

# Youngstown

STATE UNIVERSITY

**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**David C. Deibel, Chair  
Harry Meshel, Vice Chair  
All Trustees are Members  
James P. Tressel, *Ex-Officio***

**Tuesday, December 1, 2015  
4:00 p.m. or immediately following  
previous meeting**

**Tod Hall  
Board Meeting Room**

## **AGENDA**

**A. Disposition of Minutes for Meeting Held September 8, 2015**

**B. Old Business**

**C. Committee Items**

**1. Consent Agenda**

- a. Resolution to Modify Display of the Flag of the United States of America Policy 3356-5-01** **Tab 1**  
**(Previous Policy Number 5001.01)**  
Shannon Tirone, Associate Vice President University Relations will report.

- b. Resolution to Modify Electronic Media Rights Policy, 3356-5-06** **Tab 2**  
**(Previous Policy Number 5006.01)**  
Shannon Tirone, Associate Vice President University Relations will report.

**2. University Relations Action Items**

- a. Resolution to Confirm Appointment of University Member to the Board of Directors of the Northeastern Educational Television of Ohio, Inc. (NETO)** **Tab 3**  
Shannon Tirone, Associate Vice President University Relations will report.

- b. Resolution to Accept Alumni Engagement and WYSU Memberships** **Tab 4**  
The Board of Trustees will accept 770 memberships from University Alumni Society and WYSU totaling \$61,601 through the first quarter of Fiscal Year 2016.  
Shannon Tirone, Associate Vice President University Relations will report.

### **3. University Events**

- a. New University Events Focus: Communication and Collaboration with Campus College, Departments and Programs**  
Shannon Tirone, Associate Vice President University Relations and Jackie LeViseur, Director of University Events will report.

### **4. University Police**

- a. Department Activity**  
Randy Williams and Bryan Remias, Lieutenants YSU Police Department will report.

### **5. YSU Foundation**

- a. Resolution to Name Venues in the Veterans Resource Center** **Tab 6**  
Paul McFadden, President YSU Foundation will report.
- b. Quarterly Gift Report** **Tab 7**  
The YSU Foundation received 686 gifts totaling \$1,567,572.42 for the first quarter of Fiscal Year 2016.  
Paul McFadden, President YSU Foundation will report.

### **D. New Business**

### **E. Adjournment**

**AGENDA ITEM: C.1.a.**

**AGENDA TOPIC:** Resolution to Modify Display of the Flag of the United States of America Policy, 3356-5-01 (Previous Policy Number 5001.01)

**STAFF CONTACT(S):** Shannon Tirone, Associate Vice President University Relations

**BACKGROUND:** The Division of University Relations continues to strive to maintain the consistency of The University's public image and ensure the appropriate use of The University's name and brand.

**SUMMARY AND ANALYSIS:** Modifications have been made to Policy 3356-5-01 (Previous Policy Number 5001.01) to reflect changes in university divisions and positions involved with the administration of policy.

**RESOLUTION:**

**RESOLUTION TO MODIFY  
DISPLAY OF THE FLAG OF THE UNITED STATES OF AMERICA  
POLICY, 3356-5-01  
(PREVIOUS POLICY NUMBER 5001.01)**

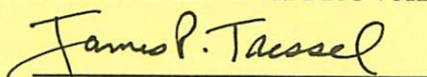
**WHEREAS,** the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

**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 Display of the Flag of the United States of America Policy number 3356-5-01 (Previous Policy Number 5001.01) of the *University Guidebook*, shown as Exhibit \_\_ attached hereto. A copy of the policy indicating changes to be made is also attached.

**RECOMMEND APPROVAL:**

  
James P. Tressel, President

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**







**AGENDA ITEM: C.1.b.**

**AGENDA TOPIC:** Resolution to Modify Electronic Media Rights Policy, 3356-5-06 (Previous Policy Number 5006.01)

**STAFF CONTACT(S):** Shannon Tirone, Associate Vice President University Relations

**BACKGROUND:** The Division of University Relations continues to strive to maintain the consistency of The University's public image and ensure the appropriate use of The University's name and brand.

**SUMMARY AND ANALYSIS:** Modifications have been made to Policy 3356-5-06 (Previous Policy Number 5006.01) to reflect changes in university divisions and positions involved with the administration of policy.

