



**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**David C. Deibel, Chair
Samuel W. Grooms, Vice Chair
All Trustees are Members**

**Wednesday, September 6, 2016
3:00 p.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

A. Disposition of Minutes for Meeting Held June 1, 2016

B. Old Business

C. Committee Items

1. Consent Agenda Items*

**Tab C.1.a. *a. Resolution to Modify University Publications Policy, 3356-5-11
(Previous Policy number 5012.01)
Shannon Tirone, Associate Vice President University Relations will report.**

**Tab C.1.b. *b. Resolution to Accept Alumni Engagement and WYSU Memberships
The Board of Trustees will accept 3,059 memberships from University Alumni
Society and WYSU totaling \$348,168 through the fourth quarter of Fiscal Year
2016.
Shannon Tirone, Associate Vice President University Relations will report.**

2. University Police

**Tab C.2.a. a. Department Training and Campus Police Presence
Shawn Varso, Acting Chief YSU Police Department will report.**

***Items listed under the Consent Agenda require Board approval; however they may be
presented without discussion as these items include only non-substantive changes.**

3. YSU Foundation

- Tab C.3.a. a. Quarterly Gift Report**
The YSU Foundation received 1,700 gifts totaling \$2,984,019.14 for the fourth quarter of Fiscal Year 2016.
Paul McFadden, President YSU Foundation will report.
- Tab C.3.b. b. Resolution to Name the Constantini Multi Media Center**
Paul McFadden, President YSU Foundation will report.
- Tab C.3.c. c. Resolution to Name the Watson Student Success Center**
Paul McFadden, President YSU Foundation will report.
- Tab C.3.d. d. Resolution to Name the Youngstown State University Foundation Heritage Park**
Paul McFadden, President YSU Foundation will report.
- Tab C.3.e. e. Development Goals and Objectives for Fiscal Year 2016-2017**
Paul McFadden, President YSU Foundation will report.

D. New Business

E. Adjournment

**RESOLUTION TO MODIFY
UNIVERSITY PUBLICATIONS POLICY, 3356-5-11
(PREVIOUS POLICY NUMBER 5012.01)**

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 University Publications Policy number 3356-5-11 (Previous Policy Number 5012.01) of the *University Guidebook*, shown as Exhibit __ attached hereto. A copy of the policy indicating changes to be made is also attached.

3356-5-11 University publications.

Previous Policy Number: 5012.01
Responsible Division/Office: Marketing & Communications
Responsible Officer: Associate Vice President for University
Advancement Relations
Revision History: May 1999; June 2010; June 2011; June 2016
Board Committee: External Relations Institutional Engagement
Effective Date: June 11~~5~~, 2011~~6~~
Next Review: 20~~16~~21

- (A) Policy statement. The office of marketing and communications in collaboration with the publications review panel serves as the clearinghouse for all tier one publications developed for distribution to external audiences. As such, this office has oversight for all printed materials that represent official university programs and services.
- (B) Parameters.
- (1) A critical part of any institution's or organization's image is the communications messages it sends out and with which it is identified. An institutional brand is established through the consistent and frequent use of distinctive images and messages in its external publications and communications media.
 - (2) The office of marketing and communications requires the cooperation of all campus offices and individuals (including the department of intercollegiate athletics and the college of fine and performing arts) to create a strong, consistent, and high-end brand for Youngstown state university ("YSU") through all its publications.
 - (3) A "tier one publication" is any printed piece directed to:
 - (a) Any external audience (e.g., alumni, the general public, prospective students, donors)
 - (b) All (or most) current YSU students

