West Chester student wins eighth annual Student Business Plan Competition

Plan to connect college students with tutors wins $10,000 top prize

Harrisburg – A plan for connecting college students with tutors “whenever” and “wherever” they need them captured the $10,000 top prize in the eighth annual Student Business Plan Competition sponsored by Pennsylvania’s State System of Higher Education.

“Tutors 4 University Students,” developed by Salih Salaam of Easton, a junior accounting major at West Chester University of Pennsylvania, matches students with tutors in the subjects where they need help “at a price point affordable by the student and attractive to the qualified tutors.”

Rendell Weaver of Ephrata, a senior management major at Millersville University of Pennsylvania, won the second place, $5,000 award in the competition with his plan for “Clarae’s Drive-Thru Coffee,” a drive-thru/walk-up coffee kiosk that offers artisan, air roasted coffee drinks and complementary homemade food items to commuters and Penn State Harrisburg students.

David Brantley, Alec Stimson and Patrick Luebben, all marketing majors at Shippensburg University of Pennsylvania, captured third place for “Marqo,” a customer loyalty program for local businesses that incentivizes and rewards customers through drawings and cash prizes. Brantley from East Juniata and Luebben from Germany are seniors; Stimson, from Australia, is a junior.

The annual business plan competition is designed to provide students entrepreneurs an opportunity to share their original business plans and to win funds to assist in the start-up or expansion of their businesses. Students from all 14 State System universities were invited to participate in the competition in the fall.

“This competition and the students who participate truly do represent what the State System and our universities are all about – ensuring success by helping to create a brighter future for individuals, for their families, and for the Commonwealth,” said Board of Governors Chairwoman Cynthia D. Shapira. “Student success is our No. 1 priority; and, looking at this group of students, I see a lot of it. This is one of those experiences where our students truly shine.”
Speaking to the finalists and semi-finalists who were invited to the awards program, State System Chancellor Daniel Greenstein said, “Every one of you—I mean this sincerely—is a winner simply by your willingness to take on the challenge. I respect each of you enormously.”

The awards were presented during a ceremony held at the Dixon University Center. Others selected as finalists in this year’s competition were:

- **AFC Signals**, developed by Andrew Frederick from Clarion University of Pennsylvania. AFC Signals “increases the safety and visibility of motorcyclists on the road by providing hand-crafted flush mount turn signals for select European motorcycles.”

- **GreenBean Energy**, developed by James Russell from Lock Haven University of Pennsylvania. GreenBean Energy takes residue from used coffee beans and recycles it to create the “coffee log”—an “environmentally friendly alternative fuel source to traditional firewood.”

- **Higher’d**, developed by Tyler Klenk, Morgan Hartley and Olga Plaksina from California University of Pennsylvania and Trevor Dewaele from Shippensburg University of Pennsylvania. Higher’d is a mobile app and website that matches job openings from local area small businesses and chambers of commerce with high school and college-aged students who are looking for work.

- **Nexus Integrated Security Solutions**, developed by William Todd from West Chester University. Nexus Integrated Security Solutions “provides premium security services to commercial, industrial and retail clients.”

- **Revamp Recruiting LLC**, developed by Tyler Hickey, Matt Lynch and Blake Lazur from Shippensburg University. Revamp Recruiting “provides the ultimate recruiting experience for young athletes by using detailed analysis and video footage to give them the tools to market their individual talents and abilities.”

- **Sassy Girl Project**, developed by Samantha Schlak from Clarion University. Sassy Girl Project “inspires, motivates and connects empowered women from around the globe by offering all-in-one plungers (planner journals), quarterly journals, webinars, blogs, free printables and more.” For every plurnal purchase, one prompted journal is donated to a young woman in the American Foster Care System.

- **Wish Respect**, developed by Matthew Heilman from West Chester University. Wish Respect offers a “first-of-its-kind advance care documentation ecosystem that allows healthcare payers to store and share their members’ wishes with loved ones and providers.”

