

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

David C. Deibel, Chair
Samuel W. Grooms, Vice Chair
All Trustees are Members
James P. Tressel, *Ex-Officio*

**BACKGROUND MATERIALS
Wednesday, June 1, 2016**

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OFFICE OF ALUMNI ENGAGEMENT REPORT

June 2016

Since the last Board of Trustees meeting, the Office of Alumni Engagement has coordinated numerous outreach efforts that include direct mail, digital communication, and campus and community events that have reached over 12,000 people and garnered positive feedback in the community and local media. All activities fall in line with one or more of the Alumni Engagement Strategic Plan Cornerstones. FY16 Membership efforts to date have been particularly successful, resulting in:

- 129% increase in membership dollars over prior year from \$33,851 in FY15 to \$77,370 in FY16.
- 24% increase (+545) in net membership numbers from 2,292 in FY15 to 2,837 in FY16.
- 63% renewal rate, up 14% over FY15 rate of 49%.
- 145% increase in new members over prior year, from 143 in FY15 to 350 to date.

An expanded focus on digital engagement and social media has provided dramatic results, generating 2,916 Facebook followers, up 202 over last year and engaging 1,600 people per week compared to 560 people per week last year.

Through April 22, 2016, Pete's Pride has 1,196 registered volunteers from 33 different states who have contributed a total of 2,595 volunteer hours.

Cornerstone 2: Build and Sustain Alumni Engagement

Ongoing: Data and List Provision

Purpose: Provide mailing and email lists to the Colleges and academic Departments for communication to their alumni for outreach and assessment purposes. Examples for this quarter include Tau Kappa Epsilon Reunion; Housing Residents Reunion Research; Life Insurance promotion to all alumni; Bitonte College of Health and Human Services and Beeghly College of Education Alumni Dinners; Social Work Day; Pre-Counseling and Religious Studies Alumni and Master of Health and Human Services for Assessment Efforts; Half Century Alumni Reunion; Skeggs Lecture Series; University Scholars and Honors Alumni; Cincinnati, Florida and North Carolina alumni outreach; Life Member Reunion; Football, Track & Field, Softball, Golf, Athletic Alumni; minimum number of alumni records provided is 87,202.

April 6-15

E-Mail Alumni Membership Solicitation

Purpose:

Conducted a targeted email solicitation to 8,881 alumni for new memberships in April 2016. Specific segments include Pete's Pride Volunteers; Prior-year Graduates whose one-year free membership is expiring; Faculty and Staff who are YSU alumni; alumni active with various organizations; Alumni Event Attendees; and alumni in Active Chapters.

April 10

Life Members Reception

Purpose:

Strengthen alumni attachment and provide an enrichment experience for YSU Alumni Society Life Members. A dessert reception was held at the Youngstown Historical Center of Industry and Labor and featured remarks by President Tressel; a book presentation by History Professors Donna DeBlasio and Martha Pallante on their latest publication; and a tour of the "Steel Museum." Sixty-five members attended; two communicated that they remembered the university in their estate plan; and one sent a cash gift to the President's attention.

April 21

Alumni Society Board Meeting

Purpose:

Quarterly meeting of the Board; 14 Board members in attendance, plus invited guests. President Tressel greeted the board and briefed them on plans for "NextYSU." YSU Foundation representatives Heather Chunn and Brian Nord provided an overview of the capital campaign, currently in its silent phase, along with potential components and dollar goals. The second half of the meeting was devoted to Phase 1 of the Board Retreat, in which members focused on analysis of results of current year activities and focus of direction for the new fiscal year.

April 21

Tampa Bay Area Alumni Dinner

Purpose:

Re-ignite interest in the Tampa Bay area alumni network by holding an informal gathering. The get-together featured Dutch treat cocktails and dinner at Sea Sea Riders Restaurant in Dunedin. YSU provided handouts of the April YSU update and the link to President Tressel's April 19th presentation. The event attracted 15 alumni, including some new area alumni who had never attended a Tampa Bay get-together before.

May 21

TKE Red Carnation Ball

Purpose:

Reunion for TKE alumni and partners. Campus tours in the morning; cocktails and dinner at The Atrium in Williamson College of Business Administration; 160 RSVPs to date.

April 11, 13, 15

Purpose:

Graduate Outcome Survey Phone Calls

Pete's Pride members contact December 2015 graduates to obtain employment information.

April 17

Purpose:

Cleveland NACAC College Fair

Pete's Pride members assist at the YSU Admissions table.

April 25

Purpose:

Grad Central

Pete's Pride members staff a table to congratulate graduating seniors and encourage them to sign up for Alumni Society membership and Pete's Pride.

