Youngstown
STATE UNIVERSITY

BOARD OF TRUSTEES
ACADEMIC QUALITY AND STUDENT SUCCESS COMMITTEE
Carole S. Weimer, Chair
James B. Greene, Vice Chair
All Trustees are Members
Cynthia E. Anderson, *Ex-Officio*

BACKGROUND MATERIALS
Thursday, May 30, 2013

1. **2013-2015 Student Trustee Application Process**   Tab 1
   An update regarding the student trustee nominations is provided.

2. **Marketing Update**   Tab 2
   An update on our marketing progress is provided including our 2013 effectiveness benchmarking.

3. **Comparison of Housing Fees**   Tab 3
   An increase in housing fees is recommended as part of the FY14 budget. Background information to support that recommendation is provided.

4. **Financial Aid Audit Results**   Tab 4
   Our Office of Financial Aid and Scholarships had two perfect audits (Ohio Board of Regents and Department of Veterans Services, Veterans Educational Programs) this quarter. Documentation is provided.

5. **Career Services Spring Job Fair Report**   Tab 5
   The most tangible evidence of our progress in revitalizing our Career Services program is the success of our Job Fairs. A report is attached.

6. **Starfish Update**   Tab 6
   An update regarding Starfish is provided.

7. **Grants and Sponsored Programs Report**   Tab 7
   The FY13 Third Quarter Report from the Office of Grants and Sponsored Programs is presented for the Board of Trustees' information.

8. **Current Accreditation Activity and Higher Learning Commission Update**   Tab 8
   The report on accreditation activity shows recent accreditations and upcoming site visits and documents submitted.

2013-2015 Student Trustee Applicants

1. **Philip Hall - Boardman, OH**
   - Junior
   - Major: Marketing Management

2. **Sean Meditz - Canfield, OH**
   - Freshman
   - Major: Mechanical Engineering

3. **Paige Rassega - Mineral Ridge, OH**
   - Sophomore
   - Major: Marketing Management

4. **Jacob Schaefer - Warren, OH**
   - Sophomore
   - Major: International Business

5. **Eric Shehadi - McDonald, OH**
   - Sophomore
   - Major: Mathematics

6. **Caroline Standohar - Girard, OH**
   - Sophomore
   - Major: Marketing Management

05-06-2013

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Fellow Students:

Applications (see link below) are now being accepted for a student position on the YSU Board of Trustees for the 2013-2015 term. The student trustee position is one of the most important leadership roles a student can hold, as he/she will be involved in decisions related to many aspects of the University's governance, including finances, facilities, academic and student affairs.

Qualifications for the position include:

- Undergraduate or graduate student at Youngstown State University with the intent to register for classes from fall 2013 through spring 2015, without interruption;
- Resident of the State of Ohio;
- Registered to vote in the State of Ohio;
- Completion of at least 24 semester hours at Youngstown State University;
- Currently registered as a full-time student (12 hours for undergraduate students or 9 hours for graduate students); and
- Good academic standing (3.0 GPA or better) which must be maintained during the two-year term.

Applications are also available in Student Government, upper level of Kilcawley Center, or in the Office of the Vice President for Student Affairs, Room 141, Tod Hall.

Please return applications to the Office of the Vice President for Student Affairs, Room 141, Tod Hall by Friday, April 12, 2013.

2013-2015 Student Trustee Application

Cory Okular
President, Student Government Association
330.941.3591
crokular@student.ysu.edu

YSU 2020: The Strategic Plan for Youngstown State University, 2011 – 2020

Student Success Cornerstone:

Initiative:
"Develop a major marketing campaign to position YSU as a University of choice (e.g., YSU Success Stories). Recruit under-represented students, the best students, and students outside the immediate area."

Theme 1: Academic Achievement
More aggressive recruiting/marketing of YSU as a destination university
The quality of the educational opportunities at YSU tends to be undervalued or unknown, even locally. As discussions continue about establishing higher or more selective admissions requirements for YSU, initiatives must be undertaken to aggressively recruit students of diverse demographics, both regionally and outside our traditional recruiting area. National and international recruiting, featuring selected exemplary programs, will produce a more dynamic and diverse student body. Similarly, aggressive marketing will supplement recruiting efforts. Such marketing initiatives must feature YSU as a university of first choice, rather than as a fallback position—especially for local students.

Progress and Activity Update, April 2013

This report is in two parts: first, a narrative which presents a kind of executive summary and overview of the work of our office over the past 30 months, and second, a presentation of more specific metrics and facts that flesh out many of the details contained in the narrative overview.

Narrative

In support of the Strategic Plan, Admissions' recruitment activities, as well as pursuing its systemic mission of strengthening the overall public image of Youngstown State University, the Office of Marketing and Communications has made significant strides in helping realize a market re-positioning of the University from that of a local/regional institution to that of an emerging urban research university with impressive academic and student support assets and hundreds of successful students and alumni to prove it. Given the results of substantial market research, much of our marketing focus has been shifted from one that targets the broad Ohio market to one that targets Pittsburgh and western Pennsylvania, as well as northeast Ohio. All of these efforts have been guided and inspired by a major shift in the department's operational philosophy, organization and asset allocations.

With the adoption by the public of vast, ever-changing digital communications, new media and mobile platforms as a backdrop, it is clear that marketing and media operations must be extremely nimble and capable of quick analysis and integration of new marketing and

communications technologies. At the same time it is imperative that our marketing and media relations work be based upon quantitative data and actionable metrics that not only guide the media and messages we employ, but also provide us with analytics to help us evaluate the effectiveness of our work and ways to improve it.

With these issues in mind, we have made one new hire and made a few key personnel moves to advance into roles of responsibility people with the technological skills, education and appropriate expertise to manage our radical shift in operational philosophy and digital media communications capabilities. With revenue savings from eliminating outside consultants and vendors, we have essentially established a very capable, cutting-edge, in-house marketing and media relations operation, with all of the creative, production and management capabilities required to effectively engage the media and marketing opportunities of today's traditional and digital communications landscape.

Beginning in the spring of 2009 with the comprehensive and robust marketing research project undertaken with SimpsonScarborough of Washington, D.C., our office has continued to monitor our market position with annual installments of the "Student-View Report," a national study conducted with college-bound high school seniors that is customized geographically for us to provide data for western Pennsylvania and Ohio students. We also employ a host of online analytical tools to monitor the effectiveness of our website, our progress with web-based marketing campaigns, and our substantial news and media activities.

According to the most recent Student-View Report (April 2013) we continue to make steady progress in "awareness," "perception" and "market position" indices (see appendices A & B) among college-bound high school seniors, particularly in western Pennsylvania, our primary target market where we spend approximately 65 percent of our media budget. In northeast Ohio we have held steady in these indices. It is important to note that while we have made good progress, better than almost all of our "competitor" colleges and universities, in nearly every category we still score last. Our University marketing budget has historically been a small fraction of what our competitors spend in advertising in all traditional media, and continues to be. However, our new media strategies and acumen appear to be helping us gain ground. (See details in second part of this report.)

We have employed several strategies over the past two years to more expansively and effectively communicate student and alumni success, the University's successes in transitioning to an urban research institution and YSU's continued advances in regional engagement. Our office distributed more than 20,000 individual student success stories to nearly 1,000 media outlets across the country, resulting in thousands of online page views and social media activity. The YSU News Center website, launched a year ago to better package and distribute news about the campus, published nearly 650 stories in the past 12 months (average of more than 50 stories a month), garnering nearly 150,000 hits to the website. The activity resulted in more than 30,000 YSU-related stories and online hits in news media across the country. Finally, the YSU Magazine, circulated quarterly to 50,000 students, alumni and supporters worldwide, contained more than 300 stories about successful alumni, nearly 100 student success articles and about 125

other feature stories on faculty, new programs, research, campus initiatives, etc. In the past three years, the number of readers of the online version of the magazine has increased by a factor of five.

In addition to the marketing, media and communications activity detailed in the second section of this report, we can also report substantial progress in upgrading our website, the build-out of a mobile website and the expansion of content and capabilities of our YSU "App" for mobile devices. In addition, we hope to add a significant new in-house capacity to our arsenal of marketing and communications tools and talents in the coming year through the cloud-based research tool, *Qualtrics*, which provides a robust enterprise online survey software solution that empowers us to cost effectively collect, analyze and act on relevant data.

With funds reallocated from outside marketing service vendors and agencies, the Digital Media Center was established four years ago and began operations with the purchase of professional video and audio equipment necessary to produce full in-house high-definition video and new media productions for television advertising and various other marketing initiatives. We recently moved our studio to a much larger space in the basement of Tod Hall giving us far more flexibility and expanding our capabilities for sophisticated, professional-grade video, audio, film and photographic work.

We have had great success working with the Department of Telecommunications to identify students seeking internships and part-time student employment. It has a been a successful and beneficial partnership for the students and our office that we continue to look forward to every semester.

Videos are produced and distributed through various mediums including television, YouTube, websites, social media, apps and DVDs.

Our Printing Services Department (PSD) supports the daily administrative, instructional and marketing activities of the University. PSD also maintains and furthers the image and awareness of YSU through publications and brochures, and offers other related service to the University community.

PSD has made a significant impact on serving the University in the past two years by adding full color digital printing capacity to our operation, providing low cost full-color products. PSD has also added variable data printing capabilities to provide complete artwork and personalization printing at the same price, providing additional cost savings.

Traditional offset printing is still used for high volume production at low cost. Typically this would involve one or two-color reproductions such as stationery, forms and booklets. As appropriate, PS partners with outside printers/binders for custom, high-run full color jobs and specialty bindings, perforations and other projects to cost-effectively meet the needs of projects outside the capabilities our in-house shop.

Again, it is important to remember that the progress and work over the past three years has been accomplished within a total marketing/promotion/branding budget that averaged $462,000 annually, less than 0.3% of the University gross revenues. Numerous studies have concluded that most successful companies have annual marketing budgets that fall between 2% and 4% of their gross revenues, excluding the cost of direct sales (admissions and advancement) activities, and most colleges and universities are using that model in order to effectively maintain or expand their market share.

Messaging Points

The following "messaging points" help guide the marketing and communications work in all traditional and digital marketing and communications initiatives:

1. YSU student and alumni success stories

2. Rigorous academic programs recognized by employers worldwide

3. Undergraduate and graduate degree programs in more than 135 academic disciplines

4. Undergraduates work with full-time faculty on research and creative collaborations

5. 13,800 students enjoy state-of-the-art academic, performance and research facilities

6. A plethora of relevant internships and work-study opportunities in all disciplines

7. Mostly small classes – 75 percent have fewer than 30 students

8. Professors who know and care about their students

9. A beautiful park-like campus–just a 90-minute drive to both Pittsburgh and Cleveland

10. Youngstown—a city in the midst of a high-tech, green economic renaissance

11. Vibrant, diverse campus life, with over 140 student organizations

12. Significant tuition discounts for western Pennsylvania students and select counties in New York and West Virginia

13. NCAA Division I intercollegiate athletics – 8 men's & 10 women's teams

14. A variety of housing options and recreational facilities among the best in the nation

15. One of Ohio's most scenic and safest college campuses

16. At the Hub of the OH-PENN Tech Belt

17. Emerging research university

18. Graduate and begin your career without the burden of large student loan debt

19. Focus on research and creative accomplishments of faculty

Details and Approximate Metrics

Approximate Marketing Budget Distribution Last 30 months:

- Cable TV – Western PA: 6,000 spots   20%
- Online & Social Media Advertising   17%
- Outdoor/Billboards/Venue Display: 14%
- Cable TV – Local: 11,000 spots   12%
- Local/Regional Broadcast TV   10%
- Local Print Publications   10%
- YSU Program Support   8%
- Regional Print Publications   5%
- Local/Regional Radio   4%

Cable and Broadcast Television Advertising Last 24 months:

- Northeast Ohio:
  - 10,500 cable commercials
  - 1,250 broadcast commercials
  - 280,000 online ad impressions
- Western Pennsylvania
  - 5,300 cable commercials
  - 632,940 online ad impressions

Social Media and Online Activities

In January 2012, the Office of Marketing and Communications began a new and aggressive approach toward social media communications and online marketing initiatives for Youngstown State University. With the goal of communicating news and compelling marketing messaging to various audiences - including current students, prospective students in the Mahoning Valley and western Pennsylvania, alumni, faculty, staff, the Youngstown community, and larger regional and national outlets - our social media strategy has seen significant growth and progress in just 15 months. In the next fiscal year, we hope to at least double our investment in social media and online advertising.

Very recently, we've created a "Social Media at YSU" website off our Marketing and Communications page:
http://web.ysu.edu/contentm/easy_pages/view.php?page_id=714&sid=25&menu_id=3839
It includes pages that describe and link to our main channels, our best practices guide, and a directory of other YSU social media sites.

Prior to January 2012, YSU was only maintaining one Facebook page with around 1,900 fans, one Twitter account with 900 followers, and a YouTube channel. Today, it connects with audiences online with 11 social media channels, including:

- Facebook
    - Main YSU page
    - Pages for prospective students
- Twitter
    - Main YSU account
    - YSU News account
- YouTube
- Instagram
- Pinterest
- Google+
- LinkedIn
- WordPress (YSU News Center blog)
- Merit (platform to showcase student success)

As our channels continue to grow, our following and interactions on these sites grow, allowing us to reach more people and share the YSU experience with them.

- **Facebook**
    - Our Main YSU Facebook page has grown from 1,927 fans in January 2012 to **15,770 fans today**.
    - Our Prospective Students Facebook page (new as of summer 2012) already has **1,451 fans**.

- **Twitter**
    - YSU's main Twitter account has grown from 900 followers in January 2012 to **2,307 followers today**.
    - Last spring, we created an additional YSU News Twitter account dedicated to tweeting News Briefs, feature stories, press releases, Student and Alumni Success Stories, and YSU events. It currently has **790 followers**.