Sponsors of this year’s competition were the Pennsylvania State Employees Credit Union (PSECU), Pennsylvania’s State System of Higher Education.
Foundation, East Stroudsburg University Center for Research and Economic Development, Hershey Entertainment and Resorts and Marathon Studios Inc.

Judges were Sheri R. Collins, deputy secretary for the Office of Technology & Innovation in the state Department of Community and Economic Development; Michael Gildea, founder and CEO of Brain Gain, LLC; Chris Rhine, university development manager for the Pennsylvania State Employees Credit Union; Laura Potthoff, director of business & workforce development for the Cumberland Area Economics Development Corporation; and Matthew Lancaster, president of the Pittsburgh Chapter of the Keiretsu Forum.

News

Date: April 4, 2019
For release: Immediately
Contact: Kenn Marshall, (717) 720-4054 or (717) 329-0809

Student-athletes honored for bringing home the Gold

*Board of Governors recognizes NCAA champions from fall, winter sports seasons*

Harrisburg – And the winners are! Hold on, this might take awhile; there were a lot of them.

The Board of Governors of Pennsylvania’s State System of Higher Education today recognized six individual student-athletes and one team who brought home National Collegiate Athletic Association (NCAA) Division II national championships during the this academic year’s fall and winter sports seasons. The gold medal winning performances included athletes from five different universities competing in five different sports. One individual competitor and one team completed “three-peats,” each winning titles for the third year in a row.

“Student success occurs not just in the classroom, but on the fields of competition, as well,” said Board of Governors Chairwoman Cynthia D. Shapira. “It is a pleasure to recognize all of these student-athletes who went up against the nation’s best and came out on top. Congratulations to every one of them, and to their coaches who helped guide them to victory.”

Georgia Wright, a junior at West Chester University of Pennsylvania, finished first in three events at the NCAA Division II Swimming and Diving Championships held last month in Indianapolis, shattering an NCAA record in the 1,000-yard freestyle in the process. She also took first in both the 500- and 1,650-yard freestyles. It was her third consecutive national championship in both the 1,000-
and 1,650-yard races, and she has a year left to make it a clean sweep of the two events for her collegiate career.

Shippensburg University of Pennsylvania’s field hockey team also won its third consecutive NCAA Division II national championship, defeating East Stroudsburg University of Pennsylvania 1-0 in overtime in the championship game played last fall when sophomore Emily Stauffer scored the game’s only goal. Stauffer and three other team members—redshirt-senior Ally Mooney, junior Rosalia Cappadora and sophomore Jazmin Petrantonio—all were named to the All-Tournament Team for their outstanding performances during the championship weekend.

Petrantonio, who scored a single-game record four goals in the championship semi-final against West Chester University of Pennsylvania, was the 2018 Longstreth/National Field Hockey Coaches Association Division II National Player of the Year, as well as both the NFHCA Atlantic Region Player of the Year and Pennsylvania State Athletic Conference Athlete of the Year. The team’s coaching staff, led by second-year head coach Tara Zollinger, was named the 2018 Spiideo/NFHCA Division II National Coaching Staff of the Year.

Shippensburg’s title marked the 25th time in 28 years a Pennsylvania State Athletic Conference team has won the NCAA Division II field hockey championship, continuing the league’s dominance of the sport. Three of this year’s final four teams were from the State System—Shippensburg, East Stroudsburg and West Chester.

Two other State System university student-athletes repeated as national champions this year.

Christina Sather of Clarion University of Pennsylvania won the national championship in the 3-meter dive while competing in the Swimming and Diving Championships in Indianapolis. It was her second gold medal performance in the past two seasons; last year winning the 1-meter dive. Sather also finished third in the 1-meter dive this year and was named the College Swimming Coaches Association of America’s Division II Women’s Diver of the Year for the second year in a row, as she earned her seventh and eighth All-America citations at the competition.

Sunflower Greene of Millersville University of Pennsylvania, competing at the Women’s Indoor Track and Field Championships held last month in Pittsburg, Kansas, won her second consecutive national title in the shot put, outdistancing her nearest opponent by more than a foot with her season-best toss of 53 feet, 3 inches. With her winning effort, Greene became only the seventh two-time, NCAA indoor shot put champion since the event began in 1985, and the first since 2012. She also became the first female athlete in Millersville University’s history to win two individual national titles and the only five-time All-American, earning the honor three times in the indoor season and twice in the outdoor season—so far.