April 29

Purpose:

Honors College Recognition Ceremony

Pete's Pride members staff the registration table, assist with event logistics; guide guests.

May 7

Purpose:

Commencement

Pete's Pride members pin graduates and provide direction to visitors.

May 20 and 21

Purpose:

TKE Reunion

Pete's Pride members assist with event logistics and registration.

June 4

Purpose:

Streetscape

Pete's Pride members engage in community service by helping beautify downtown Youngstown through landscaping.

June 20

Purpose:

Crash Day

Pete's Pride members welcome and interact with students/guests at various campus locations throughout the day.



YOUNGSTOWN
STATE
UNIVERSITY

Campus News of Note Spring 2016

NextYSU: A New Look for a New Era

Expanded private student housing, improved major thoroughfares, increased retail establishments, new bookstore operations and consolidated services to boost student success are among the projects that are part of a new campus development vision unveiled in April by YSU President Jim Tressel.



University Edge apartments on the west side of campus.

\$1 million gift

Jocelyne Kollay Linsalata of Cleveland, a native of Youngstown and a two-time graduate of YSU, donates \$1 million to her alma mater to fund initiatives to enhance student success and also to continue a scholarship endowment. “We are fortunate to have Jocelyne as a leader of the Penguin community,” President Tressel said.

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Seeing stars

YSU’s Ward Beecher Planetarium receives \$650,000 via a NASA cooperative agreement to support the development of full-dome video and 3D animation materials that will be distributed for free to planetaria across the globe. “This is a clear indication of the Ward Beecher Planetarium’s national reputation as a respected and notable science facility,” said Patrick Durrell, planetarium director.



Maag Library

Hitting 40

YSU’s Maag Library, the second largest institutional repository in Ohio, celebrated its 40th year in April. The library traces its beginning to the University Library in 1908 at the YMCA in Youngstown, relocating to Jones Hall in 1931, Tod Hall in 1953, and to the new, six-floor facility in 1976.

Oh Mercy!

Mercy Health and YSU will work together to develop new academic and medical affiliations under an affinity partnership announced in April. The agreement opens the door for

collaboration on many initiatives, including a new partnership involving the Student Health Center on campus.

Cost of living on campus

YSU's annual room and board fees for the 2015-16 academic year are the lowest among public universities in the state.

Institution	Cost*
Miami of Ohio	\$11,898
Univ. of Akron	\$11,626
Ohio State	\$11,522
Kent State	\$11,014
Univ. of Cincinnati	\$10,750
Cleveland State	\$10,608
Univ. of Toledo	\$10,403
Shawnee State	\$9,526
Central State	\$9,447
Bowling Green	\$9,424
Wright State	\$8,996
YSU	\$8,990

*Double room with a full meal plan

Easy living

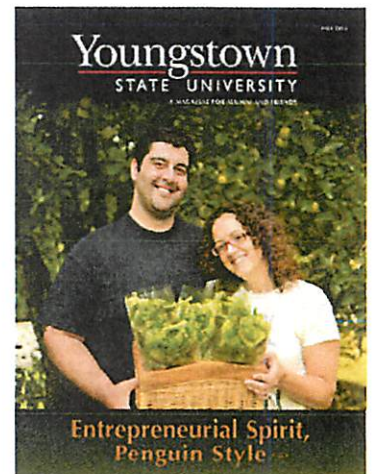
YSU freezes room and board fees for next academic year, ensuring that YSU will remain the least expensive Ohio public university campus for students to live. "We are committed to providing a full, rewarding university experience for all of our students at a value price," said Eddie Howard, associate vice president for Student Experience.

Course completion

YSU is lauded for improving course completion rates in a case study published by Hobsons, a national company that helps students succeed in college. The article chronicles YSU's decision to implement the Starfish student retention program in 2012 to help students achieve in class. Starfish allows faculty to flag students who are behind academically and to route those concerns to the students' peer mentors and student support staff in the YSU Center for Student Progress.

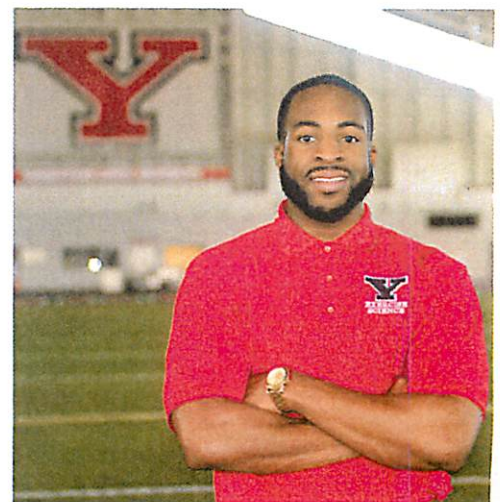
National recognition

YSU's alumni magazine is recognized with a Silver Award in the national 2016 Collegiate Advertising Awards competition. It's the second time in three years that the magazine, published semiannually by YSU's Office of Marketing and Communications, wins national recognition in competition with print publications nationwide.