- **Photo-Sharing Platforms**
    - *Instagram*
      YSU's Instagram is new as of fall 2012, and it allows students to take part in sharing the YSU experience and building up a larger, more concerted conversation about the University. The initiative has seen much success so far, and our Instagram currently has **602 followers**, over **60 reposted** student photos and **278 student photos** now using and promoting the #ysugram hashtag.

    o *Pintrest*

      Our Pinterest account is a site for students to view photos and ideas about all things YSU. These photos link back to our website or news stories, giving viewers easy access to our site. We have **381 followers.**

- **WordPress Blog**

    Our YSU News Center, now a WordPress blog at <u>www.ysunews.com</u> posts individual, sharable, and searchable stories - three major improvements from the old News Center. After one year, the blog has seen **139,714 visitors** and several shares on popular stories.

- **Other Online Social Media Channels**

    o *LinkedIn*

      Our LinkedIn page connects faculty, staff, alumni, and other professionals and updates them on YSU news and grad program offerings. We started updating this page in fall 2012, and we currently have **2,263 followers.**

    o *Google+*

      Google+ is more of an enhancement to our search engine optimization than it is a traditional social channel. By posting news and keywords on this site, our stories become more likely to be found in search results when relevant.

    o *YouTube*

      The worldwide phenomenon of online entertainment and social media. To date YSU has posted **311 videos**, with **nearly 200,000 views** and hundreds of subscribers.

<u>Paid Online Advertising</u>

- **Facebook (see attached detailed spreadsheet, Appendix C)** Supplementing our Facebook strategy, our Facebook ads have seen significant improvement over the last year.

  Prior to February 2012, we were spending $100/day on Facebook ads that drove people to our YSU website. We saw that these visitors would stay on the site for only one or two seconds before leaving, suggesting an ineffective campaign.

  In 2012, we dropped to spending $50/day on Facebook ads that drive people to our Facebook page instead. Since then, we've seen that people are more likely to "like" our page once they find it through an ad; once they like us, we are able to market to them and deliver stories to them for free through their Facebook news feeds, proving a much more successful campaign than before.

Targets

- Age targeting for incoming freshmen pages: 17-18 years old.

- Main location targeting: Youngstown, Warren, Pittsburgh, New Castle, Erie, Hermitage, and those cities within a 10-, 25-, and sometimes 50-mile radius.
- Interest targeting for specific program ads (those interested in graphic arts, photography, music, theater, dance receive Fine & Performing Arts ads; engineering, mathematics, biology for STEM ads, etc.).
- Academic targeting: People who have graduated from Youngstown State University, people who are currently at Youngstown State University, people in high school.
- People whose friends like Youngstown State University's page.

Stats for all Facebook ad campaigns since February 2012:

- 76,629,265 impressions (or times our ads have been shown to others)
- 111,701 clicks
- 42,497 actions (taken within 24 hours of someone viewing our ad or 28 days after clicking on it; actions include checking back into the page, liking our page, commenting, sharing, etc.)
- 0.146% CTR (a "good" click-through-rate to shoot for is typically 0.100%)

- **Online Advertising – AdReady (see attached detailed spreadsheet, Appendix D)**
  In May 2012, we switched to the AdReady platform for creating and tracking online display ad campaigns (separate from Facebook). These ads show up on appropriate websites that fit the profile of our target audiences, which are geo-demographically filtered.

Targets

- Behavioral targets: Those online who typically visit education sites, career sites, parenting/family, sports, technology, the arts, personal finance.
- Keyword targets: Those who search for specific keywords on Google, such as "best colleges in Ohio," "engineering master's programs," "music schools in Ohio," etc.
- Site targeting: Sites dedicated to education, careers, personal finance, technology, personal finance, sports.

- 4,247,621 impressions for AdReady campaigns since May 2012, with a 0.10 CTR.

Press, Publications and Media Activity

All of the following information/statistics cover the period of March 2011 to March 2013 unless otherwise noted:

Hometown News Release Featuring Student Successes via ReadMedia

- 42 releases
  19,867 individual stories
- Stories on students from almost 20,000 cities/towns from across the nation
- Sent to nearly 1,000 media outlets from Long Island, NY, to Seattle, Wash.
- 1,297 posts to social media
  22,147 online page views

YSU News Center (www.ysunews.com) (started March 2012)

- Posted 623 individual stories (Average 52 stories per month or 12 stories per week)
  - 367 News Briefs
  - 87 Success Stories (68 Student Success Stories, 19 Alumni Success Stories)
  - 86 internal "Campus Core" stories (including faculty/staff achievements)
  - 47 feature stories
  - 38 news releases

- 139,714 total hits
  Stories with most hits
    1. Modern Family star to speak at YSU commencement: 4,608
    2. Fashion designer Nanette Lepore honored at spring commencement: 3,812
    3. Planetarium laser shows feature Beatles, Zeppelin, Pink Floyd: 2,632
    4. 'Life in the Lung' photo exhibit opens at Melnick Museum: 2,587
    5. YSU graduate student earns top award: 1,428

- YSUpdate, published 17 editions, circulated to approximately 2,000 faculty, staff and others. (Stories also included in YSU News Center.)

News media coverage (excluding athletics)

- 31,297 media stories/hits mentioning YSU
- (nearly half of the stories were in news media located in the Midwest)

- 40 percent of those stories were in high-circulation publications

- **YSU Magazine (8 editions per year)**

- **Print Circulation:** 50,000 per issue worldwide (alumni, students, supporters, etc.)

- **Reporting on alumni success:** 256 Class Notes and Class Notes Extras; 59 additional alumni feature stories and sidebars.

- **Reporting on student success:** 55 Student Success stories featuring hundreds of students; 43 additional articles and sidebars featuring student achievements.

- **Reporting on projects, initiatives, recognition and other YSU campus and Alumni news:** 125 features, short stories and sidebars focused on campus news; 51 Alumni News articles, short stories and features on Alumni Society activities and events.

Online YSU Magazine: Average number of "hits" per issue, per year:
- 2009 -- 655
- 2010 -- 973
- 2011 -- 1501
- 2012 – 3299

- Winter 2013 – 3219

Appendices

Appendix A: YSU Benchmark Data – Western Pennsylvania

Note: This data is normalized so the survey sample matches the actual western PA population: 2010 data is unavailable.

Awareness

	2009	2011	2012	2013
Clarion	2.19	2.28	2.26	2.31
CUP	2.26	2.37	2.23	2.29
Duquesne	2.64	2.71	2.64	2.75
Edinboro	2.10	2.34	2.36	2.26
IUP	2.52	2.58	2.60	2.63
Kent State	1.77	1.94	1.95	1.92
Pitt	3.04	3.16	3.09	3.12
PSU - Behrend	2.16	2.32	2.29	2.25
Slippery Rock	2.61	2.72	2.78	2.80
U. of Akron		1.48	1.51	1.54
Youngstown State	1.60	1.72	1.73	1.82

Perception

	2009	2011	2012	2013
Clarion	2.01	2.07	2.12	2.06
CUP	2.03	1.99	1.94	2.08
Duquesne	2.58	2.67	2.58	2.62
Edinboro	1.85	2.06	2.07	2.03
IUP	2.14	2.23	2.24	2.28
Kent State	2.02	2.14	2.11	2.22
Pitt	2.88	3.04	2.84	3.03
PSU - Behrend	2.24	2.21	2.27	2.30
Slippery Rock	2.24	2.34	2.35	2.32
U. of Akron		1.84	1.84	1.97
Youngstown State	1.73	1.60	1.84	1.91

Market Position

	2009	2011	2012	2013
Clarion	4.40	4.72	4.80	4.75
CUP	4.58	4.71	4.32	4.78
Duquesne	6.80	7.22	6.81	7.21
Edinboro	3.89	4.81	4.90	4.58
IUP	5.40	5.76	5.83	6.00
Kent State	3.59	4.14	4.12	4.27
Pitt	8.76	9.58	8.77	9.46

PSU - Behrend	4.84	5.14	5.20	5.18
Slippery Rock	5.85	6.38	6.53	6.51
University of Akron		2.72	2.77	3.03
Youngstown State	2.76	2.75	3.18	3.48

Appendix A: WPA Awareness
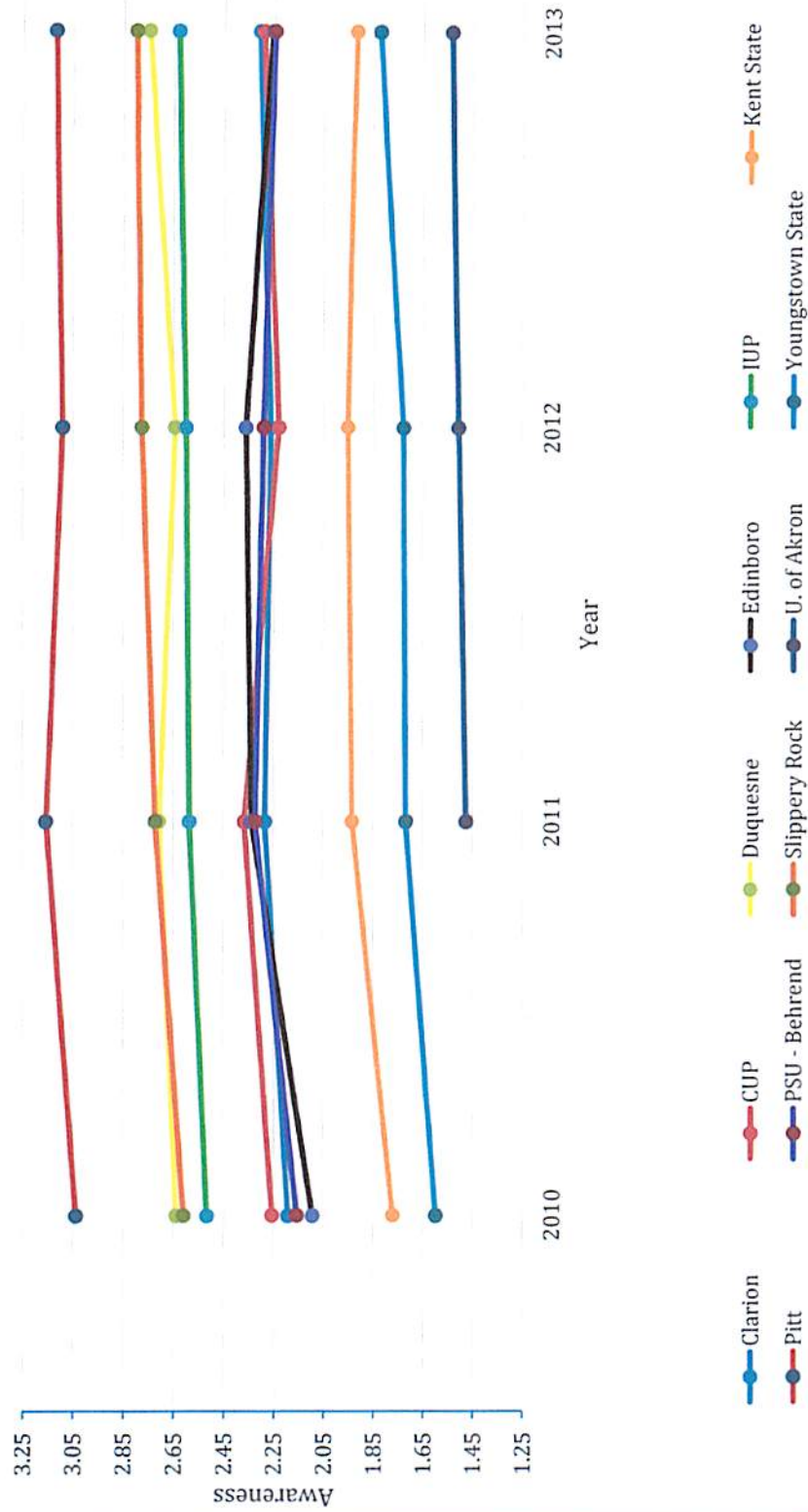
Appendix A: WPA Perception

Legend: Clarion, Pitt, CUP, PSU - Behrend, Duquesne, Slippery Rock, Edinboro, U. of Akron, IUP, Youngstown State, Kent State

Y-axis: PErception (3.10, 2.90, 2.70, 2.50, 2.30, 2.10, 1.90, 1.70, 1.50)

X-axis: Year (2009, 2011, 2012, 2013)
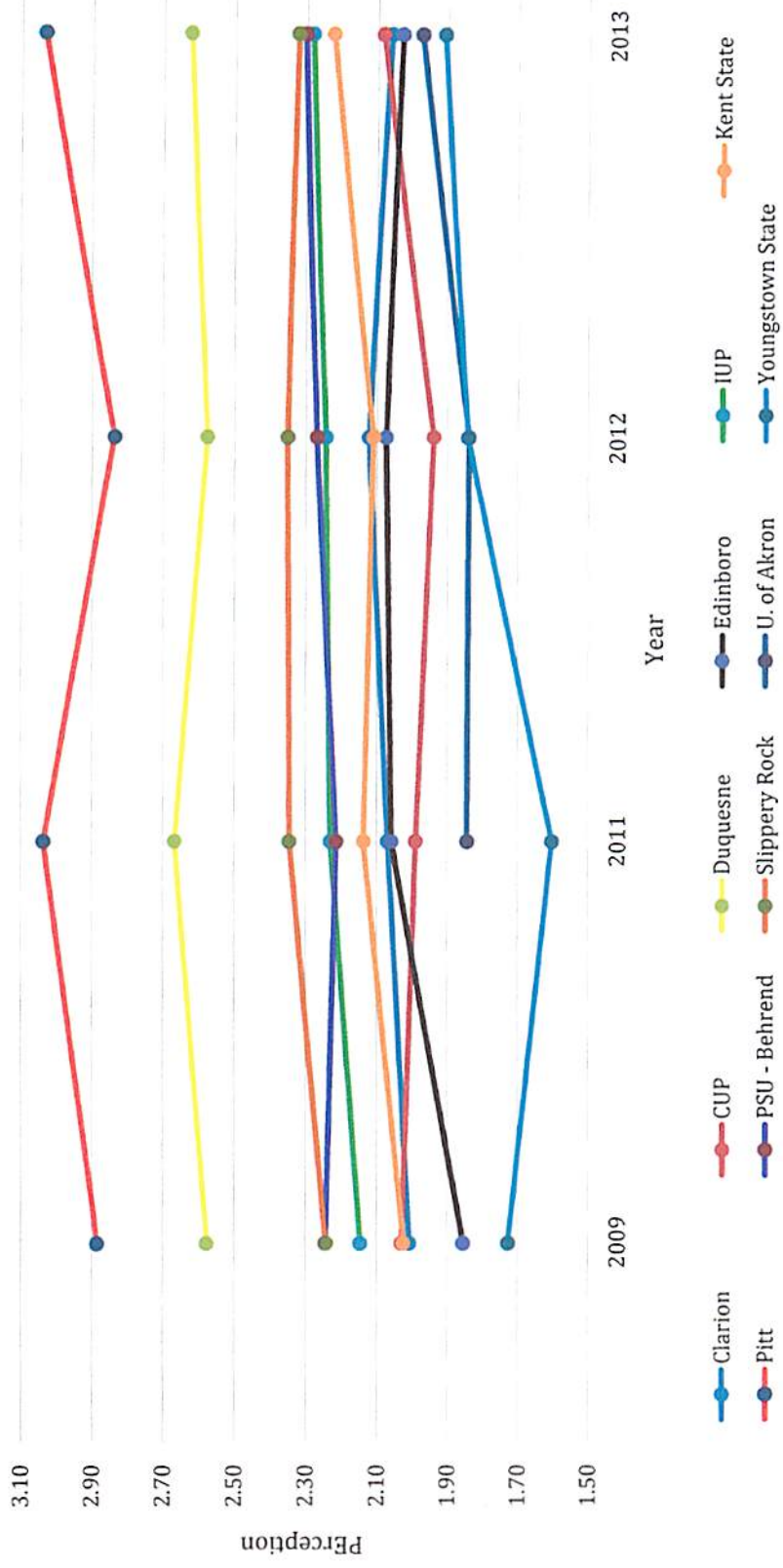
Appendix A: WPA Market Position

