

BOARD OF TRUSTEES



AGENDA

Thursday, September 24, 2015

BOARD OF TRUSTEES' MEETING

Thursday, September 24, 2015
3:00 p.m.

Tod Hall
Board Meeting Room

AGENDA

- A. Roll Call
- B. Proof of Notice of Meetings Held June 17, 2015; and July 14, 2015
- C. Disposition of Minutes
- D. Oath of Office of New Trustee, Charles R. Bush
- E. Oath of Office of New Student Trustee, Samantha P. Anderson
- F. Report of the President of the University
- G. Report of the Committees of the Board
 - 1. Academic Quality and Student Success Committee
 - a. Resolution to Modify Cost-Sharing and Overmatching on External Grants and Contracts Policy, 3356-10-13.1 (Previous Policy Number 1013.02)
 - b. Resolution to Modify Payment of Indirect Costs on External Grants and Contracts Policy, 3356-10-13.2 (Previous Policy Number 1013.03)
 - c. Resolution to Modify Disposition of Residual Funds from External Grants and Contracts Policy, 3356-10-13.3 (Previous Policy Number 1013.04)
 - d. Resolution to Approve Master of Accountancy (MAcc) Program
 - 2. Institutional Engagement Committee
 - a. Resolution to Modify WYSU Policy, 3356-5-08 (Previous Policy Number 5008.01)
 - b. Resolution to Modify Alcoholic Beverages on Campus Policy, 3356-5-10 (Previous Policy Number 5011.01)
 - c. Resolution to Accept Alumni Engagement and WYSU Gifts
 - d. Resolution to Accept Development Gifts
 - e. Resolution to Approve New University Wide Naming Menu and College Specific Naming Menus
 - f. Resolution to Approve New Donor Recognition Giving Levels
 - g. Resolution to Approve YSU Foundation Development Goals and Objectives for the Fiscal Year 2015-2016
 - 3. Finance and Facilities Committee
 - a. Resolution to Modify Memberships, Dues, Certifications, and Licensing Fees Policy, 3356-3-15 (Previous Policy Number 3013.01)
 - b. Resolution to Modify University Facilities – Use, Priorities, and Fees Policy, 3356-4-03 (Previous Policy Number 4003.01)
 - c. Resolution to Approve a Plan to Provide Students the Opportunity to Reduce the Cost of Earning a Degree by 5%
 - d. Resolution to Designate PNC Bank as the Official Depository for University Funds
 - e. Resolution to Approve Interfund Transfers
 - f. Report of the Audit Subcommittee, Leonard D. Schiavone, Chair
 - g. Report of the Investment Subcommittee, James B. Green, Chair

4. University Affairs Committee

- a. Resolution Regarding Terms and Conditions of Employment for Classified Employees Exempt from Collective Bargaining
- b. Resolution to Modify and Retitle Emeritus Status Policy, 3356-7-17; (Previous Policy Number 7003.01)
- c. Resolution to Modify Drug-Free Environment Policy, 3356-7-20; (Previous Policy Number 7006.01)
- d. Resolution to Ratify Personnel Actions
- e. Resolution to Approve The Memorandum of Understanding Between the Attorney General of Ohio and Youngstown State University Regarding the Provision of Legal Services to the University
- f. Report of the Collective Bargaining and Negotiations Subcommittee, James E. "Ted" Roberts, Chair
- g. Report of the Intercollegiate Athletics Subcommittee, David C. Deibel, Chair

H. Communications and Memorials

I. Unfinished Business

J. New Business

K. Chairperson's Remarks

L. Dates and Times of Upcoming Regular Meetings of the Board

Tentative Meeting Dates: 3 p.m., Tuesday, December 16, 2015
3 p.m., Wednesday, March 16, 2016
3 p.m., Wednesday, June 15, 2016

M. Adjournment

DIVIDER

Academic Quality and Student Success Committee



**RESOLUTION TO MODIFY COST-SHARING AND OVERMATCHING ON
EXTERNAL GRANTS AND CONTRACTS POLICY, 3356-10-13.1
(PREVIOUS POLICY NUMBER 1013.02)**

WHEREAS, the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of Cost-Sharing and Overmatching on External Grants and Contracts Policy, 3356-10-13.1 (Previous Policy Number 1013.02) of the *University Guidebook*, shown as Exhibit A attached hereto. A copy of the policy indicating changes to be made is also attached.

3356-10-13.1 Cost-sharing and overmatching on external grants and contracts.

(Previous Policy Number 1013.02)

Responsible Division/Office: ~~School of Graduate Studies and Research~~Office of Research

Responsible Officer: Provost and Vice President for Academic Affairs

Revision History: September 2003; June 2010; September 2015

Board Committee: Academic Quality and Student ~~Affairs~~Success

EFFECTIVE DATE: ~~June 11, 2010~~September 24, 2015

Next Review: ~~2015~~2020

- (A) Policy statement. Cost-sharing or matching is a frequent requirement on externally sponsored grants and contracts. The Youngstown State university (“university”) match is permitted to meet the minimum requirements of the funding agency, and overmatching is prohibited unless written justification is provided to document that such overmatch benefits the university.
- (B) Parameter. Requests for proposals (“RFP”) from external sponsors frequently require cost-sharing or matching funds from the university as part of the budgetary grant request. The percentage of matching funds, when required, is typically set by the agency and appears in the grant application guidelines. However, on occasion, ~~Youngstown state university (“YSU”)~~ principal investigators or project directors cite additional matching funds (overmatching) on grant submissions when additional matching funds are neither required nor necessary. For audit purposes, tracking of additional matching funds adds complexity to the agency and the university, and the university cannot then use these additional funds elsewhere as match on other projects.
- (C) Procedures.

~~(1)~~—As part of the formal grant submission process at ~~YSU~~the university (see ~~rule~~university policy 3356-10-13, Research, grants and sponsored programs of the Administrative Code), clearance of the submission of an external grant application requires ~~a prior~~prior approval by department chairs, college deans, the director of grants and sponsored programs, and the associate

- (1)
- (2) provost vice president for research ~~and dean of graduate studies and research~~, the authorized institutional official.
- (2) A typical match on an application for support submitted to an external agency would not include more than a fifty per cent match from the university. In addition, such matching funds provided by the institution would normally ~~be limited to~~ include equipment, supplies, ~~or other non-personnel items in the budget~~ or the cost of personnel reassign time. This approach enables full recovery of indirect costs from the funding agencies.
- (3) ~~YSU~~ University faculty and staff who intend to submit a grant proposal to an external funding agency must provide a written justification for including any overmatch in the preliminary budget. Prior to external proposal submission ~~externally~~, the justification must be submitted to the director of grants and sponsored programs and approved by the associate provost vice president for research ~~and dean of graduate studies and research~~.

3356-10-13.1 Cost-sharing and overmatching on external grants and contracts.

(Previous Policy Number 1013.02)

Responsible Division/Office: Office of Research
Responsible Officer: Provost and Vice President for Academic Affairs
Revision History: September 2003; June 2010; September 2015
Board Committee: Academic Quality and Student Success
EFFECTIVE DATE: September 24, 2015
Next Review: 2020

- (A) Policy statement. Cost-sharing or matching is a frequent requirement on externally sponsored grants and contracts. The Youngstown State university (“university”) match is permitted to meet the minimum requirements of the funding agency, and overmatching is prohibited unless written justification is provided to document that such overmatch benefits the university.
- (B) Parameter. Requests for proposals (“RFP”) from external sponsors frequently require cost-sharing or matching funds from the university as part of the budgetary grant request. The percentage of matching funds, when required, is typically set by the agency and appears in the grant application guidelines. However, on occasion, university principal investigators or project directors cite additional matching funds (overmatching) on grant submissions when additional matching funds are neither required nor necessary. For audit purposes, tracking of additional matching funds adds complexity to the agency and the university, and the university cannot then use these additional funds elsewhere as match on other projects.
- (C) Procedures.
- (1) As part of the formal grant submission process at the university (see university policy 3356-10-13, Research, grants and sponsored programs), clearance of the submission of an external grant application requires prior approval by department chairs, college deans, the director of grants and sponsored programs, and the associate vice president for research, the authorized institutional official.

- (2) A typical match on an application for support submitted to an external agency would not include more than a fifty per cent match from the university. In addition, such matching funds provided by the institution would normally include equipment, supplies, or the cost of personnel reassign time. This approach enables full recovery of indirect costs from the funding agencies.
- (3) University faculty and staff who intend to submit a grant proposal to an external funding agency must provide a written justification for including any overmatch in the preliminary budget. Prior to external proposal submission, the justification must be submitted to the director of grants and sponsored programs and approved by the associate vice president for research.



**RESOLUTION TO MODIFY PAYMENT OF INDIRECT COSTS ON EXTERNAL
GRANTS AND CONTRACTS POLICY, 3356-10-13.2
(PREVIOUS POLICY NUMBER 1013.03)**

WHEREAS, the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of Payment of Indirect Costs on External Grants and Contracts Policy, 3356-10-13.2 (Previous Policy Number 1013.03) of the *University Guidebook*, shown as Exhibit **B** attached hereto. A copy of the policy indicating changes to be made is also attached.

3356-10-13.2 Payment of indirect costs on external grants and contracts.
(Previous Policy Number 1013.03)

Responsible Division/Office: ~~School of Graduate Studies and~~ Office of Research
Responsible Officer: Provost and Vice President for Academic Affairs
Revision History: Sept. 2003; June 2010; September 2015
Board Committee: Academic Quality and Student ~~Affairs~~ Success
EFFECTIVE DATE: ~~June 11, 2010~~ September 24, 2015
Next Review: ~~2015~~ 20

- (A) Policy statement. Externally sponsored grants and contracts typically pay for both direct costs and indirect costs. All funding organizations must pay indirect costs at the prevailing authorized rate for Youngstown state university (“YSU university”) based on the federally-negotiated rate. ~~Indirect costs on grants and contracts can be waived or reduced only with written justification by the principal investigator demonstrating a benefit to the university.~~ In case of waiver or reduction, indirect costs shall be included as part of institutional match (if required) on the grant project, if allowed by the external sponsor.
- (B) Parameter. Sponsored programs and grant projects have budgets depicting the actual costs, including both direct and indirect costs. Indirect costs, or facilities and administrative (“F&A”) costs, have been deemed as real and allowable in federally sponsored programs and are paid at a federally rate negotiated with the U.S. department of health and human services. In some cases, the allowable percentage of indirect costs is reduced by the federal, state or local agency.
- (C) Procedures.
- (1) As part of the formal grant submission process at YSU the university (see university rule policy 3356-10-13, Research, grants, and sponsored programs of the Administrative Code), ~~clearance of waiver or reduction of indirect costs on~~ grant proposals submitted to external sponsors requires ~~a-priori~~ prior approval by department chairs, college deans, the director of grants and sponsored programs, ~~and the associate vice president for research and dean of the school of graduate studies and research,~~ the authorized institutional official.

- (2) The author of the grant proposal is expected to develop a budget for the proposal that accounts for the full payment of indirect costs, unless specifically disallowed by a funding organization. Exceptions may be requested only when directed by the solicitation. No general exemption of payment of indirect costs is provided to for-profit companies.
- (3) ~~YSU~~ University faculty and staff who intend to submit a grant proposal to an external funding agency must provide a written justification for reduced indirect costs. ~~In case of~~ If indirect costs are ~~waiver~~ waived or ~~reduction~~ reduced, the dollar amount of ~~waived or reduced~~ indirect costs shown in the budget shall be included as part of any required institutional match, if allowed by the external sponsor.
- (4) Prior to external proposal submission, the written justification for waived or reduced indirect costs must be submitted to the director of grants and sponsored programs and approved by the associate vice president for research ~~and dean of the school of graduate studies and research~~, the authorized institutional official. This process will be ~~subsumed~~ included under in ~~YSU~~ university grant submission procedures.

3356-10-13.2 Payment of indirect costs on external grants and contracts.
(Previous Policy Number 1013.03)

Responsible Division/Office: Office of Research
Responsible Officer: Provost and Vice President for Academic Affairs
Revision History: Sept. 2003; June 2010; September 2015
Board Committee: Academic Quality and Student Success
EFFECTIVE DATE: September 24, 2015
Next Review: 2020

- (A) Policy statement. Externally sponsored grants and contracts typically pay for both direct costs and indirect costs. All funding organizations must pay indirect costs at the prevailing authorized rate for Youngstown state university (“university”) based on the federally-negotiated rate. In case of waiver or reduction, indirect costs shall be included as part of institutional match (if required) on the grant project, if allowed by the external sponsor.
- (B) Parameter. Sponsored programs and grant projects have budgets depicting the actual costs, including both direct and indirect costs. Indirect costs, or facilities and administrative (“F&A”) costs, have been deemed as real and allowable in federally sponsored programs and are paid at a federally rate negotiated with the U.S. department of health and human services. In some cases, the allowable percentage of indirect costs is reduced by the federal, state or local agency.
- (C) Procedures.
- (1) As part of the formal grant submission process at the university (see university policy 3356-10-13, Research, grants, and sponsored programs), waiver or reduction of indirect costs on grant proposals submitted to external sponsors requires prior approval by department chairs, college deans, the director of grants and sponsored programs, the associate vice president for research, the authorized institutional official.
 - (2) The author of the grant proposal is expected to develop a budget for the proposal that accounts for the full payment of indirect costs, unless specifically disallowed by a funding organization. Exceptions may be requested only when directed by the

solicitation. No general exemption of payment of indirect costs is provided to for-profit companies.

