closer to a paperless operation! The process was started three years ago but wasn't implemented due to contracting anomalies and underdevelopment of the Assignment Contracts system. Janelle worked alongside IT to streamline and retrofit Eastern's processes into Colleague's functionality. Currently the new system is in the final stages of development and testing for its first release. This involves coordination of

Academic Operations with IT, Payroll, and the Registrar's Office. The new system is on track to go live during the first quarter of 2021!

Janelle has been at Eastern almost fifteen years and has proven to be a great team member. She is friendly, efficient, and a problem-solver. Thank you Janelle, for your attention to detail, steadfast work, and the valuable contribution you make to Eastern!

*"...Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain." (1 Corinthians 15:58)*



## ESPERANZA NEWS



On Friday October 16th there was a victory for both youth from underrepresented groups and science. Around 200 high school students and their teachers participated in the Fourth Annual Esperanza College Minorities in Health Sciences Symposium. The virtual event took place thanks to the generosity of the following sponsors: Jefferson, Independence Blue Cross, PENN Dental, Fox Chase, Einstein, Exude, PCOM and PENN Medicine.

The general topic was COVID-19. The speakers included Dr. Luis García Marciano, from Abramson Cancer Center at University of Pennsylvania and adjunct professor at Esperanza College, who spoke about careers in medicine and the effects of COVID-19 in the body. Dr. Dawn Shell, Director of Phase I Curriculum at Rowan University School of Osteopathic Medicine, explained how diagnostic testing works. Dr. Johanna Vidal-Phelan, Senior Medical Director of Pediatrics at the University of Pittsburgh Medical Center Medical Health Plan, talked about the importance of vaccinations. Dr. Julie Gerberding, Executive Vice President and Chief Patient Officer at Merck & Co. shared her experience as a scientist and clinician and talked about the therapeutics and vaccines under development.

The high school students in attendance were able to participate in virtual breakout rooms where a group of professionals discussed how they chose their careers, their experience as an individual from an underrepresented group and their work to decrease health disparities. Dr. Denah Appelt, from the Philadelphia College of Osteopathic Medicine, who participated in one of the breakout room panels, was impressed by the guest speakers and how comprehensive the program was.

Something innovative in this event is that the high school students interact with professionals at different levels of their careers. Panelists included medical and dental students, nurses, doctors from different specialties, as well as scientific researchers. Arnab Shah, Amanda Pirola, Jordan Juarez, and Dianne Mancheno were among the medical students from the Latino Medical Student Association at Temple and at PCOM who participated in the panels. Another panelist was Meghan Touhill, who graduated from college last May and is working at the Hospital of the University of Pennsylvania as a respiratory therapist. For the high school students, seeing young professionals (sometimes just a couple of years older than them) allows for a better connection and serves as an inspiration. Mrs. Olga Torres, a teacher from Mastbaum said that the event was "a wonderful experience for my students to hear from so many professionals who were not only representing them, but additionally gave them the push to continue to strive forward". By inspiring the young students, both the science and the health fields win, since they represent a more diverse future with less health disparities.

# MARKETING & ENROLLMENT UPDATES

## Outdoor Advertising:

We've negotiated many months of fantastic free extensions for our billboard and train campaigns due to decreased traffic surrounding COVID-19. Right now we have: 111 train station platform ads, 500 in-train posters, and a ton of in-train video ads promoting EU across the Philadelphia area, while our six billboards continue to rotate each month across high-traffic locations on major highways – primarily I-95 & I-76. [Check out the in-train video ads.](#)



## Digital Advertising:



We're running strong with our Google, Facebook, Instagram, YouTube, Pandora, Spotify, email targeting, and other digital ads, which continue to be extremely successful in bringing in new leads. We are currently working on a total refresh of our Facebook/Instagram image ads to showcase a new round of visuals for prospective students.

## Undergraduate Enrollment:

Although COVID-19 has impacted how students are engaging colleges:

- New Fall enrollment is up 10-11% over last year, &
- September 2020 campus visits are up 61% over September 2019!

## Graduate Enrollment:

- Nearly 210 new students are enrolled in the MS in Data Science this Fall, &
- Total Fall 2 new enrollment increased 15% from 2019 to 2020!

# COLLEGE OF HEALTH AND SCIENCES

The **Dept. of Nursing** received a Nurses for Tomorrow Scholarship grant from Independence Blue Cross Foundation in the amount of \$9983.00. The grant provided scholarships to six undergraduate nursing students.

The **Nursing Department** and **Social Work Department** collaborated this past semester on an inter-professional education simulation where Nursing students and Social Work students worked together to care for a patient. The simulation was held via Zoom, and we used a patient actor to play the role of the patient. We are still in the midst of completing all of the sims, but most of the feedback from the students thus far has been very positive and has shown how valuable this learning experience was, as it allowed them to learn about and engage with a profession other than their own.

Eastern's **Psi Chi** undergraduate chapter (the International Honors Society in Psychology) has received a Model Chapter Award (for the ninth consecutive year in a row!). The award comes with recognition by the Psi Chi International Society Headquarters, as well as a small monetary award that goes toward funding our activities throughout the year. Congratulations!

# COLLEGE OF EDUCATION

**Dr. Cathy Neimetz** (Assoc. Professor & Director of Early Childhood Programs) is prioritizing a focus on diversity and inclusion across Eastern's early childhood programs by partnering with Camille Catlett, an Early Childhood and Diversity Specialist at the UNC Frank Porter Graham Child Development Institute (FPG). Pennsylvania's Office of Child Development and Early Learning (OCDEL) has funded Dr. Catlett to work directly with our College of Ed to review our program's mission, goals, and program-wide emphasis on diversity and inclusion. Faculty along with community partners will participate in the deconstruction and reconstruction of select courses within the Early Childhood Education and Early Childhood Studies program.

Through work with the Public Health Management Association (PHMC), **Dr. Neimetz** secured \$60,000 to improve the quality of its Early Childhood Education (ECE) curriculum in effectively training pre-service teachers to meet the diverse needs of the region's infants, toddlers and young children with learning and behavioral challenges. Such initiatives include integrating a new infant-toddler course into the ECE degree programs and hosting a basics skills workshop over the Spring, Summer, and now Fall 2020 semesters.

The School Psychology program, under the direction of **Dr. Cathy Kunsch** (Professor and Chair of School Counseling and School Psychology), earned Candidacy Status from the National Association of School Psychologists (NASP) in July 2020, allowing the program to apply for full NASP accreditation within the next four years.

**Jonathan Marshall**, our Academic Outreach Manager, recently published a children's book *I'll Be Right There*. Based on Jonathan's relationship with his sons, Isaiah and Elijah, the book tells a story of how a father and son come together to cope with the scary things in life. Jonathan plans to release a second book in February 2021 called, *If Dad Can Do It, So Can I*.