Legend: Clarion, CUP, Duquesne, Edinboro, IUP, Kent State, Pitt, PSU - Behrend, Slippery Rock, U. of Akron, Youngstown State

(X-axis: Year — 2010, 2011, 2012, 2013; Y-axis: Market Position — 2.50 to 10.50)
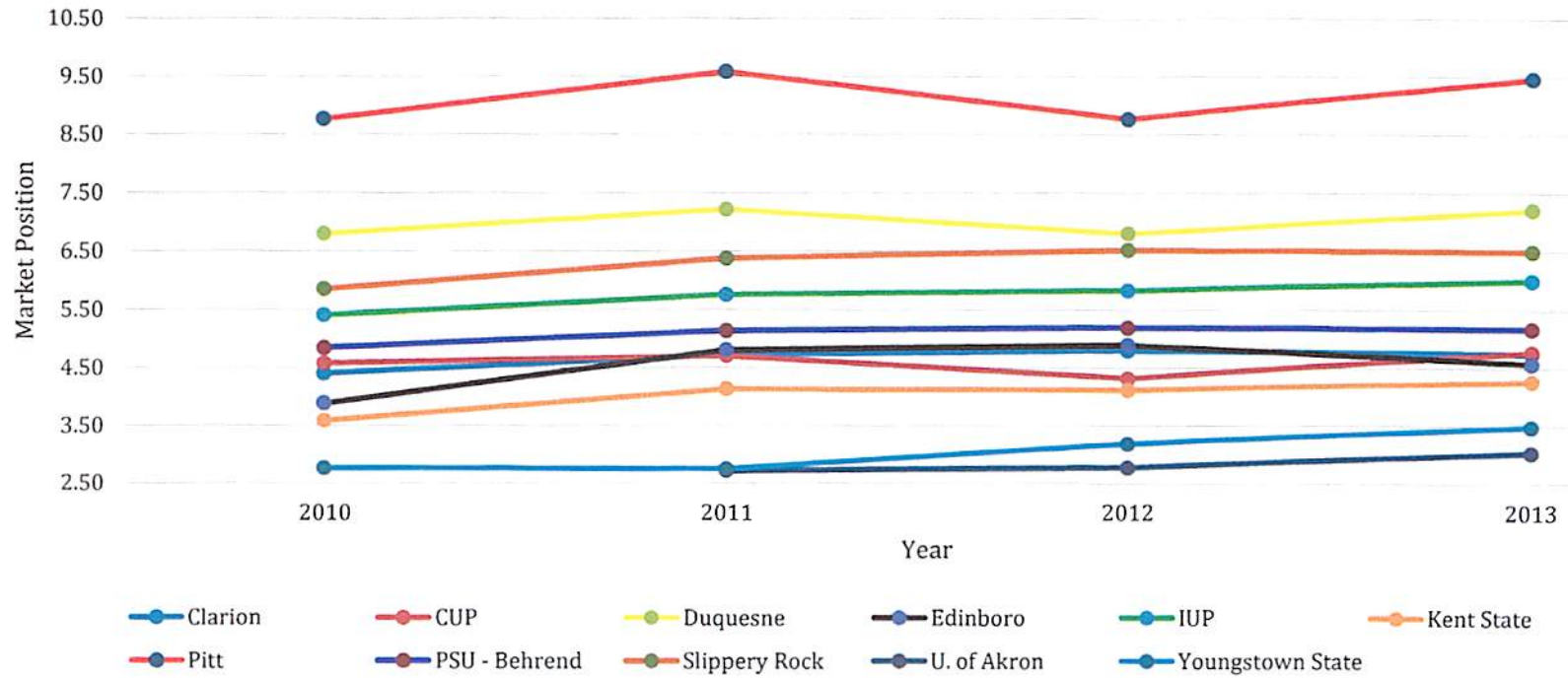
Appendix B: YSU Benchmark Data - Ohio
Provided by Student Insights, 4/25/13

Awareness

	2010	2011	2012	2013
BGSU	2.43	2.47	2.51	2.5
CSU	2.35	2.41	2.49	2.55
John Carroll	1.88	2.17	2.07	2.19
Kent	2.96	3.15	3.18	3.16
Ohio State University	3.04	3.14	3.18	3.18
U. of Akron	2.9	3.02	2.94	2.9
U. of Toledo	2.24	2.2	2.36	2.19
Youngstown State	2.08	2	1.99	2.08

Perception

	2010	2011	2012	2013
BGSU	2.23	2.36	2.38	2.33
CSU	1.91	2.18	2.2	2.13
John Carroll	2.09	2.26	2.39	2.23
Kent	2.52	2.6	2.64	2.56
Ohio State University	2.93	3.02	3.04	3.03
U. of Akron	2.56	2.6	2.5	2.34
U. of Toledo	2.08	2.15	2.17	2.09
Youngstown State	1.92	1.96	1.94	1.91

Market Position

	2010	2011	2012	2013
BGSU	5.42	5.83	5.97	5.82
CSU	4.49	5.25	5.48	5.43
John Carroll	3.93	4.90	4.95	4.88
Kent	7.46	8.19	8.40	8.09
Ohio State University	8.91	9.48	9.67	9.64
U. of Akron	7.42	7.85	7.35	6.77
U. of Toledo	4.66	4.73	5.12	4.59
Youngstown State	3.99	3.92	3.86	3.96

Appendix B: OH Awareness
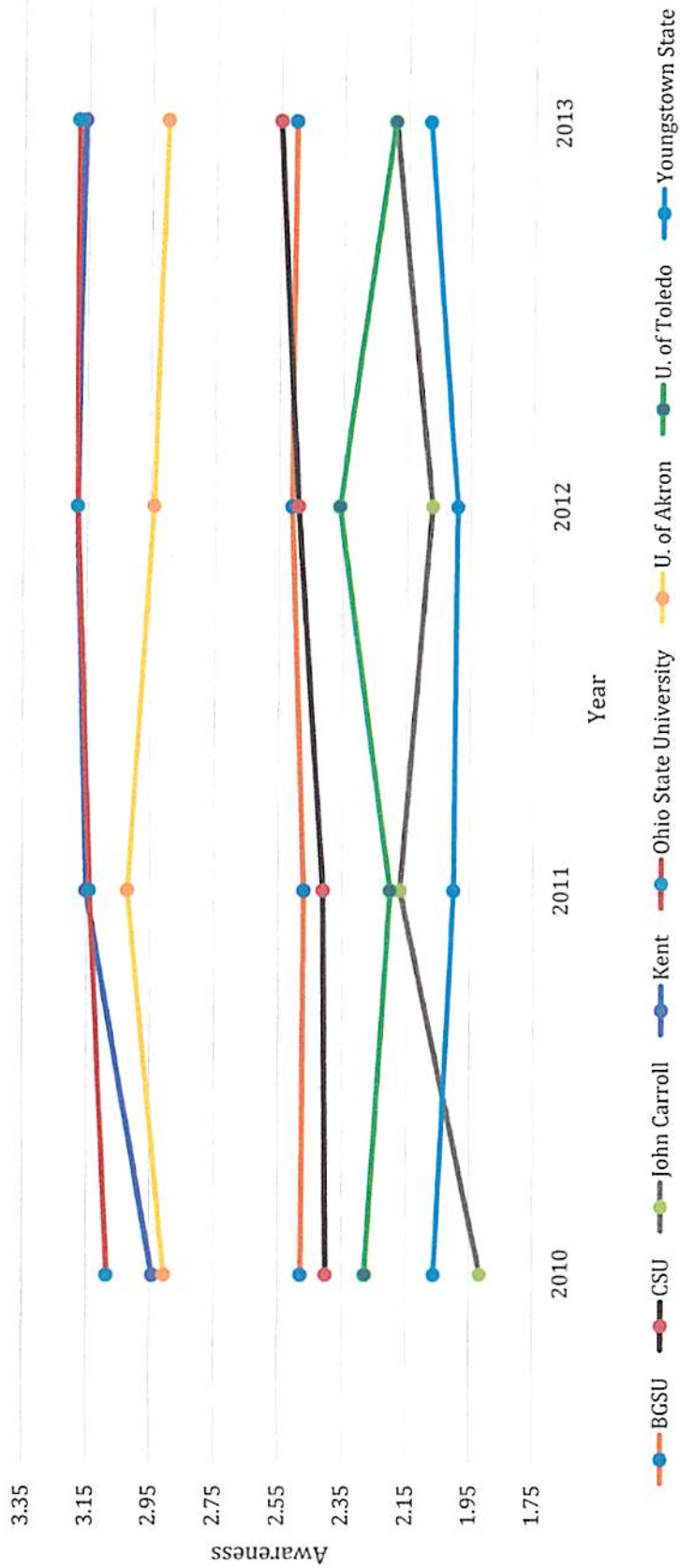
Appendix B: OH Perception
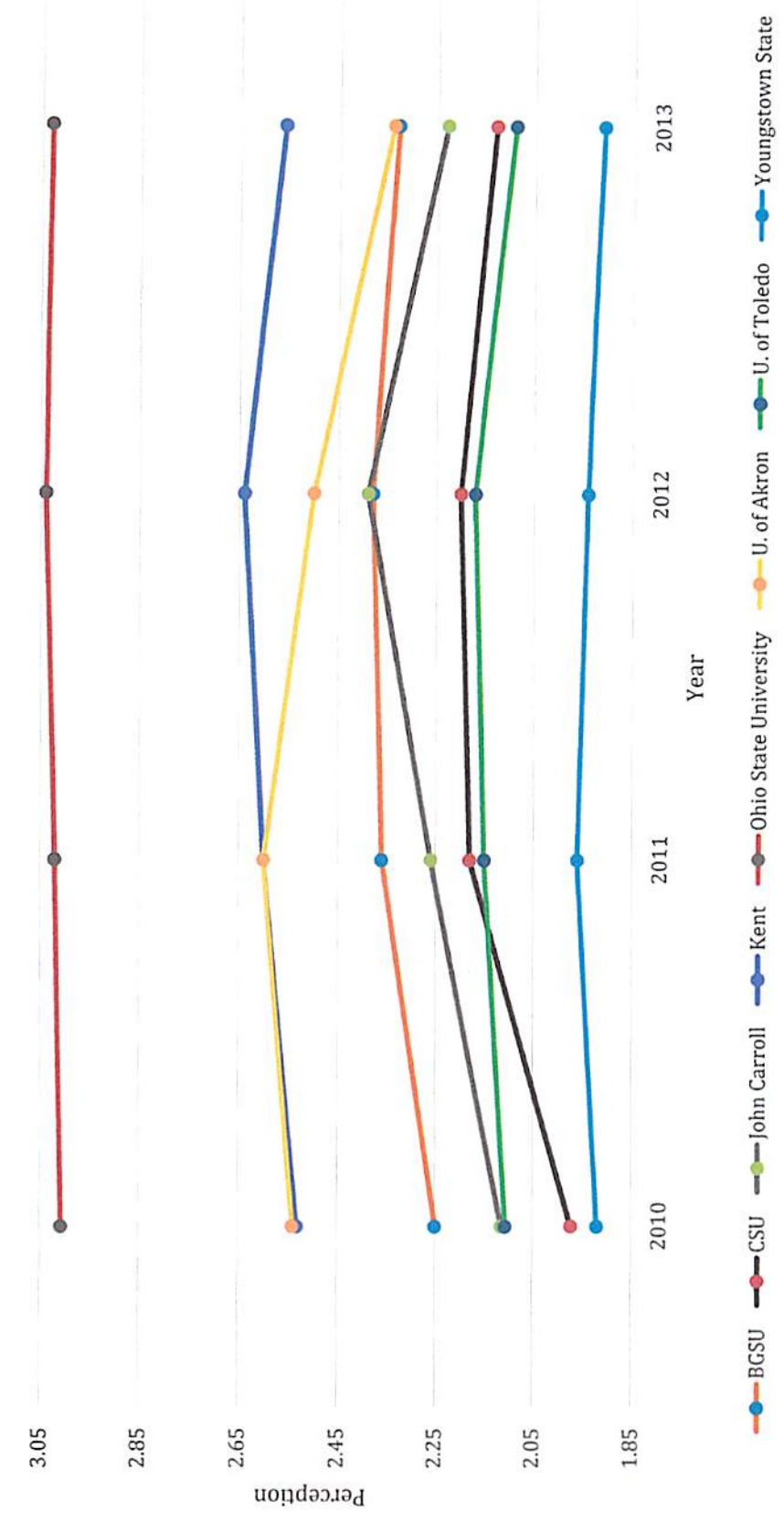
Appendix B: OH Market Position