- (4) All publications meeting tier one criteria must first be reviewed before proceeding to the design stage.
 - (5) If a publication is not tier one according to the criteria above, guidelines and templates for design and printing are available on the university website at http://web.yzu.edu/gen/ysu/Publications_Policy_m299.html.
- (C) Procedures.
- (1) For all publications meeting tier one criteria, a “Publications Request” form, located on the university website at http://web.yzu.edu/gen/ysu/Publications_Policy_m299.html must be submitted to and be processed by the publications review panel. For the review to be done in a timely and efficient manner, the online form must be submitted at least two weeks prior to the beginning of the design phase.
 - (2) The publications review panel will arrange a meeting to discuss the needs, exchange ideas, and establish time lines. Budget sources for the project will be discussed at that time.
 - (3) The office of marketing and communications may contract the publications to new internal or external sources as appropriate and expedient.
 - (4) The requesting unit will be responsible for furnishing suggested text for the publication.
 - (5) Appropriate artwork or photographs will be prepared in cooperation with the requesting unit.
 - (6) After a first-draft proof of the publication is prepared, the requestor will review the proof, note any changes, and return the publication for preparation of a final proof.
 - (7) The final proof will be submitted to the requesting unit, who assumes primary responsibility for the content, accuracy, and completeness of information in the publication. Marketing and communications assumes primary responsibility for grammar, punctuation, and overall appearance.

- (8) Additional procedures for using university symbols and related publication information can be found in “Graphics Guide,” available online at http://web.yzu.edu/gen/ysu/Graphics_Guide_m34.html.

3356-5-11 University publications.

Previous Policy Number: 5012.01
Responsible Division/Office: Marketing and Communications
Responsible Officer: Associate Vice President for University
Relations
Revision History: May 1999; June 2010; June 2011; September
2016
Board Committee: Institutional Engagement
Effective Date: September 15, 2016
Next Review: 2021

- (A) Policy statement. The office of marketing and communications serves as the clearinghouse for all tier one publications developed for distribution to external audiences. As such, this office has oversight for all printed materials that represent official university programs and services.
- (B) Parameters.
- (1) A critical part of any institution's or organization's image is the communications messages it sends out and with which it is identified. An institutional brand is established through the consistent and frequent use of distinctive images and messages in its external publications and communications media.
 - (2) The office of marketing and communications requires the cooperation of all campus offices and individuals (including the department of intercollegiate athletics and the college of creative arts and communications) to create a strong, consistent, and high-end brand for Youngstown state university ("YSU") through all its publications.
 - (3) A "tier one publication" is any printed piece directed to:
 - (a) Any external audience (e.g., alumni, the general public, prospective students, donors)
 - (b) All (or most) current YSU students

- (4) All publications meeting tier one criteria must first be reviewed before proceeding to the design stage.
 - (5) If a publication is not tier one according to the criteria above, guidelines and templates for design and printing are available through the office of marketing communications.
- (C) Procedures.
- (1) For all publications meeting tier one criteria, a “Publications Request” must be submitted by email to creativigitaldesign@ysu.edu and processed by the marketing and communication team. For the review to be done in a timely and efficient manner, the request must be submitted at least two weeks prior to the beginning of the design phase.
 - (2) The marketing and communications team will arrange a meeting to discuss the needs, exchange ideas, and establish time lines. Budget sources for the project will be discussed at that time.
 - (3) The office of marketing and communications may contract the publications to new internal or external sources as appropriate and expedient.
 - (4) The requesting unit will be responsible for furnishing suggested text for the publication.
 - (5) Appropriate artwork or photographs will be prepared in cooperation with the requesting unit.
 - (6) After a first-draft proof of the publication is prepared, the requestor will review the proof, note any changes, and return the publication for preparation of a final proof.
 - (7) The final proof will be submitted to the requesting unit, who assumes primary responsibility for the content, accuracy, and completeness of information in the publication. Marketing and communications assumes primary responsibility for grammar, punctuation, and overall appearance.

- (8) Additional procedures for using university symbols and related publication information can be found in the “Visual Identity Standards available through the office of marketing and communications.

**RESOLUTION TO ACCEPT ALUMNI ENGAGEMENT AND WYSU
MEMBERSHIPS**

WHEREAS, Board policy provides that the President shall compile a list of memberships 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 memberships as listed in Exhibit 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 memberships on behalf of Youngstown State University and requests that the President acknowledge the acceptance of these memberships.