- (3) University faculty and staff who intend to submit a grant proposal to an external funding agency must provide a written justification for reduced indirect costs. If indirect costs are waived or reduced, the dollar amount of waived or reduced indirect costs shown in the budget shall be included as part of any required institutional match, if allowed by the external sponsor.
- (4) Prior to external proposal submission, the written justification for waived or reduced indirect costs must be submitted to the director of grants and sponsored programs and approved by the associate vice president for research , the authorized institutional official. This process will be included in university grant submission procedures.



**RESOLUTION TO MODIFY DISPOSITION OF RESIDUAL FUNDS FROM
EXTERNAL GRANTS AND CONTRACTS POLICY, 3356-10-13.3
(PREVIOUS POLICY NUMBER 1013.04)**

WHEREAS, the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of Disposition of Residual Funds from External Grants and Contracts Policy, 3356-10-13.3 (Previous Policy Number 1013.04) of the *University Guidebook*, shown as Exhibit C attached hereto. A copy of the policy indicating changes to be made is also attached.

3356-10-13.3 Disposition of residual funds from external grants and contracts.

(Previous Policy Number 1013.04)

Responsible Division/Office: ~~School of Graduate Studies and Research~~
Office of Research

Responsible Officer: Provost and Vice President for Academic Affairs

Revision History: April 2006; June 2010; September 2015

Board Committee: Academic ~~Affairs~~Quality and Student Success

EFFECTIVE DATE: ~~June 11, 2019~~ September 24, 2014

Next Review: ~~2015~~20

- (A) Policy statement. Residual funds from external grants and contracts will be deposited in an account of the office of the dean(s) of the college(s) or head of unit/division from which the original proposal emanated, provided that the policies of the external agency permit such a disposition of unused funds.
- (B) Purpose. The intent of this policy is to ensure that all research grant/contract and other sponsored program funds received by the Youngstown state university (“university”) are delegated to the general purpose for which the grant/contract was intended. Furthermore, because the university has limited ability ~~of the university~~ to reward faculty and staff for seeking external ~~resources~~ funds is limited, use of such residual funds to support research or other scholarly and service activities intended by the external agency and sought by faculty/staff will provide an additional discretionary resource to the colleges and/or other units/divisions as an incentive to seek additional external resources.
- (C) Definitions.
- (1) “Agency” is any external organization, whether governmental or private, that awards a grant/contract or other sponsored program to the university. It does not include legislated funds for which no competitive application was made by the university.
 - (2) “College(s) and/or other units/divisions” include those academic colleges or other major departments/units (not in an academic college and usually supervised at an executive director or higher level) that prepared the original application for external funding to the funding agency.

- (3) “General purpose for which the grant was intended” means that residual funds will be used to support research/scholarship, instruction, and/or service with the most general interpretation. It does not mean that the expenditure of funds will be used only for the specific purpose originally cited as a deliverable in the grant award.

(D) Procedures.

- (1) At the conclusion of an external grant or contract award from an agency, after all accounts have been reconciled, remaining funds will be transferred to an account in the office of the dean(s) of the college(s) and/or the head of the nonacademic department/division that originally submitted the funding proposal.
- (2) Grants/contracts made on a fixed price basis will not require additional agency verification that funds do not need to be returned. In other cases where agency guidelines are unclear as to disposition of residual funds, written approval for disposition from the agency will be needed and obtained by the principal investigator/project director. Approval in written or electronic form is acceptable evidence of agency approval. The principle investigator shall forward documentation to the office of research.
- (3) Disposition of residual funds from completed/closed grant/contract or sponsored program accounts will be completed by the office of grants accounting within ninety days of grant closeout.
- (4) If the project was collaborative between/among several college(s) and/or other units/divisions ~~nonacademic units and/or colleges~~, the disposition of funds will be prorated according to the overall budget distribution as specified in the original/modified grant application. The office of research will determine the allocation for such distribution to the participating college(s) and/or other units/divisions ~~departments/colleges~~, with the approval of the associate vice president for research ~~and dean of graduate studies and research~~, when informed by the office of grants accounting that residual funds are available for distribution.
- (5) Use of residual funds by the college(s) and/or department/division is discretionary to the dean (or nonacademic department/unit head), but will normally support research, scholarship, education/training, and/or service. Deans (or nonacademic department/unit heads) are encouraged to seek the advice of those

individuals whose grant funds have contributed to the sponsored program/grant that generated the residual funds. Any dispute as to the appropriate use of such funds shall be decided by the associate vice president for research. Funds shall be held in a restricted account.

3356-10-13.3 Disposition of residual funds from external grants and contracts.

(Previous Policy Number 1013.04)

Responsible Division/Office: Office of Research
Responsible Officer: Provost and Vice President for Academic Affairs
Revision History: April 2006; June 2010; September 2015
Board Committee: Academic Quality and Student Success
EFFECTIVE DATE: September 24, 2014
Next Review: 2020

- (A) Policy statement. Residual funds from external grants and contracts will be deposited in an account of the office of the dean(s) of the college(s) or head of unit/division from which the original proposal emanated, provided that the policies of the external agency permit such a disposition of unused funds.
- (B) Purpose. The intent of this policy is to ensure that all research grant/contract and other sponsored program funds received by the Youngstown state university (“university”) are delegated to the general purpose for which the grant/contract was intended. Furthermore, because the university has limited ability to reward faculty and staff for seeking external funds, use of such residual funds to support research or other scholarly and service activities intended by the external agency and sought by faculty/staff will provide an additional discretionary resource to the colleges and/or other units/divisions as an incentive to seek additional external resources.
- (C) Definitions.
- (1) “Agency” is any external organization, whether governmental or private, that awards a grant/contract or other sponsored program to the university. It does not include legislated funds for which no competitive application was made by the university.
 - (2) “College(s) and/or other units/divisions” include those academic colleges or other major departments/units (not in an academic college and usually supervised at an executive director or higher level) that prepared the original application for external funding to the funding agency.

- (3) “General purpose for which the grant was intended” means that residual funds will be used to support research/scholarship, instruction, and/or service with the most general interpretation. It does not mean that the expenditure of funds will be used only for the specific purpose originally cited as a deliverable in the grant award.

(D) Procedures.

- (1) At the conclusion of an external grant or contract award from an agency, after all accounts have been reconciled, remaining funds will be transferred to an account in the office of the dean(s) of the college(s) and/or the head of the nonacademic department/division that originally submitted the funding proposal.
- (2) Grants/contracts made on a fixed price basis will not require additional agency verification that funds do not need to be returned. In other cases where agency guidelines are unclear as to disposition of residual funds, written approval for disposition from the agency will be needed and obtained by the principal investigator/project director. Approval in written or electronic form is acceptable evidence of agency approval. The principal investigator shall forward documentation to the office of research.
- (3) Disposition of residual funds from completed/closed grant/contract or sponsored program accounts will be completed by the office of grants accounting within ninety days of grant closeout.
- (4) If the project was collaborative between/among several college(s) and/or other units/divisions, the disposition of funds will be prorated according to the overall budget distribution as specified in the original/modified grant application. The office of research will determine the allocation for such distribution to the participating college(s) and/or other units/divisions, with the approval of the associate vice president for research, when informed by the office of grants accounting that residual funds are available for distribution.
- (5) Use of residual funds by the college(s) and/or department/division is discretionary to the dean (or nonacademic department/unit head), but will normally support research, scholarship, education/training, and/or service. Deans (or nonacademic department/unit heads) are encouraged to seek the advice of those individuals whose grant funds have contributed to the sponsored program/grant that generated the residual funds. Any dispute as to the appropriate use of such funds shall be decided by the associate

vice president for research. Funds shall be held in a restricted account.



**RESOLUTION TO APPROVE
MASTER OF ACCOUNTANCY (MAcc) PROGRAM**

WHEREAS, a Master of Accountancy (MAcc) degree program offers a curriculum that focuses on developing higher-level knowledge, skills, and abilities needed by accountants and financial managers for long-term career success with characteristics that distinguish it from the more broadly-focused MBA program currently offered at YSU; and

WHEREAS, the proposed graduate program will take advantage of the synergetic relationships within the Laricca School of Accounting and Finance, requiring both accounting and finance coursework; and

WHEREAS, the proposed graduate program will be an excellent foundation for students who aspire to sit for the Uniform Certified Public Accountant (CPA) Examination and who need additional coursework to satisfy the minimum 150-hour requirement; and

WHEREAS, Youngstown State University has faculty members with the requisite credentials to offer this degree; and

WHEREAS, the proposed Master of Accountancy (MAcc) program aligns with the initiatives of the Youngstown State University 2020 Strategic Plan, fitting with the vision to “strive to integrate curricular and co-curricular activities; to offer outstanding academic programs; to foster intellectual inquiry, exploration, and discovery; to transcend traditional boundaries; to apply perfect knowledge; to encourage creativity; and to provide effective tools, technologies, and facilities for learning”;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University approves the offering of the Master of Accountancy (MAcc) degree subsequent to the approval of said degree by the Ohio Department of Higher Education.

**Lariccia School of Accounting and Finance (LSAF)
Williamson College of Business Administration (WCBA)
and
College of Graduate Studies
Youngstown State University**

**MASTER OF ACCOUNTANCY (MAcc)
Full Proposal (FP)**

Prepared by Members of the WCBA MAcc Program Committee

Marsha Huber
Kathy Mumaw
Karin Petruska
Jeremy T. Schwartz
Raymond J. Shaffer
David E. Stout

August 24, 2015

YOUNGSTOWN STATE UNIVERSITY



*Williamson
College of
Business
Administration*

**Agenda Item G.1.d
Support Material**

EXECUTIVE SUMMARY

Proposed program: Master of Accountancy (MAcc) degree

Youngstown State University is proposing a 30 semester hour program, primarily to serve YSU accounting students, so that they may meet the requirement to sit for the Certified Public Accountant (CPA) exam in the states of Ohio and Pennsylvania, while earning an advanced degree. Both states require a minimum of 150 semester hours to take the CPA exam.

Completion Time: Twelve to eighteen months if attending full time.

Target market: YSU accounting majors and graduates of smaller, regional colleges and universities that do not offer a similar degree (e.g., Mount Union University, Thiel College, Westminster College, Grove City College, Slippery Rock University, etc.).

Projected Enrollment: Twelve to fifteen new students (8 FTE) for the first year, with the goal of having 25-35 students pursuing the degree at any given time. This is a conservative estimate.

Program Requirements: The program consists of 30 hours: 24 hours in accounting and finance, three in management skills, and three hours of elective coursework. Twelve hours of coursework will be shared with the MBA Program. Only four new courses, or 12 semester hours, will need to be developed and staffed.

Launch Date: Fall 2016.

Summary: This program meets the needs of individuals desiring to enhance their professional preparation the demands of employers in the region, state and country. The proposed MAcc program has received positive support from Williamson College of Business Administration Graduate Studies Committee and the YSU Graduate Council. The MAcc Program Development Plan (PDP) has been reviewed by Chancellor's Council on Graduate Studies (CCGS) Member Institutions.

OVERVIEW

This proposal addresses the requirements of the Ohio Board of Regents' *Guidelines and Procedures for Review and Approval of Graduate Degree Programs*, in the following order:

1. Designation of the new degree program, including rationale
2. Description of the proposed curriculum
3. Administrative arrangements for the proposed degree program
4. Evidence of need for the proposed degree program
5. Prospective enrollment
6. Special efforts to enroll and retain underrepresented groups
7. Availability and adequacy of the faculty and facilities for the proposed degree program
8. Need and plans for additional facilities and staff
9. Projected additional costs associated with the program, evidence of institutional commitment, and capacity

This document (hereafter referred to as the Full Proposal, or FP) reflects changes made to the Program Development Plan (PDP) based on feedback from the PDP received by representatives of the following institutions:

- University of Akron
- Miami University
- Wright State University
- University of Dayton
- University of Cincinnati

A summary of changes made to the PDP based on this feedback is provided in **Appendix A**. We thank these institutions for their careful reading of our proposal and for their comments and recommendations. The feedback we received resulted in an improved final proposal (FP) as well as improvements to the proposed program itself.

1. Designation of the new degree program, rationale for the designation, definition of the focus of the program, and brief description of its multidisciplinary purpose and significance.

The Lariccia School of Accounting and Finance (LSAF) and the College of Graduate Studies at Youngstown State University propose the establishment of a new graduate degree program: the **Master of Accountancy (MAcc)**. This program will be offered within the Williamson College of Business Administration (WCBA), which is accredited by AACSB International—The Association to Advance Collegiate Schools of Business, the longest serving global accrediting body for business schools.

Rationale

Graduate education is increasingly becoming a career pathway in the accounting and finance arena for:

- 1) Students who aspire to sit for the *Uniform Certified Public Accountant (CPA) Examination* and who need additional coursework to satisfy the minimum 150-hour certification requirement (as is the case in the State of Ohio—see below);
- 2) Students seeking coursework to prepare for other professional certifications such as the CMA (Certified Management Accountant), which is administered by the IMA (Institute of Management Accountants); and
- 3) Students who have an undergraduate degree outside of accounting and who want to advance their careers by obtaining an advanced degree in accounting.

The proposed MAcc program at Youngstown State University will help fulfill these educational needs.

Over the last decade, accounting and finance students in our region have become attracted to, and are demanding, graduate programs focused on accounting and/or finance specializations beyond what can be obtained in the YSU MBA degree program. Our accounting majors (and to a lesser extent minors) desire a more specialized graduate-degree program in accounting. After administering surveys and holding follow-up interview sessions with YSU accounting majors over a two-semester period, we recognize the need to provide these students with a graduate curriculum that expands their accounting and finance knowledge while allowing them to meet the minimum qualifications to sit for professional exams and better prepare for long-term career success.