Legend: BGSU, CSU, John Carroll, Kent, Ohio State University, U. of Akron, U. of Toledo, Youngstown State

Year

Market Position
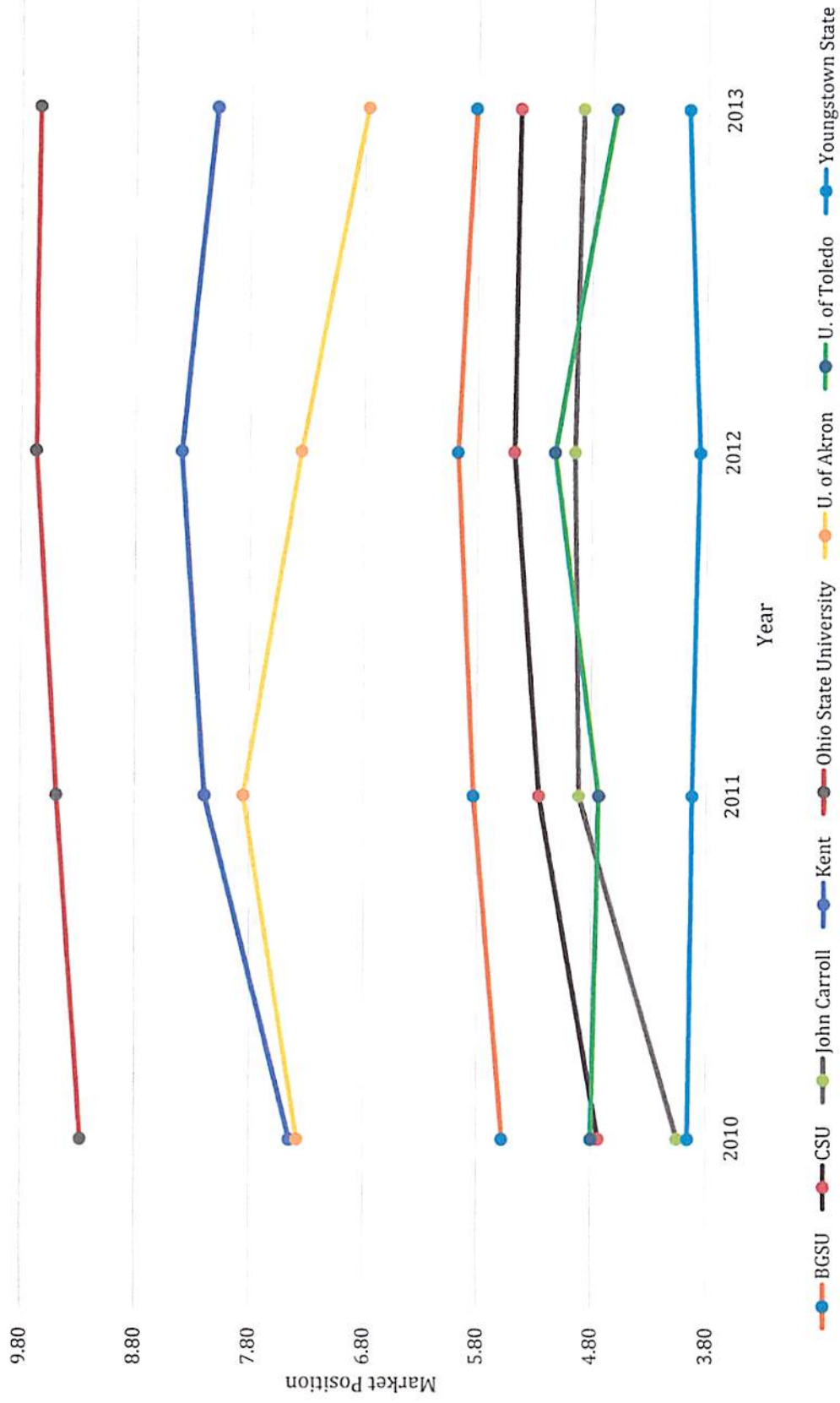
Appendix C: FACEBOOK ADS

Campaign	Date Range	Impressions	Clicks	CTR	Actions	Page Likes (Remarketing)	CPC	CPM	Spend
Spring 2012	1.19.12 to 6.15.12	37,454,390	14,015	0.04%	N/A	N/A	$0.51	$0.18	$7,104.75
Summer 2012	6.16.12 to 8.31.12	7,528,118	5,324	0.07%	7,270	2,727	$0.55	$0.39	$2,910.00
Fall 2012	9.1.12 to 12.30.12	10,591,946	10,263	0.1%	11,620	3,317	$0.27	$0.26	$2,767.77
Spring 2013	1.12.13 to present	1,270,050	16,492	0.94%	9,345	1,740	$0.13	$1.22	$2,143.22
Class of 2016	3.9.12 to 8.31.12	12,034,627	5,047	0.04%	877	745	$0.57	$0.24	$2,868.41
Class of 2017	9.6.12 to present	9,707,767	79,424	0.82%	15,184	1,331	$0.08	$0.65	$6,357.11
TOTAL	Jan. 2012 to present	78,586,898	130,565	0.33%	44,296	9,860	$0.35	$0.49	$24,151.26

DEFINITIONS

Impressions: The total number of times our ads have been shown on Facebook.

Clicks: The total number of clicks that ads received.

CTR: Click-Through-Rate. The number of unique clicks received divided by the number of times ads were shown.

Actions: The action taken within 24 hours of someone viewing an ad or 28 days after clicking on it.

Page Likes: The total number of page likes received within 24 hours of someone viewing or 28 days after clicking on your ad. (Not a total of all page likes over specified time ranges.)

Remarketing: Once someone likes our page, we are able to remarket, or keeping sending them messaging, for free via their news feeds. Over the last year, our Facebook page has grown from around 1,000 fans to 15,765 today, and a good portion of that increase is due to our paid advertising.

CPC: Cost-Per-Click.

CPM: Cost-Per Impression.

NOTES

1. Over the last year, Facebook has changed its ads pricing strategies several times. Cost-Per-Clicks/-Impressions are therefore difficult to accurately compare.

2. Actions and Page Likes are not recorded for Spring 2012 as Facebook did not track these during that time.

3. Fluctuations between Spring and Summer 2012 are due to differences in lengths of time.

4. Fluctuations between Spring and Fall 2012 are due to budget; Fall 2012 split the daily ads budget with the Class of 2017 account, which was dedicated solely to attracting local and Western PA high school seniors.

5. Fluctuations between Fall 2012 and Spring 2013 are due to differences in marketing goals. In Fall 2012, we focused on impressions to reach as many prospective students as possible as many are typically still shopping for colleges during this time. In Spring 2013, we focused our messaging and aim to reach the most relevant and interested prospects, reaching for higher clicks and Click-Through-Rates instead of high numbers of impressions. Our impressions, clicks, and CTRs for these campaigns reflect these goals accurately. The same strategies play into our Class campaigns and statistics.

Appendix D: ADREADY ADS

Campaign	Date Range	Impressions	Clicks	CTR	CPC	CPM	Ad Spend
Keyword	5.23.12 to 6.15.12	201,527	121	0.06%	$2.30	$1.38	$277.85
Site Content	5.23.12 to 6.15.12	178,570	109	0.06%	$2.99	$1.83	$326.10
Site Targeted	5.23.12 to 6.15.12	258,792	237	0.09%	$1.98	$1.81	$469.37
Keyword	6.21.12 to 8.8.12	322,890	245	0.08%	$2.03	$1.54	$497.02
Behavioral	6.21.12 to 8.8.12	444,600	763	0.17%	$0.66	$1.13	$500.92
Keyword	Sep-12	162,640	157	0.10%	$2.79	$2.69	$437.28
Behavioral	Sep-12	221,317	355	0.16%	$0.70	$1.12	$247.45
Behavioral	Oct-12	332,130	288	0.09%	$1.54	$1.33	$443.11
Keyword	Nov-12	126,106	114	0.09%	$2.51	$2.26	$285.61
Behavioral	Nov-12	417,117	413	0.10%	$1.09	$1.07	$448.35
Keyword	Dec-12	75,287	38	0.05%	$3.91	$1.97	$148.41
Keyword 2	Dec-12	186,018	137	0.07%	$2.50	$1.84	$342.95
Behavioral	Dec-12	353,344	280	0.08%	$1.43	$1.13	$399.56
Site Content	Jan-13	425,185	304	0.07%	$2.44	$1.75	$742.92
Behavioral	Feb-13	423,664	208	0.05%	$3.60	$1.77	$749.77
Site Targeted	Mar-13	118,382	334	0.28%	$2.22	$6.26	$740.49
TOTAL	May 2012-Apr. 2013	4,247,621	4,103	0.10%	$1.72	$1.66	$7,057.28

DEFINITIONS

Keyword: A campaign that shows ads to people who search for specified keywords on search engines; e.g., "engineering schools in Ohio."
Site Content: A campaign that shows ads to people who are on sites with specified content, such as technology.
Sit Targeted: A campaign that shows ads to people on specified sites, such as education sites.
Behavioral: A campaign that shows ads to specific types of people based on their online histories. A person who checks a lot of sports sites would fall into the "Sports" behavior, for example.
CTR: Click-Through-Rate.
CPC, CPM: Cost-Per-Click, -Impression.

NOTES

1. We ran two main types of AdReady display campaigns: those that focused on general branding and messaging, and those that advertised specific colleges, programs, or pathways of study. During several months, we would split our total monthly budget to run both types of these campaigns at once.
2. During some months, we would additionally focus on time-appropriate ads, for instance those promoting an upcoming Crash Day.
3. We are no longer using the AdReady platform. After a year of working with it and evaluating our results, we have decided to switch to the more cost-effective and results-effective platform of Google Adwords. Adwords will allow us to create completely in-house campaigns. We will also no longer have to pay a monthly fee to a third party, allowing us to put that much more of our budget into the ads themselves. Adwords is a pay-per-click platform, ensuring higher ROIs of our campaigns. We are currently in the process of going through free Google training to best use the platform. We will begin running Adwords campaigns at the start of the new fiscal year.

To: Neal McNally

From: Matt Novotny

Date: 2/27/2013

Housing Rates for FY14

Please add the attached Housing fees to the June BOT agenda for approval.

We are proposing a 4% increase in room and board for next year to $8475. The proposed increase will raise revenue of $256,750 based on the average occupancy of 790 residents. We feel the increase is reasonable and we are cautious not to request an increase that is burdensome to the students and not acceptable to the board.

    Breakdown cost:
        Room: $5485
        Board: $2990
        Total: $8475

The contributing factors and the need for the increase are the increase in meal plan costs, the need to replace Cafaro House Chiller(~$150K) this October, auxiliary overhead increase($75,000), ongoing maintenance and improvements to Cafaro and Weller House and increasing the plant reserve for future Lyden House Window replacement (~$600,000).

The fees are also based on Housing continuing to pay 100% of the debt service for Cafaro, Lyden and Christman ($1,225,884 or $1,551/resident)

Our rates will continue to be among the lowest in the state and although our increase is not among the smallest, when rates are compared our increase narrows the wide margin between the rate average and ours.

Housing Fee Comparisons 2013-14 (Dbl. Room w/ Full Meal Plan)				
Institution	% Increase	Fees	Room	Board
Miami	2.75%	$11,700	$5,328	$6,372
Ohio State	0%	$11,245	$6,145	$5,100
Akron	5%	$10,382	$6,622	$3,760
Cincinnati	1%	$10,290	$6,150	$4,140
Kent	4%	$10,192	$5,876	$4,316
Cleveland State	3%	$9,976	$6,456	$3,520
Toledo	0%	$9,776	$6,476	$3,300
Bowling Green	2.5%	$9,144	$5,160	$3,984
Central	0%	$8,782	$4,720	$4,062
Shawnee	3%	$9,000	$5,670	$3,330
Wright	2.5%	$8,788	$5,862	$2,926
Youngstown State	4%	$8,475	$5,485	$2,990

Source: University websites

April 18, 2013

Ms. Elaine Ruse
Director of Financial Aid
Youngstown State University
One University Plaza
Youngstown, Ohio 44555

Dear Ms. Ruse:

As you are aware, my staff recently audited financial aid records for the 2012 fiscal year to determine compliance with federal and state reporting standards. A total of 100 records were reviewed for this audit. Materials reviewed included the student's application, transcript, class schedule and statement of account.

I am enclosing the auditor's, "Summary Error Report". This report displays all data items audited and the number of errors reported for each item.

According to this final report of the 100 records reviewed for this audit, there were "0" errors (or a 0.0% overall error rate).

I commend you and your staff for such excellent record keeping and reporting. Your audit for the 2012 fiscal year is officially closed.

If you have any questions, please contact Barbara Thoma by telephone at (614) 752-9535, or by email at bthoma@regents.state.oh.us.

Sincerely,

David Cannon
Vice Chancellor of Finance and Data Management

Copy to: Dr. Cynthia Anderson, President

Attachment: Summary Error Report

Ohio Board of Regents Audit YNGS 2012

Financial Aid Audit Summary

4/17/2013

Data Item	Number of Possible Errors	Total Records Reviewed	Percentage of Possible Anomalies
Residency	0	100	0.00
Selective Service	0	100	0.00
Fulltime Enrollment	0	100	0.00
Tuition Charges	0	100	0.00
Degree Program	0	100	0.00
Benefit Refund	0	100	0.00
Made Acad Progress	0	100	0.00
Disbursement Applied	0	100	0.00
Benefit Source Documented	0	100	0.00

Summary:	Total Number of Possible Errors	Total Records Reviewed	Total Percentage of Anomalies
	0	900	0.0

John R. Kasich, Governor
Thomas N. Moe, Director

Veteran Educational Programs

April 30, 2013

Youngstown State University
Jack Fahey, Vice President for Student Affairs
One University Plaza
Youngstown, Ohio 44555

Dear Mr. Fahey:

I would like to thank you for the courtesy and assistance extended to State Approving Agency (SAA) staff during the compliance survey conducted at your school on March 24, 2013.