Student Success

- YSU juniors Andrew Morgan and Jenna Wise are Goldwater Scholars for the 2016-17 academic year, marking a first in YSU history for two students to receive the prestigious award in the same year.
- A team of YSU students placed second nationally in the Intercollegiate Ethics Bowl in Virginia. In all, teams from 36 universities competed. "This is pretty amazing," said Alan Tomhave, associate professor of Philosophy and the team's coach.
- Students Sara Pretoka and Kelly Motika know where they'll be spending at least three days of their summer vacation this year – the Republican National Convention. The students have been selected honorary delegates to the convention in July in Cleveland.
- A team of six Civil Engineering students defeated teams from 13 other universities and placed first at the Ohio Valley Student Conference Steel Bridge Competition in Cincinnati. The team will now compete in the national competition in Utah
- Senior Emeka Obinnakwelu Jr., an exercise science major, develops a lunch hour walking regimen aimed at helping more than 40 YSU faculty and staff members to get up from behind their desks and moving during lunch breaks.



Emeka Obinnakwelu Jr.

**THE OFFICE OF UNIVERSITY EVENTS UPDATE
AND CAMPUS VISITOR REPORT**

May 2016

A major effort of the Office of University Events is to make our events more engaging to our audiences. We do this visually with our event banners, props and displays which market the university to on and off campus guests. We also do this by analyzing our events and determining whether or not they have reached their shelf life or perhaps need a new breath of life. One such event that we looked at was the annual Faculty and Staff Awards Banquet. We have coordinated that event for the last ten years, with little or no changes. We decided it was time to update it and took action.

The banquet had followed the same format for many years and audiences weren't as captivated as they once were. Attendance was down and the reception and program were a bit stale. As a team, we brainstormed on how to make this event more appreciative and celebratory of all that our faculty and staff do to make YSU the quality institution it is today. We formed a committee of campus faculty and staff to get their perspectives and ideas, too. We also looked at other universities to see how they recognize their faculty and staff.

The result: we broke the event into two separate events; one for faculty and one for staff. We also bookmarked each with smaller events to make a full recognition week. Each recognition week was kicked off with a breakfast hosted by the President and Tod Hall Leaders, highlighted with the banquet, and then concluded with a reception at a downtown restaurant. For the banquets, we tried to elevate them a little more to reflect the importance of the awards. Small changes had noticeable effects. We switched from buffet to plated meals, we hired a pianist, we passed hors d'oeuvres and had a cheese display, recipients' biographies became a bigger part of the event, and we created and played a Power Point that displayed all that the faculty and staff do for YSU. The conception and initiation of these events were well received and a fiscally responsible plan was developed and put into place.

President Tressel summarized the intention of these changes in his weekly campus email when he stated, "As a campus community, these events are an important culmination of another successful academic year, and they give us the opportunity to show our appreciation for the many wonderful people who make YSU an institution of excellence." At the time of this report the faculty week had concluded with about 50 faculty members in attendance at the breakfast, 35 for the happy hour, and 200 for the banquet. Responses for the staff week are coming in with the breakfast well over 100 people, the banquet topping 150, and the happy hour reception near 60. We believe that the re-formatting of the Faculty and Staff Award Banquet was well received and will seek feedback with a debriefing meeting in the summer.

Another effort of University Events and many other campus departments and programs is to increase attendance at all campus event. To keep track of this effort, enclosed please find the Visitor Tracking Sheet which captures the total number of guests campus departments have attracted from July 1, 2015 to April 30, 2016.

Campus Visitor Report – July, 2015 through April, 2016

Department/College	Visitors
Admissions	3,844
Alumni/Pete's Pride	2,115
Athletics	235,950
BCOE	871
Bookstore	9,950
Campus Rec	12,632
Career Services	326
CCAC	10,412
CLASS	2,465
College in High School	2,623
DeBartolo Stadium Club	620
Diversity and Multicultural Affairs	354
Events	18,110
Financial Aid	3,326
Grad Studies	9
Honors College	892
Housing and Resident Life	
KILC	6,371
Marketing	30
McDonough	1,902
Orientation Services	2,977
Police	102
Pollock House	1,357
Provost	111
ROTC	
STEM	16,392
Student Activities	266
Student Diversity	2,128
Student Health Services	
Upward Bound	298
Veterans Resource Center	489
WCBA	5,759
WYSU	783
WELLNESS	2,137
Total	411,761
FY 2015 Total	534,123



WYSU-FM SPRING 2016 MEMBERSHIP DRIVE REPORT

WYSU-FM raised **\$118,848** from **1036** donors during its April 2016 “listener-friendly” campaign. Although the total was short of an aggressive goal, it was the second highest spring total ever. Members were reached through mail, email, the website, social media, and short air spots over two weeks without extensive program interruption. The entire traditional fund drive was eliminated for the third drive in a row.