Since 2000, the State of Ohio has required that applicants successfully complete a minimum of 150 hours of university credit before sitting for the Uniform CPA exam. More recently Pennsylvania adopted the same 150-semester-hour requirement, which creates a new market for the MAcc program being proposed by YSU. Most students with an undergraduate degree in accounting (both from YSU and from other institutions in the region, including those in western PA) do not meet this credit-hour requirement and, as such, must later take additional courses. Specialized skills and knowledge development through the MAcc Program will provide the

appropriate additional hours of coursework needed for both near-term (CPA certification) and longer-term career success.

The proposed MAcc program aligns with initiatives specified in the YSU 2020 Strategic Plan (<http://web.ysu.edu/2020>). Further, the proposed program fits with the institutional vision to “*strive to integrate curricular and co-curricular activities; to offer outstanding academic programs; to foster intellectual inquiry, exploration, and discovery; to transcend traditional boundaries; to apply perfect knowledge; to encourage creativity; and to provide effective tools, technologies, and facilities for learning.*”

In addition, the proposed MAcc program aligns closely with the mission statement of the Williamson College of Business Administration (WCBA) (www.ysu.edu/wcba) by emphasizing “*a student-centered teaching/learning process that focuses on the application of theory to practice that supports the intellectual and professional development of our students.*”

Finally, the proposed MAcc program also aligns with the LSAF mission (**Appendix B**) by focusing on “*developing students to be highly qualified, passionate individuals who make a positive and innovative impact on their organizations and society.*”

Focus of the Program

The proposed MAcc degree program offers a curriculum that focuses on knowledge acquisition to support passing of professional certification exams (e.g., CPA or CMA) as well as on developing broad business competencies needed by accountants and financial managers for long-term career success. The targeted population for this program consists of students—from both YSU and the surrounding region (in particular western Pennsylvania)—who recently completed an undergraduate degree program in accounting. These characteristics of the program distinguish it from the more broadly-focused MBA program currently offered by YSU and other institutions in the region.

Multidisciplinary Considerations

The proposed MAcc degree program will take advantage of the synergetic relationships within the LSAF, requiring both accounting and finance coursework, including a *Leadership in Professional Organizations* course, a course on *Data Analytics & Data Management*, a course on *Governmental/Non-Profit Accounting*, a course on *Financial Accounting Regulation*, upper-level courses in tax, financial management, and financial analysis, and a *Capstone Experience*. In addition, all students in the program will take a course on *Business Process Integration* and a *Business Communications* course—both of which are currently being offered. Such exposure will serve to strengthen a MAcc graduate’s success through development of professional skills and an enhanced understanding of business processes. In short, the proposed MAcc program at YSU will focus on advanced knowledge of tax, finance, and accounting, as well as broad management skills, including leadership, ethics, communication, and knowledge of business

processes. As such, the program is consistent with the broad educational framework for accounting majors proposed recently by Lawson et al. (2014).¹

2. Description of the proposed curriculum.

The Master of Accountancy (MAcc) degree is designed to promote advanced professional competencies and to enhance opportunities for career success. Heavy emphasis in the new program will be placed on the application of theory to actual practice so that graduates will immediately be able to add value to business organizations. Graduates will meet Ohio and Pennsylvania State Board of Accountancy requirements to sit for the *Uniform CPA Examination*. In addition, the program will prepare graduates to sit for other professional exams such as the CMA (Certified Management Accountant) exam. **Appendix C** presents the specific learning objectives associated with the proposed MAcc program.

The proposed 30-hour MAcc program can be completed by students in 12-15 months.² Of the 30 required hours, 18 are in accounting, 6 hours are in finance, 3 hours are in management skills, and 3 hours of an accounting elective. (See **Appendix D, Panels A and B.**) Students admitted to the program must have a minimum overall/accounting GPA of 3.0 and have completed the following prerequisite coursework with a grade of “C” or better: Intermediate Accounting I & II, Federal Taxation, Cost Accounting, Accounting Information Systems (AIS), Advanced Accounting, and Auditing.

The program will require the development of four new accounting courses (12 sh., see **Appendix D, Panel C**). The remaining 18 semester hours consists of courses currently being offered by the WCBA: 12 hours represent existing courses from the YSU MBA program; six hours (two three-credit courses) will be existing 5000-level “swing” courses (i.e., graduate and undergraduate credit) offered currently by the accounting department. Students in the initial offering of the program will be limited to a single (three-credit-hour) elective course (from a set of four courses currently being offered by the WCBA—see **Appendix D, Panel B**). Sample course offerings, by semester (including the summer), are presented in **Appendix D, Panel D**.

Students in the YSU MAcc program have an opportunity to complete (as a three-credit-hour elective course) a supervised graduate internship. This option allows students who otherwise had no internship experience to gain real-world experience and exposure to alternative career opportunities. This course option is also consistent with the WCBA goal of regional engagement. Because of this internship option, and the applied orientation of the program, we anticipate that

¹ Lawson, R. A., E. J. Blocher, P. C. Brewer, G. Cokins, J. E. Sorensen, D. E. Stout, G. L. Sundem, S. K. Wolcott, and M. J. F. Wouters. 2014. Focusing accounting curricula on students’ long-run careers: Recommendations for an integrated competency-based framework for accounting education. *Issues in Accounting Education*, 29 (2): 295-317.

² **Note:** 30 credits is currently the minimum credit-hour requirement for graduate programs in business (including accounting) accredited by AACSB International. Further, to maintain accreditation, a majority of courses in a masters-level program must be in courses reserved for graduate students. Currently, AACSB guidelines stipulate that no more than nine (of the minimum 30) credit hours for an accredited master’s program can be in so-called “swing” courses (i.e., courses containing a mix of graduate and undergraduate students). Finally, we note that both regionally and nationally a typical MAcc degree program (for students with an appropriate accounting background) requires completion of 30 credits.

graduates from the YSU MAcc program will be better prepared to compete nationally with graduates of other institutions.

At the end of the YSU MAcc program, students will complete a four-credit-hour *Capstone Experience*. This course serves a three-fold purpose: (1) it provides a comprehensive review of CPA-exam-related material; (2) it allows for a small-group culminating research project; and (3) it provides a vehicle for systematic outcomes assessment/program review.

3. Administrative arrangements for the proposed degree program: Department and school or college involved.

The proposed MAcc program will be administered by the Lariccia School of Accounting & Finance (LSAF) within the WCBA. The program will require the designation of a Master of Accountancy (MAcc) Program Director (MPD). The MPD is essential for the success of the program, and would be a faculty member with alternative assignment time to perform the specified duties of the MPD.

The MPD will be responsible for recruiting students (including those from area institutions), planning events, and developing relationships with employers offering full-time employment opportunities, and administering the program (e.g., overseeing assurance of learning and other AACSB-related imperatives). Program decisions will be made by a MAcc Graduate Program Committee composed of designated faculty from the LSAF who teach and advise in the program. The MPD will report to the Director of the LSAF. The MPD will serve as chair of the MAcc Graduate Program Committee. Input to this Committee will be received from the Director of the LSAF.

4. Evidence of need for the new degree program, including the opportunities for employment of graduates. This section also addresses other similar programs in the state addressing this need and the potential duplication of programs in the state and region.

The initial need for a MAcc program was identified by requests from prior and current YSU accounting students and members of the professional community (including members of the LSAF Advisory Council). Currently, YSU accounting students are underserved in two basic areas of need:

1. Acquisition of additional technical and professional skills through graduate accounting offerings.
2. Acquisition of accounting-specific education hours needed to sit for the Uniform CPA Exam (and to a lesser extent, the CMA exam).

The need for the MAcc program was documented initially by responses to two surveys conducted by the LSAF committee charged with exploring the MAcc program. One survey solicited responses from members of the WCBA Accounting Advisory Council (Fall 2013), an advisory committee that consists primarily of executives from local and regional businesses and CPA firms—the organizations that will benefit most immediately and directly from the new program. A second survey (April 2014) was directed at current YSU accounting students and recent YSU accounting alumni. Results of these initial surveys revealed several key findings:

1. Students will benefit from a program that allows them to gain graduate-level accounting skills AND complete professional exam-hour requirements CONCURRENTLY. Many of our YSU undergraduate accounting majors enroll in the YSU MBA or non-discipline-related classes to fulfill CPA exam requirements, which is a sub-optimal approach for these students.
2. Most students believe that the proposed YSU MAcc program will better prepare them to pass the CPA exam.
3. Many students believe that the proposed YSU MAcc program will enhance career success.
4. YSU students employed in the local communities prefer to attend YSU rather than traveling to another institution. Paramount importance is placed on the value of their time.
5. Given a choice between another regionally available MAcc program and a MAcc program offered at YSU, the majority of survey respondents would choose the YSU program.

A follow-up survey administered to YSU undergraduate accounting students in January 2015 revealed that 98 of the 134 respondents (i.e., approximately 73% of student respondents) are interested in pursuing a MAcc degree with 75 of the 98 respondents (nearly 78%) interested in taking a YSU program, if given the option. The MAcc 4+1 degree is a popular option with 78 students (i.e., approximately 80% = 78/98) expressing interest in this form of program. This more recent survey indicates that the majority of students desire a full-time program (55% full-time vs. 30% part-time), with daytime classes as their first choice (51% daytime vs. 27% evenings). Students ranked their educational priorities, in decreasing order of importance, as: passing the CPA exam; gaining certifications (e.g. SAP, non-profit); and, developing their oral communications and personal-selling skills.

The YSU MAcc program will address the above-referenced needs by preparing graduates to add immediate value to their enterprises. That is, the proposed curriculum is designed to enable graduates to APPLY higher-order accounting and finance skills, as well as other professional skills needed for career success. The development of professional and personal skills will be an integral part of all classes in the program. Examples of these skills include: improved communication skills, leadership, marketing of professional services, and technology-related skills.

A MAcc program at Youngstown State University offers the following advantages over other state programs:

1. Better management of students' time. No significant travel time required translates to more time available for learning.
2. Development of a higher qualified talent pool from which local and/or regional employers can draw. Some YSU students currently opt to not acquire any further education if they must sacrifice time from work or family.
3. Alignment with regional employers. As noted above, the YSU MAcc program is being designed specifically to meet the needs identified by local and regional employers.
4. Inclusion of a graduate internship option, which will provide students the opportunity to transition from the program directly to local/regional employment.

5. Cost vs. benefits. Cost comparisons support the likelihood that this program would be a low-tuition cost program. Additional savings would be gained by the students from the reduced or eliminated travel time and work absences as compared to students traveling out of the area to complete a graduate degree.
6. Ancillary economic benefits. These benefits ensue from local businesses retaining qualified personnel capable of immediately adding value to organizations.
7. Financially viable option. As indicated by budgeted financial data reported in Appendix F, the amount of incremental costs associated with the program is expected to be relatively small; many of the program-related costs are capacity-related costs that are already being incurred. This cost structure minimizes the financial exposure of YSU.
8. Opportunities for western Pennsylvania students to attend an AACSB-accredited program to receive a MAcc and meet the 150-semester-hour requirement for the CPA exam.

In short, the proposed YSU MAcc program focuses on meeting the unique needs of our accounting majors and those from western Pennsylvania, as well as the recruiting/staffing needs of regional employers. As such, the program does not envision having much of an impact—if an impact at all—on enrollment in other state-based institutions in Ohio offering a graduate degree program in accounting.

Upon approval of the proposed MAcc program, the program director may consult with other institutions in the state to explore mutually beneficial opportunities for collaboration. For example, the University of Cincinnati has an online Master of Taxation program, while the University of Akron has a Master of Taxation degree program and there may be future opportunities for collaboration between programs.

5. Prospective enrollment

Spring 2015 enrollment in the LSAF consisted of 293 accounting majors. The LSAF has averaged 74 degrees granted in accounting each year over the past five years. We believe this represents a sufficient pool of students to draw from, along with students from smaller regional colleges and universities, as referenced below.

Therefore, the targeted student population for the program consists of the following:

- YSU undergraduate accounting majors (and minors) who desire to continue with graduate-level studies (e.g., those wishing to earn 150 credit hours as a prerequisite to taking the *Uniform CPA Exam*, or those wishing to take the CMA [*Certified Management Accountant*] Exam).
- Undergraduate accounting students from area higher educational institutions that currently do not offer a graduate accounting program (e.g., Geneva College, Thiel College, Grove City College, Westminster College, Gannon University, Slippery Rock

University, and the University of Mount Union, among others).³ Students from many of these contiguous regions can take advantage of the Affordable Tuition Advantage Area.⁴

- Individuals currently employed in accounting who need to acquire additional credit hours to sit for the CPA exam.
- More experienced/mature students in the Mahoning Valley desiring to make a career change or to avail themselves of expanded opportunities in the field of accounting. These would include individuals interested in an accounting-related degree and those interested in securing one or more professional certifications (e.g., CPA or CMA, as noted above). (Many, if not most, of these students would hold undergraduate degrees in areas other than accounting. As such, these individuals would have to first fulfill background coursework as described earlier in this proposal.)

Based on the data obtained from the surveys we administered recently to both current accounting majors at YSU and recent YSU accounting graduates, our expectation is to initially enroll approximately 12 new headcount students (approximately 8 FTE basis; see budgetary forecast—Appendix F) in the new MAcc program, with the eventual goal of having approximately 25–35 (headcount) students pursuing the degree at any given time. We note that this estimate is very conservative; the expectation is that actual FTE for the initial program will exceed 8. The conservative estimate reinforces the point made above that the financial risk exposure of YSU is rather small.