Two wrestlers from State System universities won gold medals competing at the NCAA Division II Wrestling Championships held last month in Cleveland.
Shane Ruhnke of Millersville University of Pennsylvania won in the 165-pound weight class, pinning three opponents on the way to the championship match before dominating his final opponent to win the title. Ruhnke was named the tournament’s Most Outstanding Wrestler and Most Dominant Wrestler of the Year. He finished the season with an overall record of 27-3 and was named an All-American for the second time.

Andrew Dunn Jr. of Kutztown University of Pennsylvania captured the gold medal in the 285-pound weight class, winning back-to-back close decisions in the championship semi-finals—where he defeated the top-ranked wrestler in the tournament—and finals. Dunn’s performance in the championship tournament helped lead the Golden Bears to their first Top 10 national team finish in program history. He finished the season with a record of 26-2, going undefeated against Division II opponents, and was named an All-American.

Nadia Mulder of West Chester University of Pennsylvania won the national championship in the 1-meter dive at the swimming and diving competition in Indianapolis. In accomplishing the feat, she became the first female diver in school history to win a national championship. She also finished seventh in the 3-meter dive, earning her third and fourth All-America citations at the competition.

**News**

**Date:** April 4, 2019  
**For release:** Immediately  
**Contact:** Kenn Marshall, (717) 720-4054 or (717) 329-0809

**Board of Governors approves new tuition policy, offering universities greater flexibility in setting rates**  
*Tuition to be set earlier each year, providing students, families more time to plan, greater predictability*

**Harrisburg** – The Board of Governors of Pennsylvania’s State System of Higher Education today approved a new tuition policy giving the 14 state-owned universities more flexibility in the way tuition is set each year. The new policy also calls for tuition to be tentatively set two years at a time—with a final figure due each year by April instead of July—to provide students and families more time to plan and greater predictability about their cost of attendance.
Under the policy, which was developed based on the recommendations of a broad-based task group established as part of the ongoing System Redesign, the universities will be able to craft their own tuition plans, taking into consideration regional economic differences, such as household income, cost of living and regional buying power; individual program costs; and the specific needs of potential students, including their ability to pay. Each university’s plan will require Board approval before being implemented.

“This policy will allow the universities to better plan, budget and allocate their resources over multiple years, helping to ensure their long-term stability and success,” said Board of Governors Chairwoman Cynthia D. Shapira. “By making tuition more predictable, it will allow students to plan for their education expenses. Most important, it will help ensure qualified students from all socioeconomic backgrounds have access to high-value, relevant educational experiences that prepare them for successful lives and careers.”

The universities will have about a year to develop their own tuition plans and submit them to the Board for approval. The individual pricing plans could take effect as early as the fall 2020 semester. The Board will continue to set a base tuition rate each year for those universities that choose not to design their own tuition plans, or need more time.

The new tuition policy is a key component of the System Redesign, a transformative process that began nearly two years ago and that ultimately will result in what Chancellor Daniel Greenstein has termed a “sharing system” designed specifically around the needs of students.

“In a sharing system, the universities will work more closely together, expanding educational opportunities for students while ensuring the programs they offer align even more closely with workforce needs,” Greenstein said. “They will combine and share more of their business and administrative functions, enabling the universities to reduce their cost of operations and become more cost-efficient so all of us will be better equipped to focus on our top priority—student success.”

Several task groups comprising a broad range of campus constituencies, including students, faculty, staff and administrators, have been created to work on various aspects of the redesign. The Collaborative Pricing and Regional Affordability Task Group studied tuition-related issues, developing a concept paper that included a series of recommendations for the Board to consider in writing the new tuition policy. The task group’s report and a draft version of the policy were posted on the System Redesign website and shared widely with various stakeholder groups for additional comment and review before the policy was finalized and voted on by the Board.