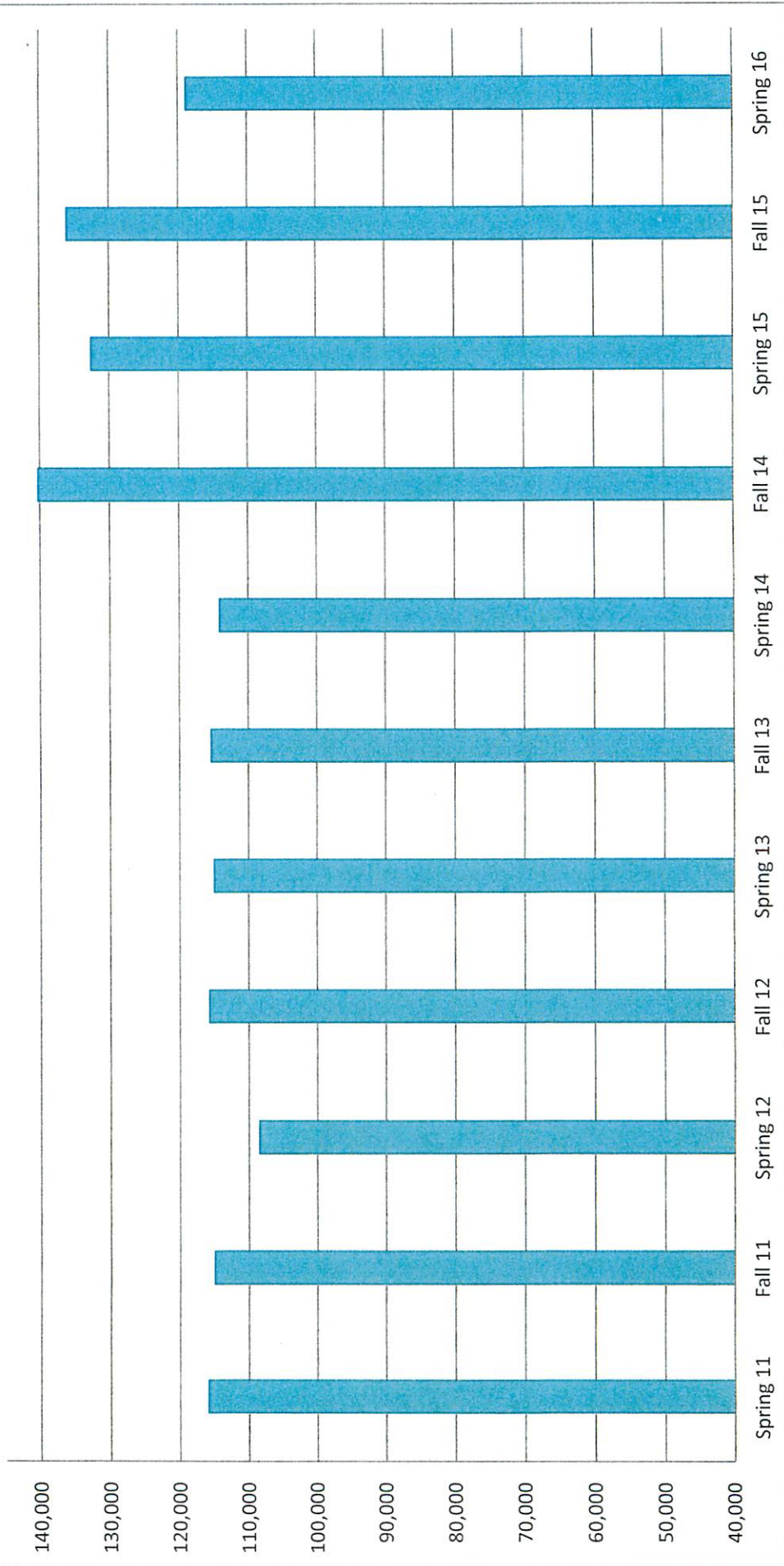
Corporate and foundation support for the drive was provided by The Thomases Family Endowment, The Lillian Schermer Charitable Trust, The Zita M. and Joseph DiYorio Charitable Foundation, The Warren P. Williamson Jr. Fund, The Youngstown Foundation, The Frank & Pearl Gelbman Foundation and the Law Firm of Mansell & Andrews