A sample of veterans files were reviewed who have received educational benefits from the U.S. Department of Veterans Affairs (VA). The results of the survey were reviewed with Ms. Elaine Ruse, Director, Office of Financial Aid and Scholarships and Ms. Megan Collins, Senior Financial Aid Counselor II. The records were found to be excellent. They were organized, current and complete. Kevin Edwards, the SAA Consultant who performed the review noted no discrepancies were found.

Your school has excellent reporting procedures in place, which have resulted in correct and timely reporting. GI Bill training was also provided by the SAA Consultant, as well as, answers to any questions concerning veterans' issues.

Please accept this letter informing you of our findings during our visit. Since there were no discrepancies discovered, there is no need to respond to this letter.

I would also encourage your Certifying Officials join the SAA ListServ by accessing the registration link on the **www.saa.ohio.gov** website. This will keep them updated on the latest Veteran Educational news from the SAA office.

My thanks go out to your staff in taking care of the veterans and their beneficiaries of your institution. If you have any questions, please call my office at (614) 466-9287.

Sincerely,

Robert Breeckner, Deputy Director, DVS
Veteran Educational Programs Office
State Approving Agency Director

Job Expo - Spring 2013
REPORT

At a Glance

Date: Wednesday, April 3, 2013

Location: Kilcawley Center – Chestnut Room

Weather: Cool, light rain, periods of sun

Employers: 82 (86 registered)

Registered Student/Alumni Attendees: 317*

We estimate that actual attendance was 350 based on observation of students entering back door/did not register

Attendee Demographics

	Response Percent	Response Count
Currently enrolled YSU student - Undergraduate degree program	67.9%	214
Currently enrolled YSU student - Graduate (Master's) degree program	11.1%	35
YSU Alumni	17.5%	55
Other	3.8%	11
Total Responses		315
skipped question		2

College Enrolled

Pie chart — College Enrolled: GRAD; BCOE, 10.7%; BCHHS, 11.1%; CLASS, 8.7%; CFPA, 5.6%; STEM, 39.3%; WCBA, 23.8%
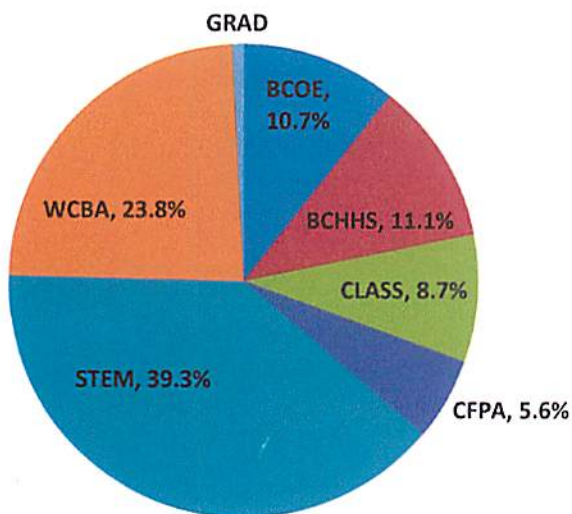
By Major

|			
Engineering	58	Marketing/PR & Advertising	12
Accounting/Finance/Economics	32	Communications/Telecommunications	12
Computer Science/IT/CIS	29	Mathematics	10
Education	26	Psychology	10
Business Admin/Management	18	H&HS majors (other)	8
CLASS (other)	17	General Studies/Undecided	8
Criminal Justice/Forensic Science	15	Nursing	5
Sciences	14	F&PA majors (other)	4
Human Ecology majors	14	**TOTAL RESPONSES**	**292**
		Skipped Question	*25*

Class Standing

Freshman	17
Sophomore	26
Junior	45
Senior	127
Graduate Student	38
Other	6
TOTAL RESPONSES	**259**
Skipped Question	*58*

Graduate Student, 14.7%
Freshman, 6.6%
Sophomore, 10.0%
Junior, 17.4%
Senior, 49.0%
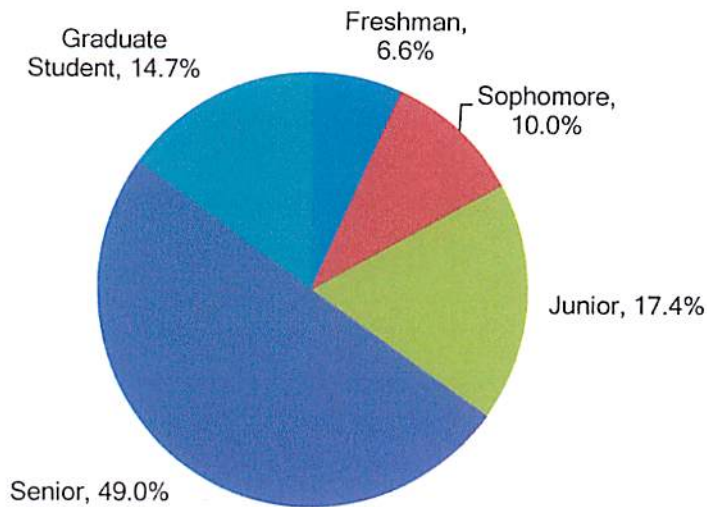
Advertising

Responses to "How did you learn about Expo?"
(registrants were asked to check all that apply)

Email	38.1%	119
Word of Mouth	22.4%	70
Red yard signs around campus	17.9%	56
Flyer received in class/class presentation	13.8%	43
Career Services Website	10.6%	33
People cut-outs	6.1%	19
Flyer - In student lounges	6.1%	19
PenguinLINK	5.8%	18
Other (please specify)	1.0%	3

Employer Feedback – 84 Surveys Completed

Chart legend: Excellent, Good, Fair, Poor, N/A

Categories (top to bottom):
- Clarity of information and materials received
- Directions for getting to the YSU campus
- Arrangements for dropping off materials & equipment
- Check-in process on day of event
- Set-up and layout of the facility
- Arrangements for food and beverages
- Quality of publication profiling participating organizations
- Responsiveness of staff in addressing problems encountered during the...
- Your overall assessment of the career fair

In comparison to other career fairs that your organization has attended, how would you evaluate this Career Fair?

Please check one response:

Chart legend: Excellent, Good, Fair, Poor, N/A
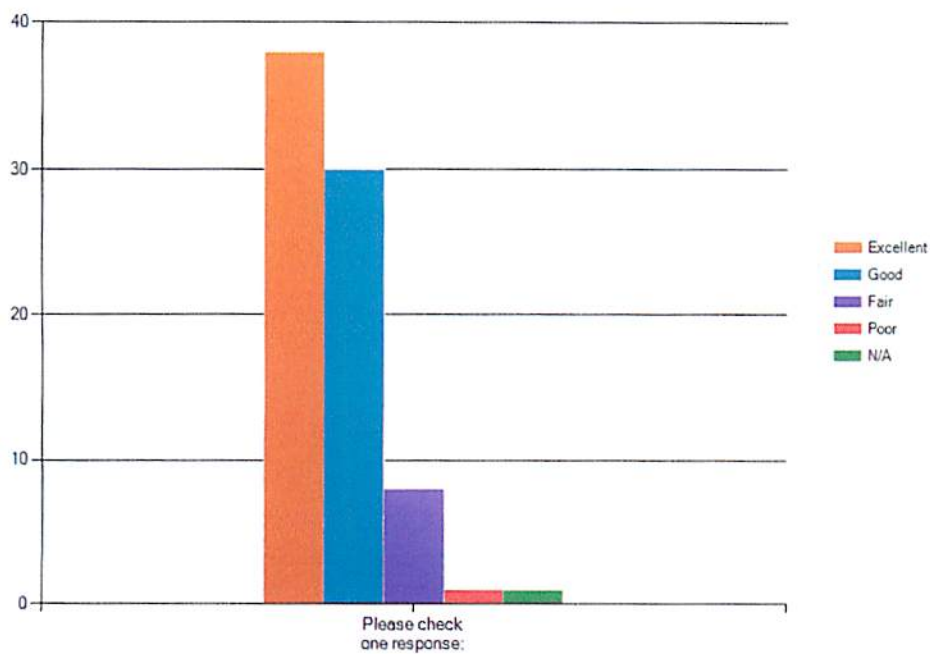
What one thing about this event would you recommend that we <u>not</u> change when planning future Job Expo events?
**Common answers include:**

- Layout/location
- Courteous staff
- Lunch/food/snacks
- Program booklet
- Timeframe (10-3:00)/date
- Event logistics/planning/communications
- On-campus advertising to students

What suggestion(s) do you have for improving future Job Expos?
Common answers include:

- More candidates/better attendance (overwhelming majority of comments)
- Group employers by industry
- Hold major-specific job fairs that are shorter in length
- Time period too long especially with low student attendance
- List specific job openings in booklet
- Parking closer to facility
- Have major stand out more on nametags/consider color-coding

On a scale of 1 to 4, please circle the number that represents your assessment of this Career Fair on each of the following categories:
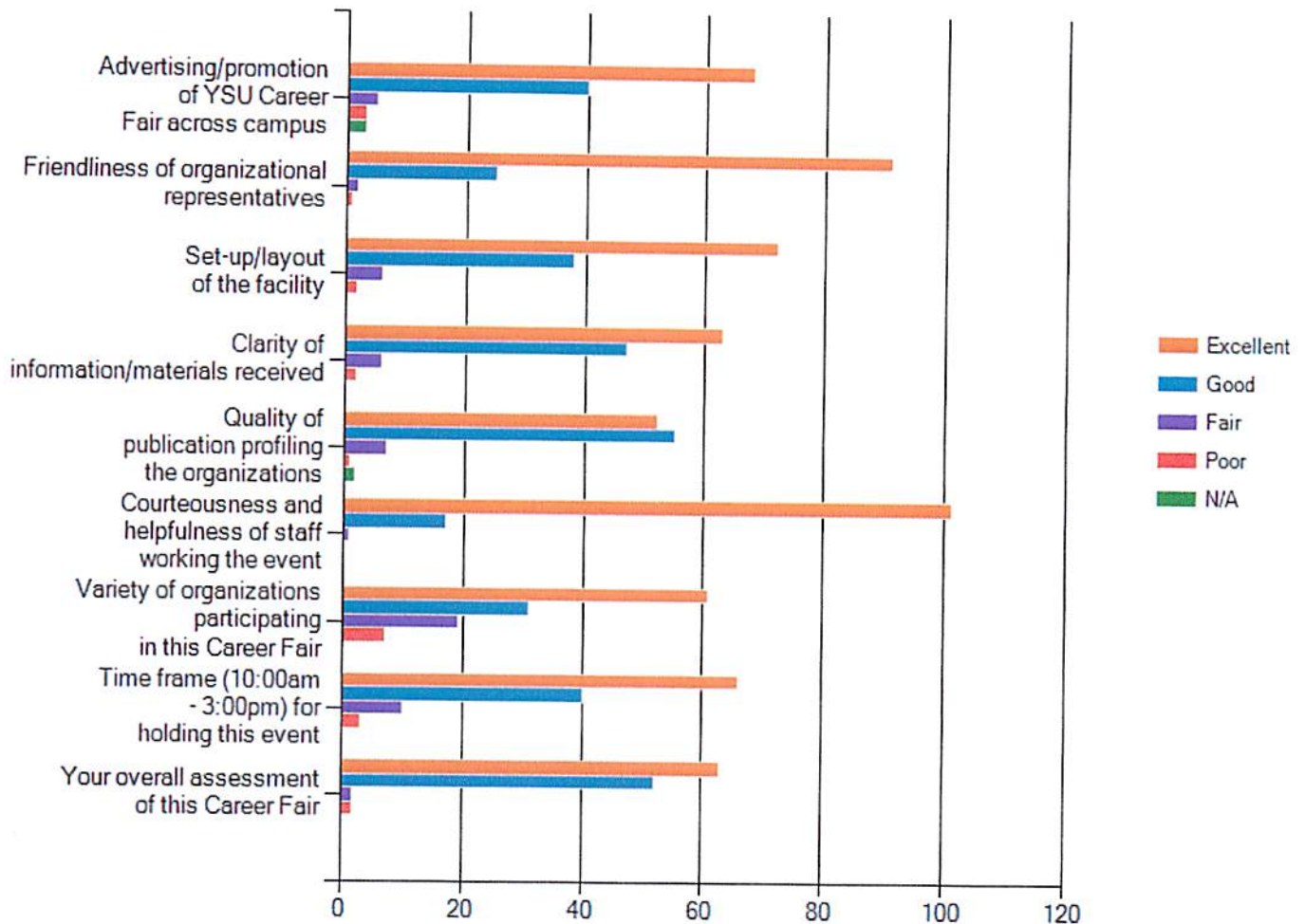
What recommendation(s) do you have for improving future Career Fair events?

- More variety of employers
- Group employers by industry
- Change time to better accommodate students (ie earlier or later)
- Provide information/clarity on specific positions employers are recruiting

How has participating in this Career Fair been beneficial to you?

- Networking opportunities
- Made aware of job opportunities
- Received interview
- Gained insight into career paths

Attendance Trends

Line chart titled "Attendance Trends" showing two series over the periods 2008-S through 2013-S.