**UNIVERSITY MEMBERSHIPS
EXECUTIVE SUMMARY
Fiscal Year 2015-2016
July 1, 2015-June 30, 2016**

Memberships Received	Number of Memberships	Amount
Alumni Relations	1,299 \$	82,470
WYSU-FM	1,760 \$	265,698
Total University Memberships	3,059 \$	348,168

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

Memberships Received	Number of Memberships	Amount
Alumni Relations	558 \$	28,470
WYSU-FM	1,577 \$	267,922
Total University Memberships	2,135 \$	296,392

**TRAINING COMPLETED BY YOUNGSTOWN STATE UNIVERSITY
POLICE OFFICERS IN 2016 TO DATE**

August 2016

Mandated Training by the State of Ohio completed by all Officers

- Community Police Relations 4 hrs.
- Constitutional Use of Force 2 hrs.
- De-escalation with Focus on Mental Illness 2 hrs.
- Human Trafficking 1 hr.
- General Law Enforcement Topics (Choice of the Officer) 2 hrs.

Total Training Mandated by the State of Ohio 11 hrs.

Annual Requalification required by the State of Ohio completed by all Officers

- Firearms Requalification: Pistol 2 hrs.
- Firearms Requalification: Rifle 2 hrs.
- Firearms Requalification: Shotgun 1 hrs.

Total Annual Qualifications 5 hrs.

Additional Training Provided to Officers Not Mandated by the State of Ohio

- Three Youngstown State University Police Officers attended the 40 hr. Crisis Intervention Team (CIT) Training in April. The Crisis Intervention Team (CIT) program is a model for community policing that brings together law enforcement, mental health providers, hospital emergency departments, and individuals with mental illness and their families from Mahoning County to improve responses to people in crisis. To date 16 current Youngstown State University Police Officers have received the training.
- Five Youngstown State University Police Officers attended the 24 hr. Alert, Lockdown, Inform, Counter, Evacuate (A.L.I.C.E.) instructor training in March. ALICE training teaches Students, Faculty and Staff to more proactively handle the threat of an aggressive intruder or active shooter event. The five officers join two other Youngstown State University Police Officers who have already been trained as instructors.
- Two Youngstown State University Police Officers attended a 24 hr. Community Policing Training sponsored by the Youngstown Police Department in May. The training touched

on community policing techniques, procedural justice and police legitimacy. The training covered ways to enhance communication and to build partnerships with the community. This was a Train the Trainer training which enables the officers to bring back the information to share with the rest of the Department.

YSUF Gift Processing Summary - April, 2016 - June, 2016 Vs. April, 2015 - June, 2015

	<u>Total April, 2016 - June, 2016</u>	<u>Total April, 2015 - June, 2015</u>	<u>Difference 2016/2015</u>
Total Gift \$ Received/ Processed	\$2,984,019.14	\$1,528,979.98	\$1,455,039.16
Allocations:			
YSU	\$1,310,103.26	\$794,113.44	\$515,989.82
YSUF	\$1,673,915.88	\$734,866.54	\$939,049.34
Total Allocations	\$2,984,019.14	\$1,528,979.98	\$1,455,039.16
Pledges	\$2,073,400.00	\$854,250.00	\$1,219,150.00
Number of Gifts	1,700	1,480	220
Number of Pledges	8	16	-8

YSUF Gift Processing Summary - April, 2016 - June, 2016

	<u>April, 2016</u>	<u>May, 2016</u>	<u>June, 2016</u>	<u>Total April, 2016 - June, 2016</u>
Total Gift \$ Received/ Processed	\$471,633.06	\$538,745.24	\$1,973,640.84	\$2,984,019.14
Allocations:				
YSU	\$324,248.09	\$150,301.46	\$835,553.71	\$1,310,103.26
YSUF	\$147,384.97	\$388,443.78	\$1,138,087.13	\$1,673,915.88
Total Allocations	\$471,633.06	\$538,745.24	\$1,973,640.84	\$2,984,019.14
Pledges	\$2,400.00	\$71,000.00	\$2,000,000.00	\$2,073,400.00
Number of Gifts	775	424	501	1,700
Number of Pledges	1	4	3	8



**RESOLUTION TO NAME
THE DOMENIC “DON” CONSTANTINI MULTIMEDIA CENTER**

WHEREAS, Youngstown State University has implemented the silent phase of a comprehensive capital campaign; and

WHEREAS, a significant capital component of this campaign will be the creation of a multimedia center in Stambaugh Stadium; and

WHEREAS, the multimedia center will provide YSU students in the Communications Department a state of the art living and learning environment to prepare them for a career in the broadcast industry; and