DRIVE SUMMARY:

Total Number of Pledges	1032
▪ Pledges from Ohio	857
▪ Pledges from Pennsylvania	153
▪ Pledges from other states	22 from 13 states
New Members	77
Renewing or Lapsed Members	810
Additional Gifts from Current Members	145
Totals Dollars Pledged	\$118,848 (2 nd highest spring total ever)
Average Pledge (mean)	\$115
Most Common Pledging Levels	\$60 (144 Pledges) \$40 (137 Pledges)

RECENT DRIVE HISTORY:

**WYSU Fund Drive History:
Spring 2011 - Spring 2016**



MEMORANDUM

TO: YSU Trustees
FROM: Carole Weimer, Chairperson
DATE: May, 2016
SUBJECT: **UPDATED** Important Upcoming University Events

Please be advised of the following upcoming events and add them to your calendars when possible. Hope to see you at many of these campus events this year!

YSU Foundation Donor Events

Wednesday, May 18 **Navarro Gift Announcement**
Place: Tod Hall Lobby
Time: 11:00 am

Tuesday, June 7 **Constantini Gift Announcement**
Place: Beede Field, Stambaugh Stadium
Time: 10:00 am

Friday, May 13 **Friend of the University honoring Roger and Gloria Jones**
Place: Stambaugh Auditorium Ballroom
Time: 6:30 pm cocktails; 7:30 pm dinner
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Wednesday, May 25 **Reading of the Names**
Place: Veterans Plaza/Ohio Room, Kilcawley Center
Time: 11:30 am ceremony, luncheon to follow
Contact: Rick Williams – 330-941-2506 or plwilliams@ysu.edu

Wednesday, June 1 **Quarterly Board of Trustees Committee Meetings**
Place: Board Meeting Room, First Floor, Tod Hall
Time: 12:00 pm
Academic and Student Affairs Committee
University Affairs Committee
Institutional Engagement Committee
Investment Subcommittee
Contact: Cindy Bell – 330-941-3102 or cmbell02@ysu.edu

Wednesday, June 1 **Board of Trustees Executive Committee Meeting**
Place: Pollock House; 603 Wick Avenue
Time: 6:00 pm
Contact: Cindy Bell – 330-941-3102 or cmbell02@ysu.edu

Thursday, June 2

Place:

Time:

Contact:

Quarterly Board of Trustees Committee Meetings

Board Meeting Room, First Floor, Tod Hall

9:00 am

Audit Subcommittee

Finance & Facilities Committee

Governance Committee

Cindy Bell – 330-941-3102 or cmbell02@ysu.edu**Wednesday, June 15**

Place:

Time:

Contact:

Board of Trustees Meeting

Board Meeting Room, First Floor, Tod Hall

3:00 pm

Cindy Bell – 330-941-3102 or cmbell02@ysu.edu**Wednesday, June 15**

Place:

Time:

Contact:

Summer Social for Current and Former Board Members

Pollock House; 603 Wick Avenue

6:00 pm

Erin DeBernardo – 330-941-2068 or ebdebernardo@ysu.edu**Saturday, June 25**

Place:

Time:

Contact:

YSU Alumni Night at the Scrappers

Eastwood Field in Niles

5:30 pm picnic, 7:00 pm game

Jackie LeViseur – 330-941-2136 or jmlevisieur@ysu.edu**Saturday, July 9 &****Sunday, July 10**

Place:

Time:

Contact:

YSU Summer Festival of the Arts

YSU Campus

10:00 am – 6:00 pm Saturday, 11:00 am – 5:00 pm Sunday

Lori Factor – 330-941-2307 or lafactor@ysu.edu**Other 2016 dates worth noting:**

- September 1—YSU Football Home Opener
- September 6 & 7—Board of Trustees Committee meetings
- September 14 —Board of Trustees meeting
- September 24 —Skeggs Lecture Series presents Anderson Cooper
- September 25—WCBA Honors Convocation
- October 26—Thomas Colloquium Lecture Series presents Lori Grenier
- October 29—YSU Homecoming vs. Indiana State
- November 5 & 18—YSU Crash Day
- November 30 & December 1—Board of Trustees Committee meetings
- December 14—Board of Trustees meeting
- December 15 & 16—Holiday Breakfast
- December 18—Fall Commencement