Although it is difficult to determine exact applicant backgrounds, we anticipate that the majority of students entering the YSU program will be recent accounting graduates from YSU and area institutions, particularly students interested in earning the requisite 150 hours that qualify them to sit for the CPA exam. These students will find that the MAcc coursework will not only help them fulfill the 150-hour exam requirement, but will also help them to prepare to successfully complete the examination. It is our expectation that these students will enroll full-time and, as such, would be able to complete the program in 12-15 months.

It is anticipated that a portion of the students in the YSU MAcc program will be young accounting professionals, working full or part time, who will enroll in the program on a part-time basis. Such students should be able to complete the program in 2–3 years. Our intention, however, is to recruit as many full-time students as possible.

As mentioned above, another coterie of students is expected to be from professionals in other fields who want to retool into a job environment with higher demand. We anticipate that, at least initially, this latter group of students will represent the smallest of the targeted groups.

³ Other colleges and universities that do not have a graduate accounting program include Baldwin Wallace University, Carlow University, Waynesburg University, Penn State Beaver, Penn State Behrend, Penn State Greater Allegheny, Edinboro University, Tiffin University, Lake Erie College, Mercyhurst University, Walsh University, and Point Park University.

⁴ The YSU Western Pennsylvania Advantage Service Area is defined as including the counties of Allegheny, Beaver, Butler, Crawford, Erie, Mercer, Venango, Lawrence, Washington and Westmoreland. The YSU Regional Service Area, for non-resident tuition surcharge purposes, is defined as including the counties of Armstrong, Chautauqua, Clarion, Fayette, Forest, Greene, Indiana, Jefferson, New York and Warren (in PA); and Brooke, Hancock, and Marshall (in WV).

We believe these projections are realistic. Most MAcc programs, including the proposed YSU program, are not designed to be large programs or to grow exponentially; many reputable MAcc programs across the country admit between 15-30 students per year. As noted above, the YSU MAcc program is designed to primarily serve the needs of YSU accounting students and also students from western Pennsylvania and other smaller regional schools that do not offer a MAcc degree, and to do so within the constraints of limited resources.

6. Special efforts to enroll and retain underrepresented groups in the given discipline.

For the MAcc program to provide students with a rich educational experience, it will be necessary for us to attract and enroll underrepresented minority students in the program. Lack of sufficient diversity in professional accounting is a nation-wide challenge that has existed for many years in the U.S. Creative solutions to this problem might include the following initiatives:

- work with the Ohio Society of Certified Public Accountants to implement “best practices” as identified elsewhere in the state
- earmark scholarship funds for qualified minority students
- partner with selected national organizations (e.g., National Association of Black Accountants, <http://www.nabainc.org/>) to develop effective recruitment and retention policies
- institute a YSU student-advisory group that would work with faculty to develop effective minority recruitment, advisement, and retention strategies
- recruit to the program qualified minority/underrepresented students using graduate assistantships (GA), if available.

7. Availability and adequacy of the faculty and facilities for the proposed degree program

This new MAcc degree will rely primarily on the strengths of the faculty in the LSAF and, to a lesser degree, other faculty from departments in the WCBA. Schedule and course offerings are predicated on the LSAF maintaining a minimum of nine full-time accounting faculty and four full-time finance faculty. Should either of these numbers fall below these minimum levels, it will be necessary to hire replacement faculty. A list of LSAF faculty who are eligible to teach in the proposed program can be found in **Appendix E**.

As an AACSB-accredited business school, there is an ongoing commitment to meeting all accreditation standards, including those related to faculty sufficiency and faculty qualifications. In the present case, we are confident that there are sufficient faculty resources over the next two years to ensure a successful start for the YSU MAcc program. As enrollment in the MAcc program continues to grow, sufficient faculty resources will be made available to support this programmatic growth. As indicated, a faculty member will receive reassignment time to serve as the MAcc Program Director, with responsibilities for student recruitment, program management, and relationship-building within the business community.

As noted in Appendix D, Panel C, the YSU 30-hour MAcc program can be broken down as follows: total semester hours of existing courses (accounting plus MBA courses) = 18 hours;

newly developed courses = 12 hours (four courses). Most of the knowledge-based resources to support the program will come from full-time LSAF faculty members who hold a breadth of credentials ranging from the doctoral degree to relevant professional certifications or both (see Appendix E). Adjunct faculty will be hired to teach undergraduate classes as needed.

The WCBA offers students and faculty a state-of-the-art learning environment including a world-class building that opened in 2010. Team rooms, break-out rooms, and four computer labs are available for instructional purposes. An auditorium, atrium, and conference center provide space for invited guest presentations as well as networking opportunities for students in the proposed program.

8. Need for additional facilities and staff and the plans to meet this need

As implied by the above discussion, there is currently no need for new facilities or computer hardware.

The proposed MAcc program will require a MAcc Program Director (MPD) who will report to the Director of the LSAF. As discussed above, the MPD will recruit students, oversee admissions, network with employers and other academic institutions throughout the region, supervise the development of the program, and be responsible for AACSB-accreditation-related imperatives, including an Assurance of Learning (AOL) plan.

As indicated in **Appendix E**, the LSAF currently has a vacant faculty position in accounting and a search is underway to fill this position. The MAcc program proposal—beyond the possible new faculty line envisioned in year 3 (as indicated in the proposed budget, **Appendix F**)—assumes a replacement line for the currently vacant faculty position in accounting and future vacancies in accounting or finance due to retirement or resignation. If enrollment figures are met or exceeded during the first two years, a new faculty line will be requested for the third year of the program.

9. Projected additional costs associated with the program and evidence of institutional commitment and capacity to meet these costs

YSU has a commitment to excellence in business, as evidenced by the recent investment in the new WCBA building and the redesigned MBA program. The next step in continued excellence is the offering of a new MAcc program to address demands of the marketplace and desires of current YSU students and recent graduates. Long-term, the WCBA plans to pursue separate AACSB accounting accreditation above and beyond the current business school accreditation. This proposed program has the support of the WCBA Graduate Studies Committee and WCBA dean, as well as the support of the College of Graduate Studies at YSU.

Appendix F presents a Fiscal Statement (budget of expected revenues and expenditures) for the proposed program. As noted above, the program requires the addition of four new courses. The other courses are already offered at YSU. Needed resource projections (reflected in Appendix F) include:

- Staffing cost for four additional classes

- The designation of the MAcc program director (faculty member with alternative assignment time)
- One graduate assistantship designated for a minority student
- Promotional and advertising expenses (promotional materials, on-site campus visits, social media/online advertising, etc.)
- Funding for Speakers and for Professional Development Events
- An additional faculty line if and when projected enrollment reaches approximately 15 FTE students (e.g., in year 3)

Budgeted expenditures for year one are estimated as \$72,100, with an overall surplus of projected revenues over projected expenditures of \$50,100.

Appendix A

Summary of Changes to Program Proposal Based on Feedback Received on the Program Development Plan (PDP)

1. Available Options (Tracks) in the Program Removed

The initial proposal included two tracks (one in accounting, another in financial planning). The final proposal excludes tracks: all students in the program will be taking an identical set of courses (except for a single elective course).

2. Nature of the “Experiential Component” of the Program

Originally, several options were available to students to satisfy this requirement. The final proposal includes a single option: a four-credit “Capstone Experience” course.

3. Resource Sufficiency

As stated in this proposal, the LSAF is currently in compliance with AACSB faculty resource requirements. In addition, and as noted in the body of this proposal, the university is fully committed to allocating sufficient resources in the future to maintain this accreditation. Appendix E notes, and the accompanying explanation in the text confirms, that a search is currently under way to fill an existing vacant line in accounting. Given the relatively small demands of the MAcc program on faculty resources in accounting, filling the line will help ensure continued compliance with AACSB standards. As noted in the budget presented as Appendix F, increased expenditures are largely variable costs, that is, a function of enrollment. By minimizing the amount of incremental fixed costs we are able to reduce the risk exposure to the university in conjunction with the new program.

4. Collaborative Efforts

As indicated in Section 4 (p. 8) of this proposal, we received recommendations for and we fully support the notion of mutually beneficial collaborations with other institutions, for example, those that might arise in conjunction with the University of Cincinnati and the University of Akron. We look forward to exploring opportunities for collaboration with other Ohio institutions.

5. Aligning MAcc Program Learning Objectives to the Uniform CPA Exam/CMA Exam

The proposed curriculum, as reflected in the Full Proposal, was revised to better align with topical coverage in these certification exams. For example, in terms of the CPA exam, courses that provide coverage of governmental/non-profit accounting and business taxation are now required components in the program. In addition, an advanced course in financial analysis is a required course in the program, which will be helpful for both the CPA exam and the CMA

exam. Finally, a separate course “Financial Accounting Regulation” is required in the program; this course benefits students taking either the CPA exam or the CMA exam.

6. Coverage of “Broad Business Competencies”

The learning objectives associated with “broad business competencies” are covered in the following courses: Business Process Integration (BPI); Effective Business Communications; and, Leadership & Professional Organizations.

Appendix B

Lariccia School of Accounting & Finance (LSAF) Mission Statement, Vision, and Values

Mission

Develop students who are highly qualified, passionate individuals and who are able to make a positive and innovative impact on their organizations and society

Vision

The LSAF aspires to:

- Be known for exceptional teaching and student engagement within a dynamic academic community;
- Be recognized for its leadership, positive interactions, and collaborations with the surrounding business community;
- Be recognized for its high-quality intellectual contributions, and
- Be recognized as the program of choice for accounting and finance students.

Values

The LSAF values:

- A learning environment that engenders meaningful interaction with the business community and provides a nurturing environment for student and faculty growth and development;
- Teaching as our primary focus;
- Scholarship with an emphasis on educational and applied research;
- Discovery scholarship that impacts our learning environment;
- Service contributions that have synergistic effects with teaching and research;
- Faculty and student interactions, both classroom related and extra-curricular, with members of professional practice and society; and
- Curricula that integrate theory and practice into the classroom in innovative ways.

Appendix C

Learning Objectives for the YSU MAcc Program

Graduates of our program will:

1. Acquire advanced knowledge of accounting and finance, which prepares graduates to sit for the CPA (Certified Public Accountant) exam and/or CMA (Certified Management Accountant) exam
2. Demonstrate broad management competencies (e.g., leadership, business processes, and marketing of professional services).
3. Recognize and address ethical and social responsibility issues to be considered in a business context.
4. Communicate clearly, logically, and persuasively in both oral and written formats.
5. Identify and use accounting and tax resources to support decision making.

Appendix D

MAcc Program Framework

Panel A—Course Requirements: The course curriculum includes **30 semester hours (sh.)**, as outlined below.

Accounting Courses (18 sh.)	
ACCT 5814	Federal Tax II (3 sh.)
ACCT 5820	Governmental and Non-Profit Accounting (3 sh.)
ACCT 6930	Financial Accounting Regulation (3 sh.)
ACCT 69XX	Leadership in Professional Organizations (2 sh.)
ACCT 69XX	Data Analytics & Data Management ⁽¹⁾ (3 sh.)
ACCT 69XX	Capstone Experience (4 sh.)
Shared MBA Courses (9 sh.)	
FIN 6902	Financial Accounting and Finance for Decision Making (1 sh.)
FIN 6923	Corporate Financial Management (2 sh.)
FIN 6953	Advanced Financial Analysis (3 sh.)
MGT 6945	Business Process Integration (BPI) ⁽²⁾ (2 sh.)
MBA 6931	Effective Business Communication (1 sh.)
Elective Course (3 sh.)	
Various	Elective course—see Panel B for available options

⁽¹⁾ As indicated in an AACSB International White Paper, “Accreditation Standard A7: Information Technology Skills and Knowledge for Accounting Graduates: An Interpretation” (September 2014), accredited accounting programs should “include learning experiences that develop skills and knowledge related to the integration of information technology in accounting and business. Included in these learning experiences is the development of skills and knowledge related to data creation, data sharing, data analytics, data mining, data reporting, and storage within and across organizations...” and that “Data analytics or business analytics along with appropriate IT skills and knowledge development should be a key component of accounting curricula.” Given these accreditation-related imperatives, we are including among the list of required courses in the MAcc program a new course that, for simplicity, we label “Data Analytics & Data Management.” As indicated in the above-referenced White Paper, the configuration and nature of this type of course is likely to change over time. In terms of faculty staffing for this course, we are currently evaluating several alternatives, to include team-teaching with someone from one of the Big-4 accounting firms, developing in-house expertise, having a member of our faculty develop the course in question, etc. This approach is consonant with the approach envisioned in the AACSB White Paper dealing with Accreditation Standard A7.

⁽²⁾ BPI Prerequisite = FIN 6902 (one credit—included above).

Panel B—Available Elective Courses*

Course Number	Title
ACCT 6910	Graduate Internship
ACCT 6915**	Estate Planning
ACCT 6950**	Fraud Examination
FIN 6945**	Business Valuation

*All listed courses are 3 sh. and are currently being offered.

**These classes are “swing classes,” that is, they include both graduate and undergraduate students. According to current AACSB Accounting Accreditation Standards, in a 30-credit-hour graduate program students can take a maximum of 3 such classes (i.e., 9 credit hours). Students taking these courses for graduate credit will have additional requirements and expectations beyond those associated with undergraduate students in these courses.