Registered Attendees (red): 475, 550, 355, 530, 390, 500, 300, 350, 425, 350, 320

Employers (blue): 88, 95, 57, 65, 50, 61, 65, 67, 63, 84, 82

X-axis labels: 2008-S, 2008-F, 2009-S, 2009-F, 2010-S, 2010-F, 2011-S, 2011-F, 2012-S, 2012-F, 2013-S
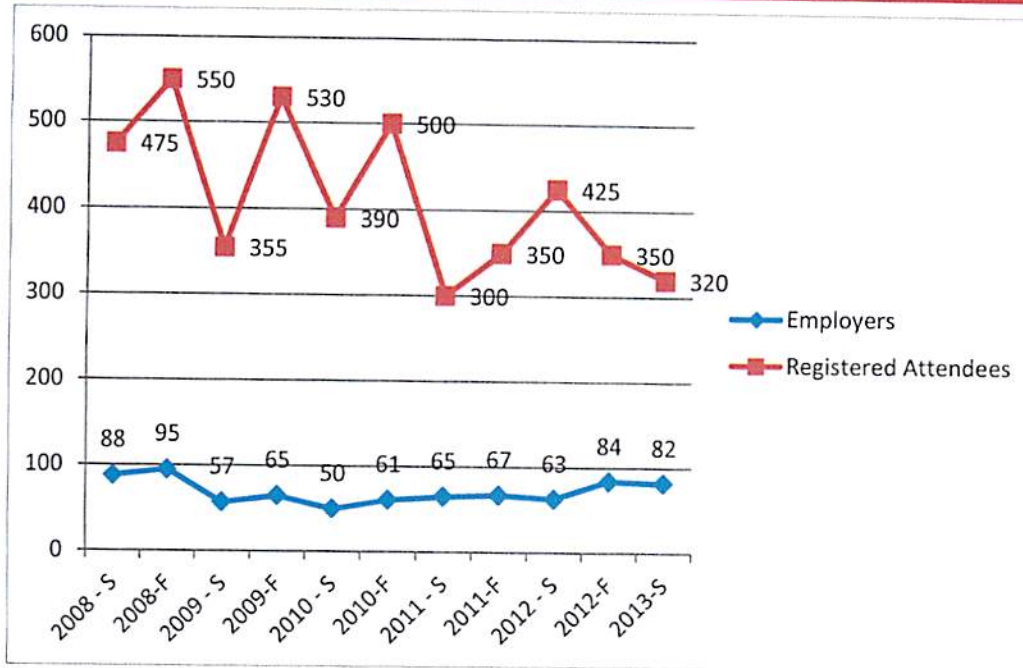
Worth Noting

- Career Services conducted 25 presentations to senior-level classes of majors targeted by employers registered for Career Fair. These majors represented the majority of students who ultimately attended the Career Fair.

- 95 students pre-registered for the Career Fair, an option implemented in an effort to increase Career Fair preparedness and attendance of majors sought by registered employers . All pre-registrants received an advance electronic copy of the program booklet, tips for Career Fair success, professional dress guidelines and a pre-printed name tag. Class presentations appear to have spurred interest in the pre-registration option. It was observed at the Career Fair that pre-registered students were professionally dressed, arrived early and were overall better prepared to navigate the fair.

- In addition to the class presentations, marketing efforts included:
    - Campus signage: banner in Wick Ave bridge; "people cutout" displays in buildings
    - Flyers in study lounges around campus
    - Multiple PenguinLINK emails to students; announcement/event details in PenguinLINK
    - Inclusion in Student Activities Digest (email)
    - "Majors Recruited Flyer" to faculty & staff (email)
    - Announcements on electronic displays (i.e. WCBA, DeBartolo)
    - Lawn signs throughout campus
    - YSU News Briefs article

- Despite extensive marketing efforts, student attendance is down from previous Spring Career Fairs and not indicative of the number of graduating seniors assumed to be seeking employment. Interestingly, there does not appear to be a correlation between enrollment and spring career fair attendance. Nonetheless, attendance will continue to be the focus of improvement efforts for future Career Fairs.

Starfish
retention solutions

Youngstown State University Adopts the Starfish System to Support Campus Initiative to Improve Graduation and Completion Rates

Institution Responds to Changes in State Funding Model Which Places Greater Emphasis on Performance-Based Metrics

ARLINGTON, Va. — May #, 2013 — Starfish Retention Solutions, Inc., a leading provider of student success systems, today announced that Youngstown State University (YSU) has expanded its adoption of the Starfish® system to support its efforts to improve graduation and course completion rates in response to the state of Ohio changing its funding model to include these additional metrics.

YSU is a public, four-year open access university in Ohio serving nearly 14,000 students annually in more than 135 undergraduate and graduate programs. Prior to 2010, the state of Ohio's higher education funding model relied on challenge grants, which rewarded institutions with additional funding if they met various enrollment and completion objectives. According to the Center for American Progress, this model was accelerated in 2012 whereby the state is allocating 5% of its total higher education funding for performance, an amount that is expected to rise to 30% by 2015.

In response, YSU has identified a number of focus areas aimed at helping the institution improve graduation and course completion rates. Although YSU attracts bright students and provides a number of highly competitive programs, many students meet challenges towards achieving their goals. Ninety percent of the students are commuters, 56% are first generation, and 88% receive financial aid. Industry research indicates that these three student populations are typically at a higher risk of not achieving academic goals.

"Because a lot of our students are first generation, they are often unaware of the academic and financial impact of stopping classes or simply not attending," said Jonelle Beatrice, interim executive director of student life and director of the center for student progress at YSU. "Our focus has been to change the campus culture from one where students were used to withdrawing or stopping out to one where students are informed of the impact of their actions early enough so they can make better decisions."

YSU has a history of using a home grown early alert system to collect feedback from faculty about student performance. In a good semester, the institution was able to get reports from 5% of faculty. When reports would come into the institution's Center for Student Progress, the system did not allow for the information to be shared with advisors or student support staff. Furthermore, faculty who raised the concerns had no way of following up with the student or with the staff members.

To better enable faculty, staff, and advisors to communicate with each other, YSU evaluated commercially available early alert systems. In 2011, YSU selected Starfish EARLY ALERT™ to enable faculty to flag students who were falling behind and then route those concerns to the student's peer mentor as well as the student support staff in the Center for Student Progress. The Starfish system was selected because of its usability, ease of implementation, and integration capabilities with other campus IT systems including the Banner by Ellucian student information system and Blackboard learning management system.

"In our reviews of the various early alert systems, we wanted a system that could be proactive for all students, not just those considered to be at risk. It also had to be faculty friendly. Because the Starfish system directly connects to our Banner and Blackboard systems, we have essentially put our student success system in the laps of our faculty members," said Beatrice. "We also really liked that the Starfish system is built around providing students with a dedicated, personalized support network. This is consistent with [YSU's] model of tagging students and getting them into appropriate student services quickly."

In addition, YSU wanted a solution that was faculty/administrative driven as opposed to student driven through self-assessments or surveying instruments. "Many of our students do not self-identify. Our internal research over the years indicates that the students who were the most academically at risk did not use our support services. Only 2% did any kind of outreach to us. It became apparent that we had to do the outreach to them," said Beatrice.

The combination of enhanced automation through the Starfish system, as well as a comprehensive effort to have peer mentors reach out to every first year student and academic coaches reach out to at-risk second year students, may have a part to play in early improvements for the institution.

Faculty participation in the program has increased from an average of 2% to 34%. The cumulative GPA for freshmen in fall semester 2011 was 2.39; in fall semester of 2012, it increased to 2.46. In addition, the percentage of credit hours earned out of attempted hours was 76% in 2011, and it increased to 81% for the fall of 2012. In 2012, the analysis also showed many classes that utilized the Starfish system had higher completion rates than those that did not use the system. For example, the completion rate for one section of a Psychology course that did not use the Starfish system was 58.5% as compared to 63.7% for a section that did use the system.

Accessible with a single login from an institution's student information system, portal system, or learning management system (e.g., Blackboard, WebCT, ANGEL, Moodle, Desire2Learn, Canvas, eCollege), Starfish is a collection of two software systems. Starfish EARLY ALERT is an early warning and student tracking system that makes it possible for instructors, advisors, and academic staff to identify at-risk students in real time. The system includes advanced early warning analytics agents that process student success information, including instructor perception data, student self-assessment data, learning management system data, and student information system data. Starfish CONNECT™, an education support networking and case management system, helps students access a personalized contact list of instructors, advisors, tutors, and counselors who are dedicated to helping them succeed. The system also provides informative academic plans to help keep students on track. Together, the systems generate valuable performance and resource utilization data for the institution, which helps optimize future service offerings.

"State funding models across the country are quickly evolving to include completion or performance metrics," said David Yaskin, CEO of Starfish. "Starfish Retention Solutions is proud to be working with Youngstown State University to address their priorities of improving graduation and completion rates and ultimately improve the chances for their students to be academically successful."

Webinar Invitation. Jonelle Beatrice, interim executive director of student life and director of the center for student progress, will be hosting a complimentary Webinar presentation on Wednesday, June 19, 2013 at 2 pm ET. The presentation will include an overview of the program, including lessons learned and best practices that can be used by other institutions that are working to improve graduation

and course completion rates. To register, click here
https://www3.gotomeeting.com/register/773918022.

About Starfish Retention Solutions
Starfish Retention Solutions is a leading provider of student success systems. The company offers a collection of software solutions that harness the power of the campus community in order to engage, motivate, and graduate more students—securing valuable tuition revenue through student retention. Specifically, the solutions help institutions identify at-risk students in real time, based on their daily coursework performance and faculty concerns, and then connect them to the resources designed to help (e.g., advising or tutoring), all while assessing which services and interventions are working. For more information, please call 703.260.1186 or visit www.starfishsolutions.com.

Contact:
John Plunkett
Vice President, Marketing & Operations
703.260.1186 x1185
jplunkett@starfishsolutions.com

Youngstown
STATE UNIVERSITY

MEMORANDUM

DATE: May 2, 2013

TO: Ikram Khawaja, PhD, Provost and Vice President for Academic Affairs

FROM: Edward Orona, PhD, Director, Office of Grants and Sponsored Programs (OGSP)

RE: **FY 2012-13 – 3rd Quarter OGSP Report**
            (Grant Activity from January 1, 2013 – March 31, 2013)

Attached is the FY13 Third Quarter Report from the Office of Grants and Sponsored Programs for presentation to the Academic Quality and Student Success Committee of the Board of Trustees.

3rd Quarter Submissions: $4,218,376 (requested in 23 submitted proposals)
During the quarter, there was a slight increase in the total $ request and number of submissions, compared to the third quarter in FY12. Notable submissions included: two to the National Science Foundation (NSF).

- Dr. Tom Oder (Physics and Astronomy) - $307,222 request to the NSF, for the "Acquisition of a Plasma Etching System for Research and Education".
- Dr. Allen Hunter (Chemistry) - $496,667 "Acquisition of a Cyber-Enabled Single-Crystal X-ray Diffractometer for Materials. (NSF)
- Dr. Pedro Cortes (Civil, Environ. and Chem. Engr.) - to American Chemical Society ($99,982) for the project "Synthesis of Carbon Nanotubes using Crude Oil".
- Dr. Nancy Wagner, Nursing) - $235,000 proposal to the Health Resources and Services Administration for the Nurse Anesthetist Traineeship Program.

3rd Quarter Submissions -Year-to-Date (YTD): Total $ requests to all sponsors = $15,057,322

3rd Quarter Awards: $811,734 (11 funded grants)
There were some noteworthy grant awards during this quarter:

- Dr. Stephen Rodabaugh, Associate Dean-STEM, received grant from the Ohio Board of Regents for the "Program for Internships and Co-ops in Advanced Manufacturing and Related Industries (PICAM)" - $573,300.
- Dan O'Connell, Support Services, $110,000 received from the Mahoning County Commissioners for the "Recycling and Re-Create Program".

Awards: Year-To-Date (YTD)
These third quarter activities demonstrate a decrease compared to the same quarter last year. The funded grant awards totaled **$3,338,266.**

www.ysu.edu **YSU**

EXECUTIVE SUMMARY

Third Quarter Report - FY2012-2013
January 1, 2013 - March 31, 2013

(Includes previous year comparison)

FUNDED PROPOSALS (Number)

	2011-2012 - Third Quarter 1/1/2012-3/31/2012			**FY2012-2013 - Third Quarter** 1/1/2013-3/31/2013	
TOTAL PROPOSALS	$	3,098,912	(18)	$ 811,734	(11)

	YTD - FY2011-2012 7/1/2011-3/31/2012			**YTD - FY2012-2013** 7/1/2012-3/31/2013	
TOTAL PROPOSALS	$	5,601,783	(70)	$ 3,338,266	(54)

SUBMITTED PROPOSALS (Number)

	FY2011-2012 Third Quarter 1/1/2012-3/31/2012			**FY2012-2013 Third Quarter** 1/1/2013-3/31/2013	
TOTAL PROPOSALS	$	4,172,346	(33)	$ 4,218,376	(23)

	YTD - FY2011-2012 7/1/2011-3/31/2012			**YTD - FY2012-2013** 7/1/2012-3/31/2013	
TOTAL PROPOSALS	$	20,286,454	(87)	$ 15,057,322	(70)

PROPOSALS FUNDED BY EXTERNAL SOURCES

Third Quarter Report - FY2012-2013
January 1, 2013 - March 31, 2013

PRINCIPAL INVESTIGATOR	DEPARTMENT	FUNDING SOURCE	PROJECT TITLE	AWARD
Abraham, Martin	College of STEM	American Institute of Chemical Engineers	Environmental Progress & Sustainable Energy Office Operation	$ 21,040
Bralich, John	Center for Urban & Regional Studies	City of Youngstown, Ohio	City of Youngstown Parks & Recreation Master Plan Study	8,000
Burnett-Hanley, Holly	Center for Urban & Regional Studies	Youngstown City Schools	5th Grade Interdisciplinary Approach to Science FY2013	20,000
Cianciola, Elizabeth	Center for Human Services Development	Youngstown City Schools	Evaluating Youngstown School District Alternative School Project - 2012/13	13,594
El-Hayek, Annette	Center for International Studies and Programs	University Studies Abroad Consortium	Peer Representatives	2,600
George, Ricky	Center for Human Services Development	Mill Creek Metroparks	Data Analysis of Mill Creek Park Community Survey	4,204
Licata, Betty Jo	Williamson College of Business Administration	Ohio Development Services Agency	The Ohio SBDC at YSU/Ohio Rehabilitation Services Commission Grant	40,000
Marie, Hazel	Mechanical & Industrial Engineering	Ohio Space Grant Consortium	OSGC Scholar Program	6,000
O'Connell, Daniel	Support Services	Mahoning County Commissioners	Recycling & Recreate 2012-14	110,000
Rodabaugh, Stephen	College of STEM	Ohio Board of Regents	Program for Internships and Co-ops in Advanced Manufacturing and Related Industries (PICAM)	573,300
Schaper, Michele	Center for Human Services Development	U.S. Department of Housing & Urban Development through City of Youngstown Community Development Agency	Homeless Management Information Systems Emergency Solutions Grant FY2013	12,996