WHEREAS, the multimedia center will also provide broadcasters and journalists a first class facility to cover and report Penguin football games on game days; and

WHEREAS, Domenic “Don” Constantini, a 1966 graduate of Youngstown University, has maintained a lifelong attachment to his alma mater and has provided a gift of \$1 million toward the construction of the new multimedia center; and

WHEREAS, Don Constantini has annually supported the YSU Athletic Department, the Williamson College of Business Administration, the YSU Foundation and numerous student scholarships for many years; and

WHEREAS, Don Constantini has made previous major gifts to create an endowed scholarship and support the construction of the Andrews Recreation and Wellness Center as well as the construction of the Williamson College of Business Administration; and

WHEREAS, The YSU Penguin Club honored Don Constantini as “Penguin of the Year” in 2015 and he has served as a member of the YSU Foundation Board of Trustees since 2010; and

WHEREAS, the university and the board of trustees wish to provide appropriate recognition to Don Constantini for his significant contribution and commitment to the students of Youngstown State University;

NOW, THEREFORE, BE IT RESOLVED, that the Youngstown State University Board of Trustees designate the multimedia center in Stambaugh Stadium: **The Don Constantini Multimedia Center**; and

BE IT FURTHER RESOLVED that a copy of this resolution be presented to Domenic “Don” Constantini.

**Board of Trustees Meeting
September 2016
YR 2017-**



**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 NAME
THE FRANK AND NORMA WATSON STUDENT SUCCESS CENTER**

WHEREAS, Youngstown State University has implemented the silent phase of a comprehensive capital campaign; and

WHEREAS, a significant capital component of this campaign will be the creation of a student success center on campus; and

WHEREAS, the student success center is seen as key to improving student services and student experience at YSU through centrally locating student support services in one convenient location, improving student retention and graduation rates; and

WHEREAS, Frank and Norma Watson have provided a leadership gift of \$1,000,000 to assist in the costs associated with the construction of this much needed facility; and

WHEREAS, Frank Watson, a 1949 graduate of Youngstown University, has previously served on both the YSU and the YSU Foundation Board of Trustees. Frank Watson also chaired the fundraising campaign to build Stambaugh Stadium; and

WHEREAS, the Watsons have a profound history of philanthropic support of YSU and the community at-large including previous leadership gifts to create an endowed scholarship, the construction of Stambaugh Stadium and the construction of the Watson and Tressel Training Site among others; and

WHEREAS, the Watsons received the highest honor by YSU in 2007, the "Friends of the University" award; and

WHEREAS, the university and the board of trustees wish to provide appropriate recognition to Frank and Norma Watson for their significant contribution and commitment to the students of Youngstown State University;

NOW, THEREFORE, BE IT RESOLVED that the Youngstown State University Board of Trustees designate the student success center: **The Frank and Norma Watson Student Success Center**; and

BE IT FURTHER RESOLVED that a copy of this resolution be presented to Frank and Norma Watson.

**Board of Trustees Meeting
September 2016
YR 2017-**



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”

\$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



**RESOLUTION TO NAME THE
YSU FOUNDATION HERITAGE PARK**

WHEREAS, The Youngstown State University Foundation was founded in 1966 by long time Youngstown College and Youngstown University President Howard Jones; and

WHEREAS, The Youngstown State University Foundation began in 1966 with an endowment of \$13 million; and

WHEREAS, The Youngstown State University Foundation's assets have grown today to over \$210 million making it the largest public university foundation in Northeast Ohio; and

WHEREAS, This academic year the Youngstown State University Foundation will provide over \$8.1 million in scholarship support assisting over 3,300 YSU students to attend YSU; and

WHEREAS, The Youngstown State University Foundation seeks to celebrate and commemorate its 50th anniversary this academic year; and

WHEREAS, The Youngstown State University Heritage Award has honored and recognized former faculty and staff who have served YSU with distinction; and

WHEREAS, The Heritage Award was established in 1983 and since that time has recognized 62 individuals as Heritage Award recipients; and