**RESOLUTION:**

**RESOLUTION TO MODIFY  
ELECTRONIC MEDIA RIGHTS POLICY, 3356-5-06  
(PREVIOUS POLICY NUMBER 5006.01)**

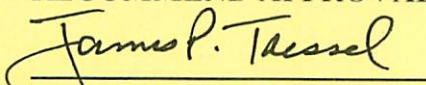
**WHEREAS,** the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

**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 Electronic Media Rights Policy number 3356-5-06 (Previous Policy Number 5006.01) of the *University Guidebook*, shown as Exhibit \_\_ attached hereto. A copy of the policy indicating changes to be made is also attached.

**RECOMMEND APPROVAL:**

  
James P. Tressel, President

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**

**3356-5-06 Electronic media rights.**

Previous Policy Number: 5006.01  
Responsible Division/Office: University Relations  
Responsible Officer: President and Associate Vice President for  
University Relations  
Revision History: May 1998; December 2010; December 2015  
Board Committee: Institutional Engagement  
**Effective Date:** December 16, 2015  
Next Review: 2020

---

- (A) Policy statement. The president, or designee, in order to gain the greatest possible external exposure for the university and to realize income when feasible, may grant electronic media rights.
- (B) Parameters.
- (1) All transmissions and/or distributions shall meet any applicable regulations placed upon the university by affiliated governing groups.
  - (2) Electronic media includes radio, television, internet, and any other transmission and/or distribution medium utilized to transmit non-instructional university events on a live or delay basis.
- (C) Procedures.
- (1) The office of marketing and communication is responsible for the external distribution of electronic media programs.
  - (2) Program initiatives that have the potential of generating income are subject to bid.
  - (3) The office of marketing and communication identifies, communicates appropriate electronic standards, reviews external programming activities, recommends new program initiatives, and packages all programs with income potential for bid.
  - (4) The office of marketing and communication recommends action to

the president for final decision.



**3356-5-06 Electronic media rights.**

Previous Policy Number: 5006.01  
Responsible Division/Office: University Advancement Relations  
Responsible Officer: President and Associate Vice President for  
University Relations  
Revision History: May 1998; December 2010; December 2015  
Board Committee: Institutional Engagement  
**Effective Date:** December ~~15, 2010~~ 16, 2015  
Next Review: ~~2015~~ 2020

---

- (A) Policy statement. The president, or designee, in order to gain the greatest possible external exposure for the university and to realize income when feasible, may grant electronic media rights.
- (B) Parameters.
- (1) All transmissions and/or distributions shall meet any applicable regulations placed upon the university by affiliated governing groups.
  - (2) Electronic media includes radio, television, internet, and any other transmission and/or distribution medium utilized to transmit non-instructional university events on a live or delay basis.
- (C) Procedures.
- (1) The office of marketing and communication is responsible for the external distribution of electronic media programs.
  - (2) Program initiatives that have the potential of generating income are subject to bid.
  - (3) The office of marketing and communication identifies, communicates appropriate electronic standards, reviews external programming activities, recommends new program initiatives, and packages all programs with income potential for bid.
  - (4) The office of marketing and communication recommends action to

| the president for ~~the~~ final decision.

**AGENDA ITEM: C.2.a.**

**AGENDA TOPIC:** Resolution to Confirm Appointment of University Member to the Board of Directors of the Northeastern Educational Television of Ohio, Inc. (NETO).

**STAFF CONTACT:** Shannon Tirone, Associate Vice President University Relations

**BACKGROUND:** The Western Reserve Public Media is owned and operated by Northeastern Educational Television of Ohio, Inc. (NETO), a consortium of The University of Akron, Kent State and Youngstown State University. The consortium provides no financial support to the organization.

**SUMMARY AND ANALYSIS:** NETO is advised by a community based board. This board is vested in a 15 member Board of Directors consisting of the Presidents of the University of Akron, Kent State University and Youngstown State University; and up to four members appointed by the President of each University, and confirmed by that University's Board of Trustees. At least three of the members shall not be employees of that University. The board term consists of a three-year term and may be reappointed by the University.