Total Proposals Funded from External Sources Third Quarter FY2012-2013				$ 811,734 (11)

PROPOSALS SUBMITTED TO EXTERNAL FUNDING SOURCES

Third Quarter Report - FY2012-2013
January 1, 2013 - March 31, 2013

PRINCIPAL INVESTIGATOR	DEPARTMENT	FUNDING SOURCE	PROJECT TITLE	AMOUNT
Abraham, Martin	College of STEM	U.S. Department of Energy through Catacel Corporation	Stabilization of Sodium Carbonate on Alumina Sorbents for CO_2 Capture	$ 83,151
Chordas, Ronald	Center for Urban & Regional Studies	Trumbull County Mental Health & Recovery Board	Strategic Plan for the Alliance for Substance Abuse Prevention (ASAP) of Trumbull County	6,150
Cianciola, Elizabeth	Center for Human Services Development	Youngstown City Schools	Evaluating Youngstown School District Alternative School Project - 2012/2013	13,594
Cortes, Pedro	Chemical Engineering	National Additive Manufacturing & Innovation Institute (NAMII)	Structure-processing-property Relationship of 3-D Multilayered Metal-ceramic Composites	624,847
Cortes, Pedro	Civil, Environmental & Chemical Engineering	American Chemical Society	Synthesis of Carbon Nanotubes using Crude Oil	99,982
DeBlasio, Donna	History	Forest Lawn Memorial Park	Forest Lawn Memorial Park National Register Nomination	1,800
El-Hayek, Annette	Center for International Studies & Programs	University Studies Abroad Consortium	Peer Representatives	7,800
Esenwein, Joann	College of STEM	U.S. Department of Transportation	TechBelt Transportation Center	1,100,000
Hunter, Allen	Chemistry	National Science Foundation	Acquisition of a Cyber-enabled Single-crystal X-ray Diffractometer for Materials	496,667
Keck, Rebecca	SMARTS	City of Youngstown Community Development Agency	SMARTS Free Public Progarmming	59,444
Langarica, Alicia Prieto	Mathematics and Statistics	Simons Foundation: Math & Physics Science Section	Modeling of Cell Movement in Response to Foreign Stimuli	35,000
Licata, Betty Jo	Williamson College of Business	Ohio Department of Development	The Ohio SBDC at YSU/Ohio Rehabilitation Services Commission Grant	40,000
Lovelace-Cameron, Sherri	Chemistry	American Chemical Society	American Chemical Society Project SEED	9,000
Min, Xiangjia	Biological Sciences	The Ohio Plant Biotechnology Consortium	Identification and Analysis of Alternative Splicing Genes in Cereal Plants	10,000
Oder, Tom	Physics & Astronomy	National Science Foundation	Acquisition of a Plasma Etching System for Research and Education at Youngstown State University	307,422
Rodabaugh, Stephen	College of STEM	Simons Foundation: Math & Physics Science Section	Topological and Order-theoretic Foundations of Programming Semantics	35,000

Schaper, Michele	Center for Human Services Development	City of Youngstown, Ohio Community Development Agency	HMIS ESG 2013-2014	62,776
Solomon, Virgil	Mechanical & Industrial Engineering	National Additive Manufacturing & Innovation Institute (NAMII)	Using Additive Manufacturing for Making Net Shape Pattern Cans for HIP/PM	72,653
Unger, Darlene	Center for Autistic Studies	U.S. Department of Education through Ohio State University	YSU Transition Options in Postsecondary Education for Young Adults with Autism (YSU-TOPS)	29,824
Wagner, Nancy	Nursing	Health Resources and Services Administration (HRSA)	Nurse Anesthetist Traineeship Program	235,000
Wagner, Timothy	Chemistry	National Additive Manufacturing & Innovation Institute (NAMII)	Additive Manufacturing of Lightweight High-performance Ceramic-Metals	9,998
Wagner, Timothy	Chemistry	National Science Foundation	Integrated Multi-scale Modeling and Experimental Investigation of Novel Ceramic-Metallic Interpenetrating Phase Nanocomposites for Multifunctional Applications	873,328
Wetzel, Jane	Physical Therapy	Humility of Mary Health Partners Medical Research Council	Impact of End Stage Renal Disease Staging on the Strength, Physical Performance, and Quality of Life for Patients Receiving Dialysis	4,940

Total Proposals Submitted to External Sources Third Quarter FY2012-2013 $ 4,218,376 (23)

CURRENT ACCREDITATION ACTIVITY AND
HIGHER LEARNING COMMISSION UPDATE
May 2013

Summary of recent site visits:
- There was a site visit March 4-5, 2013, regarding approval of expansion of the Dietetic Technician program to the campus of Lorain County Community College. The site visit team report has been received and a response submitted.

Summary of recent accreditation actions:
- On July 26, 2012, the HLC notified YSU that it has been approved to select a preferred accreditation pathway. **YSU has selected the Open Pathway for reaffirmation of accreditation.** See HLC Update below.

Details:

Program	Status
Art National Association of Schools of Art and Design (NASAD)	Self-study submitted March 2006. Site visit conducted April 9-12, 2006. In October 2006, NASAD granted continued accreditation for the BA in Art History, the BFA in Fine Arts in Studio Arts, and the BS in Education (Art Education) through 2015-16. NASAD approved the MA in Art Education for final listing in November 2011. Next accreditation visit scheduled for 2015-2016.
Business AACSB International—The Association to Advance Collegiate Schools of Business Education	AACSB requires institutions to undergo "maintenance of accreditation" every five years. In April 2011, the AACSB reaffirmed accreditation of undergraduate and graduate business programs for another six years. The next visit will be in 2014-2015. The letter from AACSB commends the WCBA and includes the following: "The Committee recommends that the College continue to work on faculty development and the hiring of AQ qualified faculty in these areas to assure that the 90 percent threshold is met in the near term" (Standard 10: Faculty Qualifications); and "The Committee recommends that the College continue pursuing additional resources to fund initiatives related to the College's new facility."
Chemistry American Chemical Society (ACS)	An annual report is submitted each August/September. A periodic, five-year program review was submitted in July 2009.
Clinical Laboratory Technology National Accrediting Agency for Clinical Laboratory Sciences (NAACLS)	Most recent accreditation in 2006. Reaccreditation self-study was submitted to NAACLS May 1, 2012. Site visit occurred October 15-16, 2012. Program received no citations or recommendations.

Counseling Council for Accreditation of Counseling and Related Educational Programs (CACREP)	Self-study submitted Dec. 2005; site visit conducted May 2006. In Jan. 2007, CACREP granted full accreditation to the MS. Ed. in Community Counseling and the MS. Ed. in School Counseling for an 8-year period, until March 31, 2015. Self-study for accreditation of the master's-level Student Affairs Leadership and Practice option was submitted April 2009; additional information submitted 2009-10. CACREP accredited the option for two years in Aug. 2010, requiring an interim report by April 1, 2012. The review was favorable in a response dated July 24, 2012. CACREP extended the accreditation of Student Affairs to match the accreditation date of the other counseling program options until March 31, 2015.
Dental Hygiene American Dental Association	Self-study for continuing accreditation of the Dental Hygiene program submitted in February 2010. Site visit occurred April 27-28, 2010. The program received full accreditation "without reporting requirements."
Dietetics Programs Academy of Nutrition and Dietetics Accreditation Council for Education in Nutrition and Dietetics (ACEND) (Formerly American Dietetic Association – Council for Accreditation of Dietetic Education, CADE)	Self-studies for the Coordinated Program in Dietetics, the Didactic Program in Dietetics, and the Dietetic Technician Program submitted Aug. 16, 2010. Site visit took place Oct. 31–Nov. 2, 2010. In June 2011, CADE granted full accreditation for all three programs. Interim reports were due in Sept. 2011 and in July 2013 for the Coordinated Program in Dietetics and the Didactic Program in Dietetics. An interim report is required for the Dietetic Technician program in 2013. The 5-year midpoint Program Assessment Report is due in 2015. The next site visit will be in 2020. CADE accepted interim reports submitted in Sept. 2011. There was a site visit March 4 & 5 regarding approval of expansion of the Dietetic Technician program to the campus of Lorain County Community College. The site visit team report has been received and a response submitted. Official action by ACEND is expected soon.
Education and Licensure Programs National Council for Accreditation of Teacher Education (NCATE) Accreditation occurs at the "unit" (BCOE) level.	The NCATE site visit took place March 20-24, 2010. On November 5, 2010, NCATE sent official notice that accreditation "is continued at the initial teacher preparation and advanced preparation levels." YSU meets all 6 NCATE standards. The next site visit will take place in spring 2017.
Emergency Medical Services State of Ohio Department of Public Safety/ Division of Emergency Medical Services Commission on Accreditation of Allied Health Education Programs ... EMS Professions (CoAEMSP—CAAHEP)	Self-study submitted to the Ohio Department of Public Safety Division of EMS Dec. 2010. Site visit was conducted on May 2, 2011. The EMS program was granted full accreditation for five years. CoAEMSP awarded the program continuing accreditation on Nov. 17, 2006. Reaccreditation self-study was due Feb. 1, 2011. Site visit was conducted May 2-3, 2011. The site team reported no citations at the exit meeting. CAAHEP awarded a full 5-year accreditation.

2

Engineering Engineering Accreditation Commission of the Accreditation Board for Engineering and Technology (ABET)	All associate and undergraduate programs fully accredited through September 30, 2014. YSU has requested a regular visit to review all engineering programs and is in the process of preparing the self-study report that must be submitted to ABET by July 1, 2013.
Engineering Technology Engineering Technology Accreditation Commission of the Accreditation Board for Engineering and Technology (ETAC-ABET)	ETAC-ABET granted continuing accreditation in August 2012. CCET (BSAS) has been accredited through Sept. 30, 2018. CCET (AAS), EET (AAS), EET (BSAS), and MET (AAS) have received an unofficial notice from ETAC-ABET that these programs do not have to submit an interim report and are accredited through Sept. 30, 2018. MET (BSAS) is accredited through Sept. 30, 2014, and has requested an interim reaccreditation report evaluation request with a report to be submitted by July 1, 2013.
Foreign Languages NCATE Accreditation for French Education, Italian Education, and Spanish Education	NCATE granted national recognition with conditions in 2010. On March 15, 2012, YSU sent reports to show that those conditions have been met. YSU again received national recognition with conditions and must re-submit by March 15, 2013. The addition of a Second Language Acquisition specialist, who is supervising student teaching, should help greatly in YSU achieving unqualified national recognition this time.
Forensic Science American Academy of Forensic Sciences (AAFS)	Application for initial accreditation pending; self-study and site visit to follow.
Histotechnology National Accrediting Agency for Clinical Laboratory Sciences (NAACLS)	Due to low enrollment, job saturation, and the inability to secure an adequate number of clinical sites, the Histotechnology program is being moved to an "inactive status" beginning fall 2013. The current student cohort will complete degree requirements Spring 2013. No other cohorts will be accepted. Accreditation requires that the program remain intact until end of spring 2014.
Human Ecology American Association of Family and Consumer Sciences (AAFCS)	Self-study for initial accreditation of baccalaureate programs in Family and Consumer Sciences (Family and Consumer Studies; Merchandising—Fashion and Interiors; Food and Nutrition [including the Didactic Program in Dietetics and the Coordinated Program in Dietetics]; Hospitality Management; and the Family and Consumer Sciences Education program) submitted August 2006; accepted November 2006. Site visit conducted April 15-19, 2007. AAFCS granted full 10-year accreditation in October 2007; next-self study due 2016. The most recent required biannual progress report was submitted January 16, 2012, and accepted April 13, 2012.
Medical Assisting Technology American Association of Medical Assistants (AAMAE)/Commission on Accreditation of	Most recent accreditation July 2004. Reaccreditation self-study was submitted December 27, 2012. The site visit is scheduled for May 6-7, 2013.

Allied Health Education Programs (CAAHEP)	
Music National Association of Schools of Music (NASM)	At its June 2012 meetings, the NASM Commission on Accreditation voted to continue YSU and the Dana School of Music in good standing. A follow-up report on activities was sent to the NASM national office on April 19, 2013. The next full review will take place in the 2020-2021 academic year.
Nursing National League for Nursing Accrediting Commission	Self-study for BSN and MSN submitted January 2006; site visit conducted March 7-9, 2006. At its July 2006 meeting, the Commission granted continuing accreditation to both the BSN and the MSN. The next site visit will take place in spring 2014.
Physical Therapy Commission on Accreditation in Physical Therapy Education (CAPTE)	Accreditation report for the Physical Therapy Education program submitted spring 2004. Self-study for master's program submitted February 2004; site visit conducted April 19-21, 2004. Notice of 10-year accreditation received November 19, 2004. Progress report submitted August 15, 2005, and accepted in October 2005; CAPTE continued the accreditation granted the year before. The department submitted an additional progress report in August 2006, and CAPTE found the program in full compliance. In October 2006, the Commission continued the accreditation granted in 2004. The MPT has been discontinued. Accreditation now applies to the DPT program approved by the Higher Learning Commission in 2008. Next site visit 2014.
Public Health (Consortium of Eastern Ohio Master of Public Health) Council on Education for Public Health (CEPH)	The MPH is offered by a consortium of six institutions, including YSU. Initial accreditation earned in 2003. Site visit occurred April 20-21, 2009. In October 2009, the Council renewed accreditation for seven years, until December 31, 2016. Interim report is due in fall 2011.
Respiratory Care and Respiratory Care "Polysomnography Specialty Option" Commission on Accreditation for Respiratory Care (CoARC)	The Polysomnography [Sleep-Study] Specialty Option in the Respiratory Care program received "continuing accreditation" September 19, 2008, and will undergo accreditation review with the respiratory care program. A progress report is submitted annually. Self-study documents for the BS in Respiratory Care and Polysomnography Specialty Option were submitted on August 28, 2010. The site visit for Respiratory Care and Polysomnography took place February 17 and 18, 2011. CoARC granted both programs full continuing accreditation, with no further progress reports due.
Social Work Council on Social Work Education (CSWE)	In response to the submission of reaffirmation materials submitted in April 2012 and an on-campus site visit that occurred in October 2012, the Council on Social Work Education has informed the Department of Social Work

	that the Bachelor of Social Work program has been reaffirmed accreditation status in February 2013. This accreditation status remains in effect until February 2021. In February 2012, the Council on Social Work Education granted reaffirmation of accreditation of the Master of Social Work Program. The program remains in accredited status until 2020.
Theater National Association of Schools of Theater (NAST)	Self-study submitted summer 2006; site visit conducted October 5-6, 2006. In April 2007, NAST renewed accreditation, commended YSU for addressing program needs and making Theater a "free-standing" unit, and requested a follow-up report. The follow-up report was accepted, and the program is in full compliance. Next renewal and on-site visit will occur in 2016-17.