Panel C—Faculty Resource Implication:

Course Number	Title	Credit Hours
Existing Courses—Accounting (6 sh.)		
ACCT 5814	Federal Tax II	3
ACCT 5820	Governmental and Non-Profit Accounting	3
Existing Courses—YSU MBA Program (12 sh.)		
FIN 6902	Financial Accounting and Finance for Decision Making	1
FIN 6923	Corporate Financial Management	2
FIN 6953	Advanced Financial Analysis	3
MGT 6945	Business Process Integration (BPI) ⁽²⁾	2
MBA 6931	Effective Business Communication	1
XXXX	Elective Course (see Panel B)	3
Newly Developed Courses to Support MAcc Program (12 credits)		
ACCT 6930	Financial Accounting Regulation	3
ACCT 69XX	Leadership in Professional Organizations	2
ACCT 69XX	Data Analytics & Data Management ⁽¹⁾	3
ACCT 69XX	Capstone Experience	4
	Total	30

Panel D—Sample Course Offerings

Fall (August–December)

ACCT 5814: Federal Tax II

ACCT 5820: Governmental and Non-Profit Accounting

FIN 6902: Financial Accounting and Finance for Decision Making

FIN 6923: Corporate Financial Management

Elective or Professional Career Skills Courses

Spring (January–May)

ACCT 5814: Federal Tax II

ACCT 5820: Governmental and Non-Profit Accounting

FIN 6953: Advanced Financial Analysis

MGT 6945: Business Process Integration

Elective or Professional Career Skills Courses

Summer (May–August)

ACCT 6930: Financial Accounting Regulation

ACCT 69XX: Data Analytics & Data Management

ACCT 69XX: Capstone Experience

Appendix E
MAcc LSAF Faculty and Professional Backgrounds

Name	Rank	Area/Field	Professional Certifications
Peter Woodlock, Ph.D.	Professor, Director of Lariccia School of Accounting and Finance	Accounting	CPA, CVA, ABV, CGMA
David Law, D.B.A. David E. Stout, Ph.D.	Professor Andrews Chair/Professor	Accounting Accounting	CPA (Inactive) -
Fran Wolf, Ph.D. Raymond Shaffer, D.B.A.	Professor Emeritus Professor	Finance Accounting	CPA (Inactive) CPA
Peter Chen, Ph.D. Marsha Huber, Ph.D.	Associate Professor Associate Professor	Finance Accounting	CFP® CPA, CGMA
Karin Petruska, Ph.D. Xiaolou Yang, Ph.D.	Associate Professor Associate Professor	Accounting Finance	CPA, CFE, CGMA -
Jill McCullough, D.M.	Assistant Professor	Finance	CFP®
Jeremy T. Schwartz, Ph.D.	Assistant Professor	Accounting	CPA
Paulina Kassawat, Ph.D.	Assistant Professor	Accounting	CPA
Vacant (search underway)	-	Accounting	-

Appendix F Fiscal Statement (Budget) for Proposed MAcc Program

Master of Accountancy

	Year 1 FY16	Year 2 FY17	Year 3 FY18	Year 4 FY19
Projected Enrollment				
New head-count full time* (fall/spring avg. unduplicated)	10	10	12	12
New head-count part time (fall/spring avg. unduplicated)	2	6	6	4
Total full Time Equivalent (FTE) enrollment annualized	7.80	12.60	14.40	14.20
Projected Program Income				
Tuition (paid by student or sponsor)	108,200	178,300	207,900	209,100
Expected state subsidy	N/A	N/A	N/A	N/A
Externally funded stipends				
Other income (describe below) ¹	14,000	22,700	25,900	26,000
Total Projected Income	\$ 122,200	\$ 201,000	\$ 233,800	\$ 235,100
Program Expenses				
New Personnel				
New Faculty				
Full 1 beginning year 3	\$ -	\$ -	\$ 106,400	\$ 109,600
Part Time 30.00 hours per year (1-2) and 15 beyond year 3	\$ 37,500	\$ 37,500	\$ 18,700	\$ 18,700
Non-instruction (indicate role(s) in narrative section below)				
Full				
Part time				
New facilities/space renovation (if applicable, describe below)				
Tuition Scholarship Support (if applicable, describe below)				
Graduate Assistant stipend ²	7,900	7,900	7,900	7,900
University stipend support (if applicable, describe below) ²	6,700	6,700	6,700	6,700
Additional library resources (if applicable, describe below)				
Additional technology or equipment (if applicable, describe below)				
Other expenses (describe below) ³	7,500	7,500	10,000	12,500
(e.g. waived tuition and fees, travel, office supplies, accreditation costs)	12,500	12,500	10,000	10,000
Total Projected Additional Expense	\$ 72,100	\$ 72,100	\$ 159,700	\$ 165,400
Net Program Income or Expense without SSI considered	\$ 50,100	\$ 128,900	\$ 74,100	\$ 69,700

Assumptions:

2.0% Tuition Increase

Enrollment: 10 initially then up to 15 students each year with another 2-4 part time. Part time is calculated at per-hour rate

Part-time courses will be taught by PT faculty members each term 0% out of state students (all regional)

Fringes included for employees

SSI is not calculated or considered in fiscal statement due to potential decreasing allocation.

FTE is total SCH/30 annualized

*Fulltime is 9 or greater hours Graduate

¹ MBA/MAcc fee

² GA includes stipend and tuition Remission

³ Professional Activities and Advertising/Promotion

Note: All required funding will be reallocated from current sources within WCBA or Academic Affairs and will be reviewed each fiscal year based on enrollment and strategic goals.

Appendix G

Survey Response Data—Summary

We conducted three surveys—one from professionals and two from students--to gather input from stakeholders.

Survey #1 (professionals)

This survey was administered to professionals in the October, 2013. The participants include alumni (79%), potential employers (15%), and/or those who serve on the accounting advisory board (12%).

In ranking the “value” associated with various content areas, the top five areas are (in order of importance): financial statement analysis (86%), advanced corporate finance (67%), professionalism and ethics (66%), taxation of business (66%), and strategic cost management (65%).

In ranking the development of “soft” skills, the top five areas are: oral communications (92%), work ethic (92%), time management (89%), leadership (86%), and initiative (86%).

Professionals agreed that an internship (89%) is the most valuable learning experience with a consulting project ranking second (51%). Participants are interested in providing both jobs (42%) and internships (33%) for YSU MAcc students. In addition, they were willing to serve as guest lecturers in our classes (36%).

Survey #2 (students)

This is the first survey administered to students in the February, 2014. The participants include 95 students. Of those students, 63% are planning to get a graduate degree and 33% are undecided.

Of those students, a majority are planning on the MAcc (57%) and a lesser amount for the MBA (22%) and Taxation (5%).

As for determinants in choosing a program, *cost* was ranked first, followed by *location*.

The students differed in the skills they wanted versus desired skills based on responses from professionals. In decreasing order of perceived importance, student desired skills are as follows: developing technology skills (38%), oral communications (28%), leadership (26%), conflict resolution (25%), and service marketing (23%). The majority of students (88%) are interested in a CPA review as part of the program.

15 students stated they would definitely enroll in the program with another 59 students saying they would consider it.

Survey #3 (students)

This survey was administered January, 2015. The participants included 135 students. Of this group, 60% plan on getting a graduate degree and 31% are undecided.

Since the earlier survey, the number of students planning to get a MAcc (85%) and a Masters in Taxation (17%) have both increased. Of these students, 75 students say they plan to go to YSU for the MAcc, if offered.

Regarding soft skill development, students ranked the CPA exam as a priority (71%), with certificates (SAP) as second (42%), then oral communications (23%) and personal selling (23%). The ranking of these items are slightly different than the first survey with some emphasis changing from the prior year to include technology and personal selling.

DIVIDER

**Institutional Engagement
Committee**

**RESOLUTION TO MODIFY
WYSU POLICY, 3356-5-08
(PREVIOUS POLICY NUMBER 5008.01)**

WHEREAS, the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of the WYSU Policy number 3356-5-08 (Previous Policy Number 5008.01) of the *University Guidebook*, shown as Exhibit D attached hereto. A copy of the policy indicating changes to be made is also attached.

3356-5-08 WYSU.
(Previous Policy Number 5008.01)

Responsible Division/Office: WYSU ~~_FM/~~University ~~Advancement~~Relations
Responsible Officer: Associate Vice President for University AdvancementRelations
Revision History: August 1998; June 2010; September 2015
Board Committee: ~~External~~University Relations
EFFECTIVE DATE: ~~June 11, 2010~~September 24, 2015
Next Review: ~~2015~~20

- (A) Policy statement. Licensed to the board of trustees of Youngstown state university, WYSU is a fifty-thousand watt radio station that serves the regional community with fine arts and news and information programming. WYSU-FM is a noncommercial, community-based public radio committed to being the region's leading source for quality programming. It provides trusted in-depth news, engaging conversation and music that stimulates the mind and spirit. As one of Youngstown state university's most visible daily representatives to the community, WYSU also strives to be a valuable ambassador to that community, providing a forum to promote the artistic and intellectual activities of the university. Support for the station is provided by the university, station members, business underwriters, the corporation for public broadcasting, and other grant and foundation sources.
- (B) Parameter. WYSU operates within all regulations of the federal communications commission ("FCC") and other federal agencies.
- (C) Procedures.
- (1) WYSU provides a fine arts and news and information program service to the community, utilizing its main analog channel, two digital channels (HD 1 and HD 2), and two internet streams. WYSU broadcasts at ~~88.4~~88.5 megahertz in Youngstown, at ~~90.1~~88.1 megahertz in Ashtabula, and 97.5 megahertz in New Wilmington, Pennsylvania.

Agenda Item G.2.a
Exhibit D

- (2) The core of the radio operation is a full-time professional staff. Students whose qualifications meet professional broadcasting standards are also employed to support various aspects of the station's operations.
- (3) Membership contributions are generally solicited on air, through the program guide, and through direct mailings.
- (4) Underwriting agreements and the on-air acknowledgments of underwriters are implemented using guidelines established by the FCC and national public radio.
- (5) All direct public support received by WYSU (membership contributions, underwriting support, gifts, and grants) supplement the general fund support received by the station from the university.
- (6) WYSU serves as a distribution link to other area radio stations (LP2 station) for the local emergency alert system.
- (7) On its broadcast subcarrier, WYSU facilitates the broadcast of radio reading services for the sight-impaired offered by goodwill industries.
- (8) The director of WYSU will have final approval of radio station programming.

3356-5-08 WYSU.
(Previous Policy Number 5008.01)

Responsible Division/Office: WYSU/University Relations
Responsible Officer: Associate Vice President for University Relations
Revision History: August 1998; June 2010; September 2015
Board Committee: University Relations
EFFECTIVE DATE: September 24, 2015
Next Review: 2020

- (A) Policy statement. Licensed to the board of trustees of Youngstown state university, WYSU is a fifty-thousand watt radio station that serves the regional community with fine arts and news and information programming. WYSU-FM is a noncommercial, community-based public radio committed to being the region's leading source for quality programming. It provides trusted in-depth news, engaging conversation and music that stimulates the mind and spirit. As one of Youngstown state university's most visible daily representatives to the community, WYSU also strives to be a valuable ambassador to that community, providing a forum to promote the artistic and intellectual activities of the university. Support for the station is provided by the university, station members, business underwriters, the corporation for public broadcasting, and other grant and foundation sources.
- (B) Parameter. WYSU operates within all regulations of the federal communications commission ("FCC") and other federal agencies.
- (C) Procedures.
- (1) WYSU provides a fine arts and news and information program service to the community, utilizing its main analog channel, two digital channels (HD 1 and HD 2), and two internet streams. WYSU broadcasts at 88.5 megahertz in Youngstown, at 88.1 megahertz in Ashtabula, and 97.5 megahertz in New Wilmington, Pennsylvania.
 - (2) The core of the radio operation is a full-time professional staff. Students whose qualifications meet professional broadcasting

standards are also employed to support various aspects of the station's operations.

- (3) Membership contributions are generally solicited on air, through the program guide, and through direct mailings.
- (4) Underwriting agreements and the on-air acknowledgments of underwriters are implemented using guidelines established by the FCC and national public radio.
- (5) All direct public support received by WYSU (membership contributions, underwriting support, gifts, and grants) supplement the general fund support received by the station from the university.
- (6) WYSU serves as a distribution link to other area radio stations (LP2 station) for the local emergency alert system.
- (7) On its broadcast subcarrier, WYSU facilitates the broadcast of radio reading services for the sight-impaired offered by goodwill industries.
- (8) The director of WYSU will have final approval of radio station programming.

**RESOLUTION TO MODIFY ALCOHOLIC BEVERAGES ON CAMPUS
POLICY, 3356-5-10 (PREVIOUS POLICY NUMBER 5011.01)**

WHEREAS, the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of the Alcoholic Beverages on Campus Policy number 3356-5-10 (Previous Policy Number 5011.01) of the *University Guidebook*, shown as Exhibit **E** attached hereto. A copy of the policy indicating changes to be made is also attached.

3356-5-10 Alcoholic beverages on campus.

(Previous Policy Number 5011.01)

Responsible Division/Office: University Relations
Responsible Officer: Associate Vice President of University Relations
Revision History: March 1999; March 2010; September 2015
Board Committee: External Relations Institutional Engagement
EFFECTIVE DATE: September 24, 2015
Next Review: 20152010

- (A) Policy statement. The associate vice president of university relations (associate vice president) or designee shall be responsible for the development, implementation, and enforcement of procedures pertaining to the control, sale, consumption, and use of alcoholic beverages ~~at the on~~ property or in facilities owned or controlled by the university and at off-campus events sponsored by the university. The use of alcoholic beverages on university premises is only allowed if consistent with state laws and university regulations, and only when it will not interfere with the decorum and academic atmosphere of the campus.
- (B) Parameters. ~~Alcohol service at university events.~~
- (1) The university may permit the sale and/or consumption of beer, liquor and/or wine at events that are sponsored by recognized university entities, including, but not limited to, divisions, colleges, departments, administrative units, and educational/professional and student organizations and groups and by non-university groups appropriate to the university's mission.
 - (2) On-campus advertising, promotion, or marketing of alcoholic beverages is prohibited except as authorized by the associate vice president or his/her designee.
 - (3) Annually, the university's food service vendor will purchase an alcoholic beverage permit from the Ohio division of liquor control. The area covered by the permit is the campus core, defined as south of the Madison avenue expressway, north of Lincoln avenue, west of Wick avenue, and east of Fifth avenue, with the exception of the loges in Stambaugh stadium.