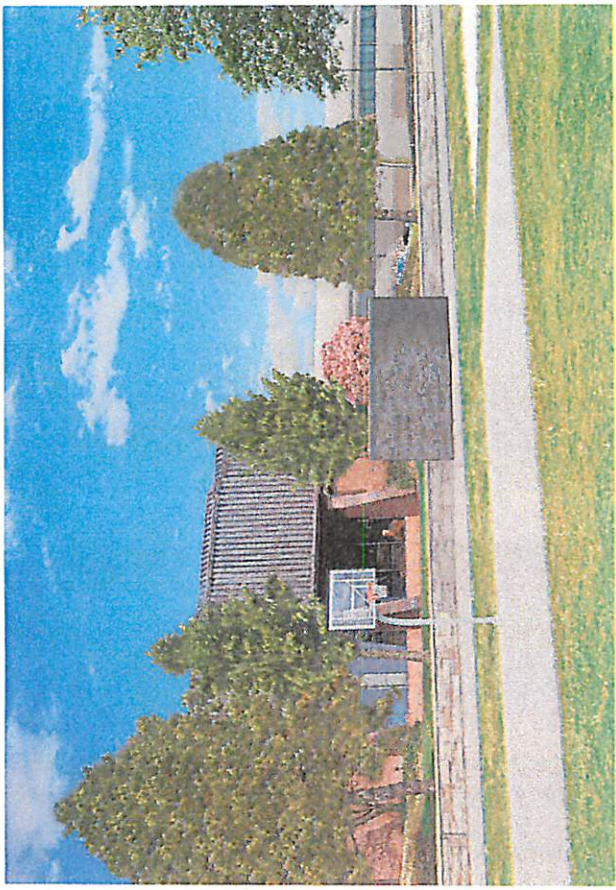
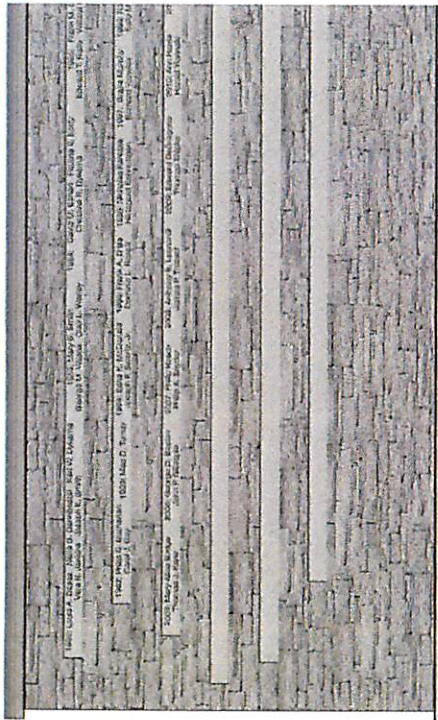
WHEREAS, To commemorate and celebrate the YSU Foundation's 50th anniversary and create an appropriate venue to recognize and honor the YSU Heritage Award recipients, the YSU Foundation seeks to make a gift of \$100,000 to create **The YSU Foundation Heritage Park**; and

WHEREAS, The university and the board of trustees wish to recognize and honor the YSU Foundation on its 50th anniversary of service to YSU and YSU students;

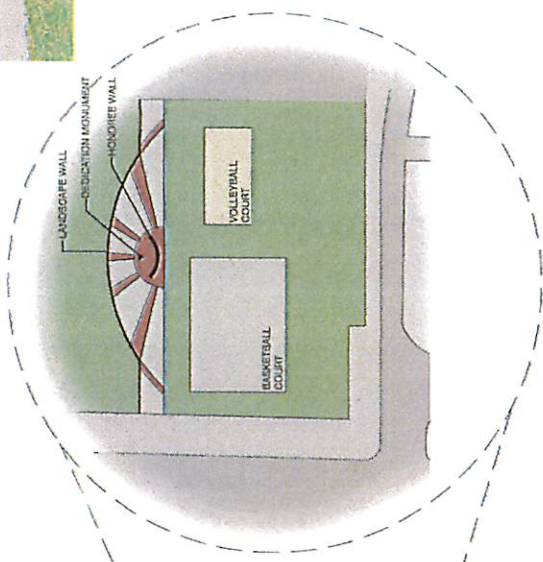
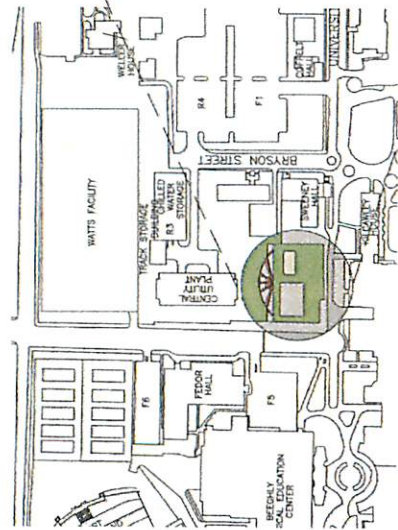
NOW, THEREFORE, BE IT RESOLVED that the Youngstown State University Board of Trustees designate **The YSU Foundation Heritage Park**; and