Update on Higher Learning Commission Accreditation and YSU's Participation in the Higher Learning Commission Academy for the Assessment of Student Learning

YSU has made and continues to make progress in fostering meaningful and relevant assessment of student learning, including assessment of the general-education program:

- **General Education:** Progress continues on the two initiatives begun in 2011 to assess the general education program. As part of the Repository of Assessment Documents (ROAD) project, more than 600 writing samples from the second English composition course (ENGL 1551) have now been evaluated. Writing samples from the spring 2011 semester, the fall 2011 semester, and the spring 2012 semester have been scored. The results from the evaluations of the writing samples have already prompted some modifications in the composition program. For example, an effort is underway to encourage more consistency in the course's final assignment across all instructors' sections.

In spring 2012, writing samples from a small, selected group of upper-division classes were evaluated. Preliminary results indicate that upper-division students are doing relatively well on the ROAD rubric. The Writing Center coordinator met with the general education committee in fall 2012 to provide feedback on the pilot program and to provide recommendations about how to improve the submission and evaluation process. As a result of that meeting, the instructions for submission were modified, a ROAD FAQ for upper-division classes was created, and an effort was made to identify potential ROAD liaisons in every department. Currently, about one quarter of departments have identified a ROAD liaison. In fall 2012, another set of writing samples was collected from previously-identified upper-division courses.

The second initiative involves assessment of the general education knowledge domains. In fall 2012, Dr. Milton Cox, a nationally-recognized expert on learning communities, consulted on campus and ran a workshop to help initiate the development of learning communities for

general education assessment. His feedback prompted some modifications to the previous YSU timeline. In particular, Dr. Cox highly recommended only one-year learning community commitments from faculty as opposed to the multi-year commitments that were imagined in the originally proposed timeline. A pilot learning community on the improvement and assessment of general education began in January 2013. In addition to the development of learning communities, steps have been taken to include faculty and student perceptions and self-evaluations in the assessment process. Surveys of both faculty and students are being developed. The faculty survey will be distributed in spring 2013, and the student survey will be distributed in fall 2013.

The transition to the new general education requirements adopted by the Academic Senate has gone smoothly. Departments have revised curriculum sheets to reflect the new requirements, text in the undergraduate bulletin has been revised, and the professional academic advisors have not reported any significant problems resulting from the transition. There have also been substantial increases in student general education completion rates.

- **Program-Assessment Participation:** The non-academic and academic units have completed their reporting and review cycles for 2012-13. Thirty-nine Assessment Council members and volunteer reviewers from across campus reviewed and provided feedback on 185 reports and plans.

  Academic program participation rates for academic programs are at 81% for the university. Feedback will be provided to programs in May 2013. For non-academic units reporting in fall 2012, 76% (26/34) of units submitted reports or plans with 74% of high quality.

- **Co-Curricular Assessment Reporting Roster:** On January 1, 2013, the Higher Learning Commission (HLC) implemented the new Revised Criteria for Accreditation. These new criteria have more clearly defined standards around non-academic unit assessment reporting. The revised criteria clarify that units involved in non-academic assessment should have a clear and primary focus on students and student learning outcomes.

  Examination of the new HLC criteria by the Office of Assessment and the Assessment Council prompted an audit of the current roster of non-academic reporting units. Units that do not have a primary mission to serve students will no longer be asked to report to the Office of Assessment; it is expected that continuous improvement activities will continue through their divisions. Also, to reflect this new focus, "Non-Academic Assessment" has been renamed "Co-Curricular Assessment."

- **HLC Assessment Academy:** On January 3, 2013, YSU was notified by the Higher Learning Commission that the university had successfully completed its participation in the Academy for the Assessment of Student Learning and that graduation addressed and satisfied the 2008 HLC site team's concerns. The YSU Academy Team is finalizing recommendations and action steps for YSU to continue to meet HLC assessment expectations into the future.

  Graduation from the HLC Academy, appreciation to faculty and staff for active participation in assessment activities, and announcement of innovation in assessment poster and mini-

grant award winners were celebrated with more than 80 attendees on April 25 at the Third Annual Assessment Appreciation Event.

- **Student Satisfaction Survey:** To support participation in the Voluntary System of Accountability, the National Survey of Student Engagement (NSSE) was launched on February 19. This survey also serves as a metric for the 2011-2020 Strategic Plan, Student Success Cornerstone, Theme 2. All first-year and senior students were invited through email invitation and campus-wide promotions to participate. The response rate has thus far exceeded 23%. The survey asks students about high-impact educational practices proven to lead to student learning and student persistence. The data will be disseminated to campus constituents in order to improve educational practices and impact student learning and success. The survey will close June 1, 2013, and data will be returned in fall 2013.

New Higher Learning Commission Criteria and Accreditation Pathways

The Board of the Higher Learning Commission approved the new criteria for accreditation (with more focus on institutional transparency, institutional performance, student persistence, and program/degree completion) in February 2012.

At the same time, the HLC approved new "pathways" for accreditation. The pathways will replace the traditional accreditation process for most institutions and change the schedule for accreditation. On April 5, 2012, the HLC informed the institution that YSU is eligible to participate in "the Open, AQIP, or Standard Pathway for reaffirmation of accreditation" when the new criteria go into effect in fall 2012.

On July 26, 2012, the HLC notified YSU that it has been approved to select a preferred accreditation pathway. **YSU has selected the Open Pathway for reaffirmation of accreditation.**

- The **Open Pathway** operates on 10-year cycle and offers more flexibility, fewer comprehensive evaluations, fewer site visits, and less monitoring than the Standard Pathway. AQIP operates on a seven-year cycle and thus would require more frequent reaffirmation and site visits than the Open pathway.

- YSU will define and begin a project in 2012-13 (selecting a suitable **Quality Initiative** that focuses on "institution innovation and improvement"). YSU will have several years to complete the proposed project, after which a quality-initiative review will occur. The next reaffirmation of accreditation visit will occur in 2017-18.

- **Assurance Review** accreditation reports will normally be due in years 4 and 10 of the process. Since YSU will transition into the pathway in year 5 (2012-13), YSU will not have an assurance review report due at year 4. The assurance review in 2017-18 will include the site visit for reaffirmation of accreditation.

- The annual reports, plus the quality initiative, plus the assurance report and visit in 2017-18 will replace the former comprehensive evaluation process. According to the HLC, the assurance report, or "self-study," may be somewhat shorter than the old-style self-studies and will not necessarily involve the entire campus as in the past.

1. Undergraduate Program Development:

Undergraduate Program Actions Requiring Board of Trustees Action and/or OBOR Notification or Approval

The Ohio Board of Regents (OBOR) is continuing to revise its approval processes for undergraduate program proposals. Since the last set of YSU Board of Trustees meetings, OBOR has approved the following undergraduate program changes:

- Curriculum modifications for the Bachelor of Arts in Geology
- The former Bachelor of Arts in Geology (Geoscience Option) is now called the Bachelor of Arts in Geology.

2. Graduate Program Development:

A new proposal (Program Development Plan or PDP) for graduate programs must be approved internally by YSU's Graduate Curriculum Committee and Graduate Council before it is presented to the Board of Trustees Academic and Student Affairs Committee as an information item. The PDP is then forwarded to the Regents Advisory Committee on Graduate Study (RACGS) for comment, and a full program proposal is prepared, in response, if there are no serious objections. The full proposal must be reviewed by the internal curriculum process and then go to the Board of Trustees for action and approval. The proposal then goes to RACGS for a second review and in-person presentation. If RACGS recommends the program for approval—and after YSU Board of Trustees approval—it goes to the Chancellor's staff, which makes a recommendation to the Chancellor based on RACGS review and public comments. The Chancellor's signature is the final step of the approval process. Board of Trustees approval is required prior to any final decision by the Chancellor's office.

- A full proposal for a **Master of Arts in Gerontology** has received the Chancellor's final approval, and the program has begun admitting students for Fall 2013.

- A request for online delivery for a **Master of Respiratory Care** has undergone campus review and has been approved by RACGS.

- Requests for online delivery for a **Master of Business Administration** and a **Master of Science in Criminal Justice** have undergone campus review and are currently being reviewed by RACGS.

- A request for online delivery for a **Master of Science in Engineering** is being drafted for submission.

- A program development plan (PDP) for a **Doctor of Nursing Practice (DNP)** has undergone the campus review process. YSU has received comments from RACGS. The Full Proposal is now in preparation in the department.

- Preliminary discussions to initiate a **Master of Science in Actuarial Science** in the Department of Mathematics have begun prior to developing a new PDP for this degree.

- A PDP for a **Master of Engineering Physics** is being revised for resubmission to RACGS now that the new faculty positions needed to staff the program have been allocated.

- Preliminary discussions to initiate a **Master of Accounting and Finance** have begun in the Lariccia School of Accounting and Finance.

Youngstown
STATE UNIVERSITY

DISTINGUISHED PROFESSOR AWARDS 2012-13

For excellence in teaching–

Lauren Cummins, Department of Teacher Education
Francois Fowler, Dana School of Music
Patricia Hauschildt, Department of English
Christine McCullough, Department of Art
Matthew Paylo, Department of Counseling, Special Education and School Psychology
Jennifer Pintar, Department of Human Performance and Exercise Science
Salvatore Sanders, Department of Health Professions
Thomas Smotzer, Department of Mathematics and Statistics
Janet Williams, Department of Teacher Education

For excellence in scholarship–

Ou Hu, Department of Economics
Karen Larwin, Department of Educational Foundations, Research, Technology and Leadership
Kenneth Learman, Department of Physical Therapy
Xiangjia Min, Department of Biological Sciences
Yogesh Uppal, Department of Economics
Thomas Wakefield, Department of Mathematics and Statistics
Xiaolou Yang, Department of Accounting and Finance

For excellence in service–

Louise Aurilio, Department of Nursing
Chester Cooper, Department of Biological Sciences
Amy Crawford, Department of Communication
Cryshanna Jackson, Department of Political Science
Birsen Karpak, Department of Management
Jay Kerns, Department of Mathematics and Statistics
Tom Oder, Department of Physics and Astronomy
Jeffrey Tyus, Department of Communication

WATSON MERIT AWARD

Janice G. Elias, Department of Human Ecology
Ray Shaffer, Department of Accounting and Finance

Youngstown
STATE UNIVERSITY

CHAIRPERSON APPOINTMENTS

2013-2014

Rangamohan Eunni, Department of Management	Effective 07/01/13
Bruce Keillor, Department of Marketing	Effective 01/01/13
Zara Rowlands, Department of Human Ecology	Effective 07/01/13
Nancy Wagner, Department of Nursing	Effective 07/01/13

CHAIRPERSON RE-APPOINTMENTS

2013-2014

Michael R. Crist, Dana School of Music	Effective 07/01/13
Patricia Wagner, Criminal Justice and Forensic Sciences	Effective 07/01/13

DATE: April 5, 2013

TO: Dr. Cynthia E. Anderson
           President

FROM: Ikram Khawaja
           Provost and Vice President for Academic Affairs

RE: **PROMOTIONS IN FACULTY RANK**

In accordance with the provisions of the YSU/YSU-OEA Agreement, I am recommending to you the twenty-nine (29) faculty members on the attached sheet for promotion in academic rank effective August 14, 2013.

Of the twenty-nine (29), twenty-seven (27) are recommended to me by the College Promotion Committees (CPC's). My recommendations fully concur with those of the college deans.

The materials containing the usual documentation on promotions are available for your review in the Human Resources office and will be presented to you upon request.

/ldm

c: Academic Deans (of those promoted)
        CPC Members
        DPC Chairs
        Department Chairs (of those promoted)
        K. Reynolds
        A. Burden
        S. Smith
        ✓ Human Resources Promotions File

Attachment

TO: Promotions File

FROM: Cynthia E. Anderson
           President

☒   The above is approved, as recommended.

☐   The above is approved, as modified in the attached memorandum.

_____   4-9-13
President   Date

FACULTY RECOMMENDED FOR PROMOTION IN RANK

(EFFECTIVE AUGUST 14, 2013)

TO PROFESSOR:

Brian Bonhomme .... History
Cheryl L. Bosley .... Nursing
Thomas Patrick Diggins .... Biological Sciences
Timothy Francisco .... English
David Morgan .... Dana School of Music
Tom N. Oder .... Physics and Astronomy
Kimberly A. Serroka .... Nursing
David Simonelli .... History
Mark D. Womble .... Biological Sciences

TO ASSOCIATE PROFESSOR:

Christopher Barzak .... English
Patrick J. Bateman .... Management
Julie Blaskewicz Boron .... Psychology
Dragana Crnjak .... Art
Rebecca M. L. Curnalia .... Communication
Priscilla Njeri Gitimu .... Human Ecology
Leah Christine Gongola .... Counseling, Special Education and School Psychology
Guohong (Helen) Han .... Management
Cryshanna A. Jackson .... Political Science
Alyssa Lenhoff .... English
Suzanne M. Leson .... Human Ecology
Xiangjia Min .... Biological Sciences
Karin A. Petruska .... Accounting and Finance
Ian James Renne .... Biological Sciences
Keisha T. Robinson .... Health Professions
Jeffrey Tyus .... Communication
Patricia B. Wagner .... Criminal Justice and Forensic Sciences
Thomas P. Wakefield .... Mathematics and Statistics
Mary Yacovone .... Health Professions
Xiaolou Yang .... Accounting and Finance