**Agenda Item G.2.b
Exhibit E**

- (4) If the event is within the area covered by the permit, all alcohol served must be purchased by the sponsoring organization from the university's food service vendor.
 - (5) If the event is held on university property outside the permit premise:
 - (a) Liquor, beer, and/or wine must be delivered in bulk to the university's food service vendor prior to the event. Exceptions to the requirement must be ~~obtained~~submitted in writing prior to the event ~~from to~~ the office of university events management and approved by associate vice president of university relations.
 - (b) Alcoholic beverages cannot be sold and the cost of the alcoholic beverages may not be included in the cost of the event ticket or in any meal costs unless the individual or group holding the event ("sponsor") obtains a temporary F2 permit which must be approved in writing by the university chief of police.
 - (c) The ~~sponsoring group~~ must employ a bartender and purchase setups through the university's food service vendor. Exceptions to this requirement must be ~~obtained~~submitted in writing prior to the event to the office of university events and approved by the associate vice president of university relations~~from the office of events management.~~
- (C) General parameters. The following applies to all university events in which alcoholic beverages are served.
- (1) The service of alcoholic beverage on property owned or controlled by the university will be in compliance with applicable state and local laws and university policies and procedures.
 - (2) Any organization or group that sponsors an event in which alcoholic beverages are served on campus is responsible for compliance with all laws, policies, procedures, and regulations, and for administering and supervising the event.
 - (3) All on-campus events at which alcoholic beverages are served are subject to university oversight. Violations of state/local laws or

university policy/rules will be grounds to cancel the event and may result in additional sanctions.

- (4) Non-alcoholic beverages and a variety of foods must be available in quantities sufficient for all guests whenever alcoholic beverages are served. Such beverages and food must be visible and available and not contingent on the purchase of alcohol.
- (5) Alcoholic beverages may not be brought into an event by an individual or group when alcoholic beverages are being served, except for private use in the Stambaugh stadium loge.
- (6) Intoxicated individuals shall not be served, nor may they possess or consume alcoholic beverages at any on-campus event.
- (7) Alcoholic beverages may not be served to anyone unable to provide proof of being twenty-one years of age or older.
- (8) Under no circumstances may any alcoholic beverages be permitted to leave the approved area of the event.
- (9) Gambling and gambling devices are not permitted at any on-campus event where alcoholic beverages are served.
- (10) Alcoholic beverages may not be purchased with state funds.
- (11) University police must be present at all times during an event in which alcohol is served.
- (12) Events at which alcoholic beverages are available may not exceed six hours in length. Sale or service of alcoholic beverages must be discontinued at least one hour prior to the conclusion of any event that is scheduled to last four or more hours.
- (13) Activities ~~that serve to promote~~ing the sale or use of alcoholic beverages shall not be associated with university-sponsored events or programs.
- (14) Events where alcoholic beverages are used, served, or sold shall not be sponsored in any manner by any manufacturer, distributor, or retailer of alcoholic beverages. This prohibition does not include acknowledgment of a donor to an event.

- (15) Events at which alcoholic beverages are sold or served may not have the presence of these beverages or their consumption as an event theme. At no time during the event may any manner of consumption of these beverages be encouraged.
- (16) A bartender, appropriately certified, must supervise the sale and/or dispensing of alcoholic beverages. Exceptions must be obtained in writing from the office of ~~alumni relations and~~ university events management and be approved by the associate vice president. All servers of alcoholic beverages must be at least twenty-one years of age. Bartenders and other servers may not consume alcoholic beverages at any time during the scheduled event and are not permitted to sell or dispense alcoholic beverages if intoxicated.
- (17) The possession or use of alcoholic beverages in any of the university student residence houses is prohibited (see university policy rule 3356-08-01.1 The code of student rights, responsibilities, and conduct of the Administrative Code). ~~S~~; see also “University Housing – Resident Handbook,” page 9.
- ~~(18) Activities promoting the sale or use of alcoholic beverages shall not be associated with university sponsored events or programs.~~
- (D) Procedures. The following procedures apply to all university events in which alcoholic beverages are served.
- (1) All university groups or non-university groups wishing to sponsor an event on the campus involving the use of alcoholic beverages must prepare an appropriate application and submit it at least two weeks prior to the event to the office of ~~alumni relations and~~ university events management or to Kilcawley center.
- (2) If the planned event is scheduled for Kilcawley center, the completed application should be submitted for first review to the associate vice president of student experience ~~executive director of student services~~. If the event is scheduled elsewhere on the campus, the completed application should be submitted to the ~~executive~~ director of ~~alumni relations and~~ university events management to determine the nature of the event, if those projected to attend satisfy appropriate age criteria, and the source of funds of payment of alcoholic beverages.
- (3) If it is determined by the ~~executive director~~ associate vice president of student services ~~experience and~~ or the ~~executive~~

director of ~~alumni relations and events management~~ university events that the use of alcoholic beverages at the event is appropriate, the application will be forwarded to the vice president for finance and administration.

- (4) Once a decision has been reached, the vice president of finance and ~~administration~~ business operations will notify either the ~~executive director of student services~~ associate vice president for student success -or the ~~executive~~ director of ~~alumni relations and~~ university events management of the status of the application.
 - (5) The ~~executive director~~ associate vice president of student ~~services~~ success or the ~~executive~~-director of university events management will notify the event sponsor of the decision. If the use of alcoholic beverages is approved for the event, notification is also forwarded to the Youngstown state university police and to other departments as needed.
- (E) The following additional procedures apply to those university events outside the area covered by a permit obtained from the Ohio division of liquor control.
- (1) All university groups or non-university groups wishing to sponsor an event on the campus involving the sale of alcoholic beverages must complete an appropriate application and submit it at least thirty days prior to the event for the sale of beer and at least forty-five days for any other alcoholic beverages. Application forms are available in the office of ~~alumni relations and~~ university events management.
 - (2) Final approval for the sale of alcoholic beverages at the event is contingent upon the sponsor ~~ing group~~ having or obtaining an appropriate permit from the Ohio division of liquor control to sell such beverages. The sponsor ~~ing group~~ is ~~solely~~ responsible for contacting the office of university events to obtain the permit application. Once completed, the application must be returned to university events for required signatures and submittal to the state. If the approved permit is forwarded directly to the sponsor from the state of Ohio, the approved permit must be presented to the office of university events at least seven days prior to the event. ~~making application and obtaining this permit. This permit must be presented to the executive director of alumni relations and events management at least seven days prior to the event.~~

- (3) An event which does not obtain a permit may proceed without the service of alcoholic beverages. ~~In the event the permit is not obtained, the event may go forward, but the alcoholic beverages will not be served.~~

3356-5-10 Alcoholic beverages on campus.
(Previous Policy Number 5011.01)

Responsible Division/Office: University Relations
Responsible Officer: Associate Vice President of University
Relations
Revision History: March 1999; March 2010; September 2015
Board Committee: External Relations Institutional Engagement
EFFECTIVE DATE: September 24, 2015
Next Review: 2020

- (A) Policy statement. The associate vice president of university relations (associate vice president) or designee shall be responsible for the development, implementation, and enforcement of procedures pertaining to the control, sale, consumption, and use of alcoholic beverages on property or in facilities owned or controlled by the university and at off-campus events sponsored by the university. The use of alcoholic beverages on university premises is only allowed if consistent with state laws and university regulations, and only when it will not interfere with the decorum and academic atmosphere of the campus. (B) Parameters..
- (1) The university may permit the sale and/or consumption of beer, liquor and/or wine at events that are sponsored by recognized university entities, including, but not limited to, divisions, colleges, departments, administrative units, and educational/professional and student organizations and groups and by non-university groups appropriate to the university's mission.
 - (2) On-campus advertising, promotion, or marketing of alcoholic beverages is prohibited except as authorized by the associate vice president or his/her designee.
 - (3) Annually, the university's food service vendor will purchase an alcoholic beverage permit from the Ohio division of liquor control. The area covered by the permit is the campus core, defined as south of the Madison avenue expressway, north of Lincoln avenue, west of Wick avenue, and east of Fifth avenue, with the exception of the loges in Stambaugh stadium.

- (4) If the event is within the area covered by the permit, all alcohol served must be purchased by the sponsoring organization from the university's food service vendor.
 - (5) If the event is held on university property outside the permit premise:
 - (a) Liquor, beer, and/or wine must be delivered in bulk to the university's food service vendor prior to the event. Exceptions to the requirement must be submitted in writing prior to the event to the office of university events and approved by associate vice president of university relations.
 - (b) Alcoholic beverages cannot be sold and the cost of the alcoholic beverages may not be included in the cost of the event ticket or in any meal costs unless the individual or group holding the event ("sponsor") obtains a temporary F2 permit which must be approved in writing by the university chief of police.
 - (c) The sponsor must employ a bartender and purchase setups through the university's food service vendor. Exceptions to this requirement must be submitted in writing prior to the event to the office of university events and approved by the associate vice president of university relations.
- (C) General parameters. The following applies to all university events in which alcoholic beverages are served.
- (1) The service of alcoholic beverage on property owned or controlled by the university will be in compliance with applicable state and local laws and university policies and procedures.
 - (2) Any organization or group that sponsors an event in which alcoholic beverages are served on campus is responsible for compliance with all laws, policies, procedures, and regulations, and for administering and supervising the event.
 - (3) All on-campus events at which alcoholic beverages are served are subject to university oversight. Violations of state/local laws or

university policy/rules will be grounds to cancel the event and may result in additional sanctions.

- (4) Non-alcoholic beverages and a variety of foods must be available in quantities sufficient for all guests whenever alcoholic beverages are served. Such beverages and food must be visible and available and not contingent on the purchase of alcohol.
- (5) Alcoholic beverages may not be brought into an event by an individual or group when alcoholic beverages are being served, except for private use in the Stambaugh stadium loge.
- (6) Intoxicated individuals shall not be served, nor may they possess or consume alcoholic beverages at any on-campus event.
- (7) Alcoholic beverages may not be served to anyone unable to provide proof of being twenty-one years of age or older.
- (8) Under no circumstances may any alcoholic beverages be permitted to leave the approved area of the event.
- (9) Gambling and gambling devices are not permitted at any on-campus event where alcoholic beverages are served.
- (10) Alcoholic beverages may not be purchased with state funds.
- (11) University police must be present at all times during an event in which alcohol is served.
- (12) Events at which alcoholic beverages are available may not exceed six hours in length. Sale or service of alcoholic beverages must be discontinued at least one hour prior to the conclusion of any event that is scheduled to last four or more hours.
- (13) Activities that serve to promote the sale or use of alcoholic beverages shall not be associated with university-sponsored events or programs.
- (14) Events where alcoholic beverages are used, served, or sold shall not be sponsored in any manner by any manufacturer, distributor,

or retailer of alcoholic beverages. This prohibition does not include acknowledgment of a donor to an event.

- (15) Events at which alcoholic beverages are sold or served may not have the presence of these beverages or their consumption as an event theme. At no time during the event may any manner of consumption of these beverages be encouraged.
 - (16) A bartender, appropriately certified, must supervise the sale and/or dispensing of alcoholic beverages. Exceptions must be obtained in writing from the office of university events and be approved by the associate vice president. All servers of alcoholic beverages must be at least twenty-one years of age. Bartenders and other servers may not consume alcoholic beverages at any time during the scheduled event and are not permitted to sell or dispense alcoholic beverages if intoxicated.
 - (17) The possession or use of alcoholic beverages in any of the university student residence houses is prohibited (see university policy 3356-8-01.1, The code of student rights, responsibilities, and conduct; see also “University Housing – Resident Handbook”).
- (D) Procedures. The following procedures apply to all university events in which alcoholic beverages are served.
- (1) All university groups or non-university groups wishing to sponsor an event on the campus involving the use of alcoholic beverages must prepare an appropriate application and submit it at least two weeks prior to the event to the office of university events or to Kilcawley center.
 - (2) If the planned event is scheduled for Kilcawley center, the completed application should be submitted for first review to the associate vice president of student experience. If the event is scheduled elsewhere on the campus, the completed application should be submitted to the director of university events to determine the nature of the event, if those projected to attend satisfy appropriate age criteria, and the source of funds of payment of alcoholic beverages.

- (3) If it is determined by the associate vice president of student experience and the director of university events that the use of alcoholic beverages at the event is appropriate, the application will be forwarded to the vice president for finance and administration.
 - (4) Once a decision has been reached, the vice president of finance and business operations will notify either the associate vice president for student success or the director of university events of the status of the application.
 - (5) The associate vice president of student success or the director of university events will notify the event sponsor of the decision. If the use of alcoholic beverages is approved for the event, notification is also forwarded to the Youngstown state university police and to other departments as needed.
- (E) The following additional procedures apply to those university events outside the area covered by a permit obtained from the Ohio division of liquor control.
- (1) All university groups or non-university groups wishing to sponsor an event on the campus involving the sale of alcoholic beverages must complete an appropriate application and submit it at least thirty days prior to the event for the sale of beer and at least forty-five days for any other alcoholic beverages. Application forms are available in the office of university events.
 - (2) Final approval for the sale of alcoholic beverages at the event is contingent upon the sponsor having or obtaining an appropriate permit from the Ohio division of liquor control to sell such beverages. The sponsor is responsible for contacting the office of university events to obtain the permit application. Once completed, the application must be returned to university events for required signatures and submittal to the state. If the approved permit is forwarded directly to the sponsor from the state of Ohio, the approved permit must be presented to the office of university events at least seven days prior to the event. (3) An event which does not obtain a permit may proceed without the service of alcoholic beverages.