BE IT FURTHER RESOLVED that a copy of this resolution be presented to the YSU Foundation Board of Trustees.

**Board of Trustees Meeting
September 2016
YR 2017-**



LANDSCAPE RETAINING WALL & HONOREE WALL



YSU FOUNDATION DEDICATION MONUMENT



HERITAGE PARK



YOUNGSTOWN STATE UNIVERSITY
FOUNDATION



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College of Liberal Arts & Social Sciences
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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”

\$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



YOUNGSTOWN STATE UNIVERSITY
FOUNDATION

Youngstown
STATE UNIVERSITY

DEVELOPMENT GOALS AND OBJECTIVES FOR FISCAL YEAR 2016-2017

Fiscal year 2016 represents year three of the Macte Virtute Campaign for Youngstown State University. This campaign remains in the silent phase with a working goal of \$75 to \$100 million. Initial leadership gift activity has been promising; the campaign lead gift has yet to be received and will be a critical indicator of the eventual monetary campaign goal.

The YSU Foundation has now been providing development operations on behalf of the University for a full year. The governing boards of both the Foundation and the University have agreed to continue the relationship as mutually beneficial to both entities. This agreement has ushered in an unprecedented period of cooperation and collaboration between the University and the Foundation that has been received positively by donors and alumni of the University.

The annual fund will remain the primary donor discovery and retention tool. The 2016 – 2017 annual fund will utilize analytical data obtained in the recent wealth screening to tailor solicitation to increase the probability of annual fund gifts. The 2016 -2017 annual fund solicitation will take on a new look. Departing from the format of a cover letter and pledge card, utilized for many years, to a tailored color splash factoid direct mail piece. The goal of the annual fund is a 5% increase in participation, from approximately 3,800 donors to 4,000, through acquisition of new donors and greater retention of current donors. Once again, the annual fund solicitation's look and theme will mirror the University's current marketing efforts to assure a consistent message in University publications and correspondences.

The increased development staff acquired by the Foundation over the past year has utilized the annual fund as a key tool in identifying potential mid-level major gift and planned gift donors. With a year of relationship building now completed, the development officers are positioned for increased philanthropic revenue production in the coming year. Additionally, the Foundation's travel budget has been increased; the frequency of development officer travel to embrace gift opportunities is expected to increase significantly now that they have established relationships. Significant time and efforts will be devoted to prospect discovery and donor upgrade. The frequency of regional donor-hosted events will be increased in the coming year.

The Macte Virtute Campaign will continue in the silent phase, as planned, for one more year. Per the recommendations of the feasibility study, we will continue to explore a working goal of \$75 to \$100 million for the campaign. The campaign plan will be reevaluated in the summer of 2017 to decide whether to take the campaign public and if the campaign is defined enough to set a firm monetary goal.

Quantifiable goals for fiscal year 2016 – 2017 are as follows:

- Acquire \$15 million in cash and cash pledges on behalf of YSU and the YSU Foundation.
- Acquire \$5 million in planned gift commitments on behalf of the YSU Foundation.
- Successfully complete year three of the silent phase of the Macte Virtute Campaign quantified by:
 - A. Reach cash and planned gift goals listed above totaling more than \$20 million toward the campaign goal
 - B. Evaluate campaign priorities and case statement based on three year progress and current needs assessment as well as donor areas of interest
 - C. Establish targeted campaign monetary goal or a more definitive range
 - D. Decide if and when to take campaign public