

**BOARD OF TRUSTEES
EXECUTIVE COMMITTEE***

**Sudershan K. Garg, Chair
John R. Jakubek, Vice Chair
Harry Meshel
Carole S. Weimer
Leonard D. Schiavone
Randy J. Dunn, Ex-Officio**

**Thursday, September 12, 2013
4:30 p.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

- A. Disposition of Minutes for Meeting Held June 4, 2013**
- B. Old Business**
- C. Executive Committee Item**
 - 1. Discussion Item**
 - a. Presidential Goals**
- D. New Business**
- E. Adjournment**

Tab 1

**All Board members are invited to attend*

AGENDA ITEM: C.1.a

AGENDA TOPIC: Presidential Goals

STAFF CONTACT(S): Randy J. Dunn, President

BACKGROUND: Each year the President and Board of Trustees mutually agree upon a set of annual presidential goals that 1) establishes a work plan of priority activities upon which attention will be focused by the President and his staff, and 2) provides a basis for subsequent presidential assessment.

SUMMARY AND ANALYSIS: A list of presidential goals is attached in DRAFT form for discussion with the Board. In developing this list, an attempt is made to have a goal aligned with each of the Strategic Directions set forth around the *YSU 2020* plan—the 3 E’s of Enrollment, Engagement, and Excellence—in addition to responding to some important issues that need to be resolved in terms of University management and operations.

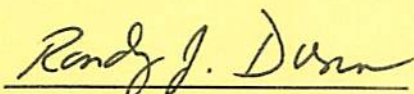
While some of what is listed here is admittedly driven by the fact that YSU has a new president (e.g., No. 2, *Engagement*), those tasks nonetheless involve activities that time will need to made available for to get accomplished...beyond the day-to-day work involved in the regular and ongoing running of the University. Said another way: With all of the items shown, an attempt has been made generally to outline priority work for the year which is additive and beyond the scope of the “normal work routine” of running the University (if such exists). Another hope was also to reflect those areas of attention that Trustees specifically mentioned during the “get acquainted” dinner meeting on Friday, July 19.

It is important for Trustees to collectively support these goals, so if any changes or adjustments are necessary for what you desire to see here, please do not hesitate to offer suggestions during the time for discussion. These goals could even be finalized at the BOT retreat later in the fall if more time is needed to arrive at consensus on the work plan.

Different from other years, goals *for the Board of Trustees* are not included. If the BOT wishes to make a statement in that regard, such can be added to the draft document. However, that is something for Trustees to determine as part of your self-governance if desired...and not to have written on your behalf by staff.

RESOLUTION: N/A – DISCUSSION ITEM ONLY

REVIEWED AS TO FORM AND CONTENT:



Randy J. Dunn, President

DRAFT DRAFT

YOUNGSTOWN STATE UNIVERSITY
PRESIDENT'S GOALS AND PRIORITY ACTIVITIES
FY 2014

The following goals have been mutually agreed to by the President and the Board of Trustees on _____. The goals are set for the period beginning July 15, 2013 and ending June 30, 2014 and will provide a basis for the annual presidential assessment covering that time period. Progress on these goals will be reported and discussed at the regular quarterly meetings of the BOT Executive Committee throughout the year.

1. *Enrollment* - Lead the reinvention of the entire Enrollment Management functional area through the implementation of an internal work plan that addresses a full range of variables important for increasing enrollment and improving the student profile (e.g., definition of catchment areas and recruiter deployment; overall institutional branding and marketing; identification and target marketing of signature academic programs, distance learning, and interest-based programs; international enrollment strategy; expansion of social media platforms; data management and related services coordination; transfer relationships; etc.).

2. *Engagement* - Engage in a broad mix of introductory and continuing meetings, activities, events, and appearances to establish personal and professional relationships across a wide variety of external constituencies with potential to advance YSU and its stated mission:

- Donors, alumni, athletic boosters, affinity groups, and other key friends and supporters of YSU, with a special focus on our core group of major givers
- Elected officials at the local, state, and national level, including members of our federal delegation
- Other governmental officials, policy makers, and foundation officers whose agencies and portfolios have a direct impact on YSU, particularly within the research arena
- Regional business entities, chambers of commerce, community- or area-based organizations, and related groups seeking to promote economic and community development and investment in the Mahoning Valley and northeast Ohio
- Community colleges/regional campuses, K-12 districts, alternative educational providers, and related groups (also including our institutional accreditors) seeking to promote educational attainment in the Mahoning Valley and northeast Ohio
- Nonprofit, civic, or other groups with goals advancing diversity, sustainability, intellectual and cultural life, health and wellness, and other outcomes that comport with those outlined in *YSU 2020: The Strategic Plan of Youngstown State University*
- Representatives of regional media outlets which relationships can build the reputation of YSU;
- Potential partners for strengthening internationalization of the YSU campus
- Other individuals and groups whom the Board of Trustees believe are integral in fulfilling the best and highest purposes of YSU

3. *Excellence* - Continue implementation of the strategic plan with fidelity (also especially addressing delayed or lagging Initiatives) while working to refine and/or complete a monitoring and reporting structure centered around institutional and state performance metrics.

4. *Other Critical Management Issues* - Undertake and complete to the fullest extent possible a variety of critical management/administrative tasks related to YSU's future operations, decision making, resource utilization, and overall institutional performance and effectiveness:

- Provost search
- MOU/LOA with YSU Foundation
- Capital development plan and/or Campus Master Plan revision/update (including resolution of plan regarding Melnick Hall)
- Optimization of recently announced HMP and Siemens relationships
- Operational planning for The Rich Center for Autism and Youngstown Early College
- Feasibility study for School/Center/Institute/Program for Informatics at YSU

5. *Other Timely Projects As May Be Assigned by the Board of Trustees*

APPROVED AND ADOPTED: _____

Sudershan K. Garg

Chairperson, Board of Trustees

Randy J. Dunn

President