RESOLUTION TO ACCEPT ALUMNI ENGAGEMENT AND WYSU GIFTS

WHEREAS, Board policy provides that the President shall compile a list of gifts to the University for each meeting of the Board of Trustees and present the list accompanied by his recommendation for action by the Board; and

WHEREAS, the President has reported that the gifts as listed in Exhibit F attached hereto are being held pending acceptance and he recommends their acceptance;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees does hereby accept these gifts on behalf of Youngstown State University and requests that the President acknowledge the acceptance of these gifts and express our gratitude to the donors for their generosity in support of the University.

**UNIVERSITY GIFTS
EXECUTIVE SUMMARY
Fiscal Year 2014-2015
July 1, 2014-June 30, 2015**

Gifts Received	Number of Gifts	Amount
University Development <i>(Total through 3-31-15: YSU Foundation will report FY15 4th quarter figures.)</i>	3,927	\$ 3,689,069
Total University Gifts	3,927	\$ 3,689,069
Alumni Relations	558	\$ 28,470
WYSU-FM	1,577	\$ 267,922

**UNIVERSITY GIFTS
EXECUTIVE SUMMARY
Fiscal Year 2013-2014
July 1, 2013-June 30, 2014**

Gifts Received	Number of Gifts	Amount
University Development	5,719 \$	4,622,748
Total University Gifts	5,719 \$	4,622,748
Alumni Relations	516 \$	30,265
WYSU-FM	1,745 \$	232,601



RESOLUTION TO ACCEPT DEVELOPMENT GIFTS

WHEREAS, Board policy provides that the President shall compile a list of gifts to the University for each meeting of the Board of Trustees and present the list accompanied by his recommendation for action by the Board; and

WHEREAS, the President has reported that the gifts as listed in Exhibit G attached hereto are being held pending acceptance and he recommends their acceptance;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees does hereby accept these gifts on behalf of Youngstown State University and requests that the President acknowledge the acceptance of these gifts and express our gratitude to the donors for their generosity in support of the University.

YSUF Gift Processing Summary - April, 2015 - June, 2015

	<u>April, 2015</u>	<u>May, 2015</u>	<u>June, 2015</u>	<u>Total April, 2015 - June, 2015</u>
Total Gift \$ Received/ Processed	\$342,663.13 (1)	\$536,986.05	\$649,330.80	\$1,528,979.98 (1)
Disbursements:				
Rich Center				
YSU Transfer - March, 2015	\$20,947.62 (1)	\$0.00	\$0.00	\$20,947.62 (1)
Outright Gifts	\$3,379.00	\$1,004.34	\$270.00	\$4,653.34
Pledge Payments	\$200.00	\$0.00	\$50.00	\$250.00
Total Rich Center	<u>\$24,526.62</u>	<u>\$1,004.34</u>	<u>\$320.00</u>	<u>\$25,850.96</u>
YSU				
Outright Gifts	\$123,825.56	\$45,388.67 (3)	\$315,873.04	\$485,087.27 (3)
Stock \$	\$0.00	\$500.00	\$4,987.50	\$5,487.50
Pass Thru	\$1,325.00	\$44,250.00	\$72,107.00	\$117,682.00
Pledge Payments - YSU Designations	\$5,044.01	\$28,158.85	\$126,802.85	\$160,005.71
Total YSU	<u>\$130,194.57</u>	<u>\$118,297.52</u>	<u>\$519,770.39</u>	<u>\$768,262.48</u>
YSUF				
Outright Gifts	\$185,748.20	\$402,374.38 (3)	\$51,001.25	\$639,123.83 (3)
Gift in Kind	\$0.00	\$0.00	\$2,168.00	\$2,168.00
Stock \$	\$0.00	\$9,990.65	\$74,892.00	\$84,882.65
Pledge Payments - YSUF Designations	\$2,193.74 (2)	\$5,319.16	\$1,179.16	\$8,692.06 (2)
Total YSUF	<u>\$187,941.94</u>	<u>\$417,684.19</u>	<u>\$129,240.41</u>	<u>\$734,866.54</u>
Total Allocations	<u><u>\$342,663.13</u></u>	<u><u>\$536,986.05</u></u>	<u><u>\$649,330.80</u></u>	<u><u>\$1,528,979.98</u></u>
Pledges	\$212,350.00	\$9,050.00	\$632,850.00	\$854,250.00
Number of Gifts	651 (1)	468	361	1,480 (1)

(1)Includes gifts processed by YSU in March, 2015 and transferred to YSUF in April, 2015 - Total \$42,182.28, Rich Center \$20,947.62; Number of Gifts 111.

(2)Includes \$911.66 pledge payments from March, 2015 YSU Transfer to YSUF previously accounted by YSU.

(3)Includes \$5,250 adjustment in June, 2015. May 12, 2015 gift processed to incorrect designation at YSUF - transferred to correct YSU designation in June, 2015.

Prepared by CMB, 8/10/2015

**RESOLUTION TO APPROVE NEW UNIVERSITY WIDE NAMING MENU
AND COLLEGE SPECIFIC NAMING MENUS**

WHEREAS, Youngstown State University and the Youngstown State University Foundation are in the planning stages for a comprehensive Capital Campaign; and

WHEREAS, YSU has a tradition of celebrating and recognizing significant donor philanthropy through the naming of physical spaces on campus; and

WHEREAS, action is required by the Board of Trustees to establish a menu of naming opportunities suitable for various levels of major philanthropic investments in the University; and

WHEREAS, to maintain campus wide consistency in major gift naming, menus for each of YSU's six colleges have also been created; and

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the attached University wide naming menu as well as the six additional naming menus representing each of YSU's academic colleges.



NAMING GIFT OPPORTUNITIES

Naming gift opportunities are provided to donors who wish to make designated gifts to memorialize or honor a family member or friend. Gifts of this magnitude are transformational and enable YSU to increase its excellence at multiple levels. The list below is a sampling of University-wide naming opportunities. Separate naming lists for academic and capital facilities within individual Colleges are available by request. All namings are subject to the approval of the YSU Board of Trustees.

The following gift opportunities may be named in private consultation with the President.

College of Liberal Arts & Social Sciences
Courtyard Apartments North
Wick House
College of Graduate Studies

STEM College
Courtyard Apartments South
West of Fifth Sports Complex

NAMING OPPORTUNITIES

ENDOWED SCHOLARSHIP LEVELS

\$1.5 Million and Above

Endowed Chair
Academic Departments & Schools
Kilcawley Fountain Plaza
Honors College

\$400,000 and Above
"Summa Cum Laude"

\$1 Million and Above

Centers of Excellence
Academic Programs
The Chestnut Room (Kilcawley Center)

\$200,000 and Above
"Magna Cum Laude"

\$100,000 and Above
"Cum Laude"

\$500,000 and Above

Electronic Classrooms
Lecture Halls
Endowed Professorship

\$50,000 and Above
"Legatum" (Legacy)

\$250,000 and Above

Academic Laboratories
Graduate Fellowships
Lobbies

\$25,000 and Above
"Fidelis" (Loyal)

\$100,000 and Above

Academic Classrooms



**Naming Opportunities for the
Williamson College of Business Administration**

Schools

Private Consultation with Dean and President

School of Management
School of Marketing and Advertising

Centers of Excellence

International Business	\$1,500,000
Nonprofit Leadership	\$1,000,000

Scholarly Enhancements

Endowed Chair	\$1,500,000
Faculty Professorship	\$500,000
Ph.D. Fellowship	\$500,000
Full Tuition, Room & Board Scholarship	\$400,000
Graduate (M.S.) Fellowship	\$250,000
Full Tuition Scholarship	\$200,000

Specific Opportunities

Physical Spaces

Atrium, Auditorium, Conference Center	\$1,000,000 each
Computer Lab	\$250,000
Conference Room	\$200,000
Student Team Breakout Room	\$50,000



**Naming Opportunities for the
College of Creative Arts and Communication**

Schools/Department

Private Consultation with Dean and President

Art
Communication
Theater and Dance
McDonough Museum

Scholarly Enhancements

Endowed Chair	\$1,500,000
Faculty Professorship	\$500,000
Full Tuition, Room & Board Scholarship	\$400,000
Full Tuition Scholarship	\$200,000

Specific Opportunities

Studios and Theaters

\$750,000 and above

Multiple studios and theaters available in each department

Laboratories

\$250,000 and above

Multiple labs available in each department

Physical Spaces

Dean's Office Suite	\$500,000
Faculty Conference Rooms	\$200,000
Academic Classrooms	\$100,000
Ford Theater Lobby	\$100,000

Musical Instruments

Consultation with Director and Dean



**Naming Opportunities for the
Beeghly College of Education**

Schools/Department

Teacher Education
Counseling, Special Education and
School Psychology
Education Foundations, Research,
Technology and Leadership

Private Consultation with Dean and President

Centers of Excellence

Community Counseling Clinic \$1,500,000

Scholarly Enhancements

Endowed Chair \$1,500,000
Faculty Professorship \$500,000
Full Tuition, Room & Board Scholarship \$400,000
Full-Tuition Scholarship \$200,000

Specific Opportunities

Laboratories

Multiple labs available in each department

\$250,000 and above

Physical Spaces

Dean's Office Suite \$500,000
Faculty Conference Rooms \$200,000
Academic Classrooms \$100,000



**Naming Opportunities for the
Bitonte College of Health and Human Services**

Schools/Department

Private Consultation with Dean and President

School of Nursing
Criminal Justice
Social Work
Human Ecology
Physical Therapy
Health Professions
Human Performance & Exercise Science

Scholarly Enhancements

Endowed Chair	\$1,500,000
Faculty Professorship	\$500,000
Full Tuition, Room & Board Scholarship	\$400,000
Full Tuition Scholarship	\$200,000

Specific Opportunities

Laboratories

\$250,000 and above

Multiple labs available in each department

Physical Spaces

Common Room	\$1,000,000
Dean's Office Suite	\$500,000
Conference Room	\$200,000
Academic Classrooms	\$100,000
Dental Hygiene Waiting Room, First Floor Atrium	\$100,000 each



**Naming Opportunities for the
College of Liberal Arts and Social Sciences**

Schools/Department

Private Consultation with Dean and President

Economics
English
Foreign Languages and Literatures
Geography
History
Philosophy and Religious Studies
Political Science
Psychology
Sociology, Anthropology and Gerontology

Scholarly Enhancements

Endowed Chair	\$1,500,000
Faculty Professorship	\$500,000
Full-Tuition Scholarship	\$150,000

Specific Opportunities

Laboratories

\$250,000 and above

Multiple labs available in each department

Physical Spaces

Dean's Office Suite	\$500,000
Lecture Hall	\$1,000,000
Lobby/Student Lounge	\$250,000
Academic Classrooms	\$100,000
Outdoor Entrance Plaza	\$100,000



**Naming Opportunities for the
College of Science, Technology, Engineering and Math**

Schools/Departments

Private Consultation with Dean and President

Biological Sciences
Chemical Engineering
Chemistry
Civil and Environmental Engineering
Computer Science and Information Systems
Electrical and Computer Engineering
Engineering Technology
Geological and Environmental Sciences
Industrial and Systems Engineering
Mathematics and Statistics
Mechanical Engineering
Ph.D. in Materials Science and Engineering
Physics and Astronomy

Centers of Excellence

Math Assistance Center \$1,500,000

Scholarly Enhancements

Endowed Chair \$1,500,000
Faculty Professorship \$500,000
Full Tuition, Room & Board Scholarship \$400,000
Full Tuition Scholarship \$200,000

Specific Opportunities

Laboratories

\$250,000 and above

Multiple labs and resource libraries available in each department

Physical Spaces

Dean's Office Suite \$500,000
Faculty Conference Rooms \$200,000
Academic Classrooms \$100,000
Tutoring Rooms \$100,000



**Naming Opportunities for the
Department of Intercollegiate Athletics**

Athletic Complex (west of Fifth Avenue)	\$1,000,000 and above
Multimedia Center (east side of Stambaugh Stadium)	
Presidential Loge (Stambaugh Stadium)	
Indoor Tennis Complex	
Baseball Field	
Endowed Head Coaching Position	
Natorium (pool inside Beeghly Center)	
Softball Field	\$500,000 and above
Outdoor Track	
South Entrance Gateway (Stambaugh Stadium)	
North Entrance Gateway (Stambaugh Stadium)	
Football Locker Room	
“Coaches Court” (inside Beeghly Center)	
Strength & Conditioning Center (Stambaugh Stadium)	
Lobby (inside Beeghly Center)	\$250,000 and above
Men’s Basketball Coaching Offices	
Women’s Basketball Coaching Offices	
Olympic Sports Office Suite	
Strength & Conditioning Center (inside Beeghly Center)	
Gymnasium Court(s) (inside Stambaugh Stadium; three available)	
Head Football Coach’s Office	
South Ramp to Beede Field (Football Team Entrance)	
Executive Director of Athletics Suite	
Men’s Basketball Locker Room	\$100,000 and above
Women’s Basketball Locker Room	
Women’s Soccer Locker Room	
Softball Locker Room	
Baseball Locker Room	
Football Staff Meeting Rooms	
Dining Hall (Stadium)	
Men’s Tennis Locker Room	
Women’s Tennis Locker Room	
Swim Team Locker Room	
Volleyball Locker Room	

**RESOLUTION TO APPROVE
NEW DONOR RECOGNITION GIVING LEVELS**

WHEREAS, Youngstown State University and the Youngstown State University Foundation are in the planning stages for a comprehensive Capital Campaign; and

WHEREAS, YSU has a tradition of celebrating and recognizing donor philanthropy; and

WHEREAS, action is required by the Board of Trustees to approve new donor recognition levels, appropriate to reflect the magnitude of philanthropy commitment provided by donors; and

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the attached list of giving society's, and list of benefactors, categorized by giving society, appropriate to their level of philanthropic commitment to YSU and the YSU Foundation.

CAMPAIGN PROSPECTUS

YOUNGSTOWN STATE UNIVERSITY

The Campaign for Excellence, With 2020 Vision



Hail to thee O'Youngstown

STRATEGIC PRIORITIES

Youngstown State University was founded more than a century ago to provide educational opportunity to the people of a region undergoing rapid industrialization and urbanization. Today, amidst ever-widening globalization and advancements in new industries and technologies, YSU has become a driving force in shaping the educational, economic and cultural future of the region.

To continue and to expand in that critical role, Youngstown State University must attain \$100 million in new philanthropic support. To secure such generosity, the University has identified three strategic priorities: providing educational opportunity, achieving educational excellence, and increasing YSU's impact on the community, the region, the nation and beyond.

Opportunity has always been at the heart of Youngstown State University. Since its founding at the YMCA in downtown Youngstown in 1908, YSU's highest priority has been to provide young men and women of all backgrounds the opportunity for an affordable and quality higher education and to offer the financial support to help those individuals find success.

CAMPAIGN OBJECTIVES

To address the strategic priorities of **opportunity**, **excellence** and **impact**, the following five campaign objectives and gift opportunities have been identified:

Center for Innovation and Entrepreneurship

Endowed chairs and professorships

Student Success Center (to be created in Maag Library or Jones Hall)

Facilities improvements

Scholarships and student work opportunities

Campus beautification

**Agenda Item G.2.f
Support Material**

CENTER FOR INNOVATION AND ENTREPRENEURSHIP

The campaign includes creation of a new Center for Innovation and Entrepreneurship that would foster cross-collaborative interdisciplinary projects between STEM, business, healthcare, the arts and other fields. Creation of the new Center will require new facilities, as well as endowment and current support to sustain and grow programs. The Center would be affiliated with, and expand the University's partnership with the Youngstown Business Incubator, the number one University-affiliated business incubator in the world. It would also expand on YSU's programs in additive manufacturing research and education, more recently opening the new Center for Innovation in Additive Manufacturing on campus.

To continue building our economy and community, we must secure additional resources for programs that make YSU a vital resource in business, technology, education, the arts and community life. YSU is a major force for the continued economic and cultural prosperity of the greater Northeast Ohio and Western Pennsylvania regions, producing a talented pool of professionals in careers ranging from healthcare and manufacturing to education and business while also improving the region's quality of life.

This university wide initiative would be designed to foster and encourage cross collaborations between colleges and programs:

Naming Opportunities	Minimum gift required
To name the Center for Innovation and Entrepreneurship	\$5,000,000
To name an endowed fund for research and innovation	Varies widely
To name a new laboratory affiliated with the Center's research	\$250,000

GOAL FOR CENTERS \$ 7,500,000

ENDOWED CHAIRS AND PROFESSORSHIPS

Enhancing the academic experience across all disciplines is at the core of Youngstown State University's strategic vision. The University's overarching goal is to become a national model for student-centered, comprehensive urban universities. That means putting the spotlight on excellence in teaching and research.

Advancing this excellence begins with an investment in faculty; therefore, the campaign will include opportunities to establish endowed chairs and professorships, enabling YSU to recruit and retain the best faculty in every discipline. These endowments perpetuate programs and academic centers, assuring these critical university functions remain to serve generations of students. College, department and program specific endowments will be a significant objective in the campaign.

Faculty, Programs, and Research

- Endowed chairs and professorships
- Faculty research fellowships
- Academic program endowments
- Research support endowments

Naming Opportunities	Minimum gift required
To name an Academic Program or Department	Varies widely
To endow and name the University Presidency	\$5,000,000
To endow and name a Deanship	\$4,000,000
To create an endowed Chair	\$2,500,000
To create an endowed Professorship	\$500,000
To create a Faculty Research Fellowship	\$250,000
To create an Academic Program or Research Endowment	Varies widely

GOAL FOR CHAIRS AND PROFESSORSHIPS \$ 20,000,000

STUDENT SUCCESS CENTER & FACILITIES

Advancing YSU's academic standing across disciplines will require an investment to maintain, expand and build facilities to realize the potential for greater innovation and learning and to attract faculty and students.

Campaign objectives related to facilities include renovation of Maag Library or Jones Hall, which will be redefined as a Student Success Center providing students an environment that fosters collaborative learning and encourages social interaction between students and faculty beyond the classroom.

Naming Opportunities	Minimum gift required
Student Success Center (The Center can be named, within what will remain either Jones Hall or Maag Library)	\$5,000,000
To Name a 500 to 1,000 seat performance space for the arts	\$2,500,000
To create a Sports Broadcasting Multi Media Center	\$500,000
To name a laboratory within an existing facility	\$250,000
To name a classroom within an existing facility	\$100,000

GOAL FOR STUDENT SUCCESS CENTER AND FACILITIES \$ 12,500,000

SCHOLARSHIP SUPPORT FOR STUDENTS

The quality and distinction of the undergraduate academic program must be a principal focus for YSU moving forward. YSU will redouble efforts to build its academic profile by recruiting students with excellent academic backgrounds and demonstrated leadership potential. The University has set a goal to significantly increase the number of high-caliber students participating in the honors program, from 160 to 1,300, or 10 percent of the student body. To reach this goal, the University will need additional scholarships to attract students of scholarly distinction.

At the same time, the University strives to remain accessible and attractive to students from all walks of life, regardless of financial circumstances; therefore, scholarships based on financial need will make up a significant portion of the scholarship goal of the campaign. Also, embracing the heritage of hard work and discipline exemplified by YSU alumni, scholarships to support student work will for the first time be pursued in the campaign. And, scholarships to attract students of underrepresented groups to assure YSU's student body is inclusive of all cultures and backgrounds will also be part of the campaign.

Student Support Objectives

- Need-based scholarships
- Merit-based scholarships
- Talent-based scholarships
- Work scholarships
- Graduate student fellowships

Naming Opportunities	Minimum gift required
To endow a Graduate Fellowship	\$250,000
To endow an Undergraduate Scholarship (financial need, academic merit, special talent)	\$150,000
To endow a Student Work Scholarship or study Abroad scholarship	\$100,000

GOAL FOR SCHOLARSHIPS \$ 20,000,000

CAMPUS BEAUTIFICATION

Campus grounds and surroundings provide visitors their first impression of campus, YSU strives to provide a living and learning environment that is welcoming and pleasant. YSU has a proud tradition and history of preserving a park like setting, in an urban location.

Campus beautification enhancements will include beautification of the Wick Avenue corridor, the primary and, most recognized entrance to campus. In addition, the beautification of Lincoln and Fifth Avenues, two of YSU's most heavily traveled by students will be improved. On the interior of campus, the current Recreation area just north of Kilcawley center does not represent the excellence of YSU campus grounds. Improvement to this area could include a café or other student centered amenities.

Naming Opportunities	Minimum gift required
Name a campus gateway	\$2,500,000
Name a campus park	Varies widely
Name a campus corner	\$2,500,000

GOAL FOR CAMPUS BEAUTIFICATION \$ 10,000,000

GROWING ANNUAL SUPPORT

The YSU Annual Fund provides critical support to the University and every department. Never has the importance and impact of annual fund revenue been greater. Diminishing operating budgets place an increased focus on annual philanthropic support for colleges and departments. Unrestricted funds provide flexible income to university officers, enabling them to seize new opportunities and undertake innovative programs that may not be possible with regularly budgeted funds. Other gifts that are designated to support programs and research also help to advance excellence across the campus.

All gifts to the Annual Fund will be credited toward the campaign over the period of July 1, 2014, to June 30, 2021. Donors will be asked to make a commitment to the Annual Fund as well as a capital gift.

**ANNUAL FUND AND OPERATING SUPPORT GIFTS GOAL: \$30 MILLION
(OVER THE TOTAL CAMPAIGN)**

REACHING OUR GOAL

Youngstown State University has expansive goals and high ideals. We are proud of our past and will continue to meet our commitment to educational opportunity, but we also are passionate about what we can become: a comprehensive metropolitan research university, marked by pervasive excellence and driving the economic and cultural advancement of Youngstown, the region and the state.

Achieving our goals and maintaining our commitments will require successfully completing the largest campaign in YSU's history. The preliminary campaign goal is \$100 million.

The campaign will include all gifts, grants, and pledges received between July 1, 2014 and June 30, 2021. Testamentary and deferred gift commitments may be counted as gifts to the campaign under certain circumstances and conditions.

Success in this critical initiative will require securing the gifts illustrated in the following table:

CONFIDENTIAL

CHART OF GIFTS REQUIRED TO RAISE \$100 MILLION

Gift range	Number of gifts required	Total at this gift level	Cumulative total
\$10,000,000	1	\$10,000,000	\$10,000,000
5,000,000	2	10,000,000	20,000,000
2,500,000	5	12,500,000	32,500,000
1,000,000	12	12,000,000	44,500,000
500,000	18	9,000,000	53,500,000
250,000	30	7,500,000	61,000,000
100,000	40	4,000,000	65,000,000
50,000	80	4,000,000	69,000,000
25,000	120	3,000,000	72,000,000
10,000	300	3,000,000	75,000,000
<10,000	many	25,000,000	\$ 100,000,000



**RESOLUTION TO APPROVE YSU FOUNDATION
DEVELOPMENT GOALS AND OBJECTIVES FOR THE FISCAL YEAR
2015 - 2016**

WHEREAS, Youngstown State University and the Youngstown State University Foundation are in the planning stages for a comprehensive Capital Campaign; and

WHEREAS, the 2015 – 2016 Development plan reflects the silent phase of the campaign. The combined goal of \$16 million in cash, pledges and planned gift commitments would represent the most philanthropic revenue generated in one year in the history of YSU and the YSU Foundation; and

WHEREAS, action is required by the Board of Trustees to approve the annual plan; and

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the attached Development Goals and Objectives for Fiscal Year 2015 – 2016, as required by the “Youngstown State University Development Function Transfer and Service Agreement.”



DEVELOPMENT GOALS AND OBJECTIVES FOR FISCAL YEAR 2015-2016

Fiscal Year 2015 represents year two of the silent phase of the “Next Campaign” for Youngstown State University. It will be a critical year to more closely define the campaign objectives, campaign leadership and to close lead gift donors. The primary development emphasis in the coming fiscal year will be successfully launching the “Next Campaign.”

This year also marks the first complete year for the YSU Foundation providing development operations on behalf of the University. This transition went live April 1, 2015; it is expected a full year cycle will be necessary to complete. The cooperation between the University and the Foundation’s transition teams has made this move highly successful.

The YSU Foundation has increased its staff from four to thirteen in the past calendar year. Three of these additional employees provide internal support of receiving, acknowledging and recording of all gifts to YSU and the YSU Foundation. Five of the new employees are external development officers marking the most external fundraisers ever employed by YSU or the YSU Foundation.

Strategically the annual fund serves as YSU’s primary donor discovery and retention venue. The wealth screening completed over the past year, provided solicitation profile metrics. For the first time in the coming year, the annual fund solicitation will utilize the suggested traits revealed in the wealth screening to design the appropriate approach per each identified group. The goal of the annual fund is a 5% increase in participation, from approximately 5,000 donors to 5,250, through acquisition of new donors and greater retention of current donors.

The annual fund theme for 2015 – 2016 will mirror the University’s marketing campaign “Providing opportunity and engagement for success” to assure a consistent message in University publications and correspondences.

Create a tiered endowment level structure, designed to encourage an upgrade of existing endowment donors. With currently over 600 individually funded scholarship endowments, this new structure will illustrate the impact of increased corpus on student support and establish endowed scholarship levels of recognition encouraging our current endowment donors to reach higher.

Continue establishing the “Next Campaign” priorities. Maintain dialog with staff, alumni, donors and students. Final plan to be vetted and considered by the YSU Board of Trustees.

The second year of the “Next Campaign” for YSU will proceed with a working goal in the range of \$75 to \$100 million. YSU and YSUF should proceed to solicit and acquire the initial leadership gifts in a continuation of the quiet phase of the campaign over the next 12 months.

These efforts will focus on gifts of \$1 million and above. The final goal should be determined toward the end of the 12 month period.

Significant time and efforts will be devoted to prospect discovery and qualification. The primary technique to complete this will be small focused events, both on campus in the Pollock House and throughout the country at regional donor hosted events.

Quantifiable Goals for Fiscal year 2015 – 2016 are as follows:

- Acquire \$12 million in cash and cash pledges on behalf of YSU and the YSU Foundation.
- Acquire \$4 million in planned gift commitments on behalf of the YSU Foundation.
- Establish accurate historical data, to create new endowment recognition levels, designed to encourage upgrade of existing donors.
- Successfully complete year two of the silent phase of the next capital campaign quantified by:
 - A. Establish final campaign priorities and case statement
 - B. Recruit campaign co-chairs
 - C. Recruit campaign steering committee
 - D. Reach cash and planned gift goals listed above totaling more than \$16 million toward the campaign goal