Current YSU Representation:

James P. Tressel  
President, Youngstown State University  
Ex Officio

Eugenia C. Atkinson  
Community Volunteer, Youngstown  
Non-YSU Employee member

Bonnie Deutsch Burdman  
Community Relations/Government Affairs  
Youngstown Area Jewish Federation  
Non-YSU Employee member

Proposed Member:

Dr. Cary Wecht  
Associate Dean, Creative Arts and Communication  
Youngstown State University  
YSU Employee member

**RESOLUTION:**



**RESOLUTION TO CONFIRM APPOINTMENT  
OF UNIVERSITY MEMBER TO THE BOARD OF DIRECTORS OF THE  
NORTHEASTERN EDUCATIONAL TELEVISION OF OHIO, INC. ("NETO")**

**WHEREAS**, there exists a 501(c)(3) corporation known as Northeastern Educational Television of Ohio, Inc. or "NETO" which consists of the Western Reserve Public Media and is made up of two separately licensed public television stations (WNEO and WEAO); and

**WHEREAS**, NETO is owned and operated by a consortium of Youngstown State University, The University of Akron and Kent State University; and

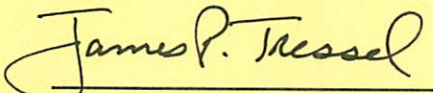
**WHEREAS**, the Board of Directors is made up of 15 members, consisting of the Presidents of the three consortium universities and four members appointed by the President of each University, three of whom shall not be employed by the university; and

**WHEREAS**, the NETO Bylaws requires that the University's Boards of Trustees confirm the President's appointments; and

**WHEREAS**, the President has appointed Dr. Cary Wecht as the university member on the Board of Directors of NETO to replace Bryan DePoy.

**NOW, THEREFORE, BE IT RESOLVED**, that the Board of Trustees of Youngstown State University hereby confirms the appointment of Dr. Cary Wecht as the university member on the Board of Directors of NETO.

**RECOMMEND APPROVAL:**



James P. Tressel, President

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**

**RESOLUTION TO CONFIRM APPOINTMENT OF  
UNIVERSITY MEMBER TO THE BOARD OF DIRECTORS OF THE  
NORTHEASTERN EDUCATIONAL TELEVISION OF OHIO, INC.  
("NETO")**

**WHEREAS**, there exists a 501(c)(3) corporation known as Northeastern Educational Television of Ohio, Inc. or "NETO" which consists of the Western Reserve Public Media and is made up of two separately licensed public television stations (WNEO and WEAO); and

**WHEREAS**, NETO is owned and operated by a consortium of Youngstown State University, The University of Akron and Kent State University; and

**WHEREAS**, the Board of Directors is made up of 15 members, consisting of the Presidents of the three consortium universities and four members appointed by the President of each University, three of whom shall not be employed by the university; and

**WHEREAS**, the NETO Bylaws requires that the University's Boards of Trustees confirm the President's appointments; and

**WHEREAS**, the President has appointed Dr. Cary Wecht as the university member on the Board of Directors of NETO to replace Bryan DePoy.

**NOW, THEREFORE, BE IT RESOLVED**, that the Board of Trustees of Youngstown State University hereby confirms the appointment of Dr. Cary Wecht as the university member on the Board of Directors of NETO.



**AGENDA ITEM: C.2.b.**

**AGENDA TOPIC:** Resolution to Accept Alumni Engagement and WYSU Memberships

**STAFF CONTACT:** Shannon Tirone, Associate Vice President University Relations

**BACKGROUND:** The Board of Trustees will accept 770 memberships from University Alumni Society and WYSU members totaling \$61,601 through the first quarter of Fiscal Year 2016. The President shall compile a list of gifts and terms, if any, to the University with recommendations to be presented at a regularly scheduled meeting of the Board of Trustees.

**SUMMARY AND ANALYSIS:** Exhibit \_\_ includes the development reports and executive summaries through the first quarter of Fiscal Year 2016 and Fiscal Year 2015. A summary of these reports is as follows:

- Year-to-date total was \$61,601 through the first quarter of Fiscal Year 2016. (See calculations for public number.)

**RESOLUTION:**

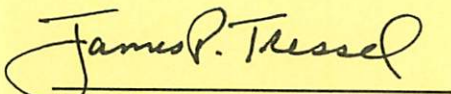
**RESOLUTION TO ACCEPT  
ALUMNI ENGAGEMENT AND WYSU MEMBERSHIPS**

**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 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 gifts on behalf of Youngstown State University and requests that the President acknowledge the acceptance of these memberships.

**RECOMMEND APPROVAL:**



James P. Tressel, President

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**

**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.

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**

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

<b>Memberships Received</b>	<b>Number of Memberships</b>	<b>Amount</b>
Alumni Relations	661 \$	46,620
WYSU-FM	109 \$	14,981
<b>Total University Memberships</b>	<b>770 \$</b>	<b>61,601</b>

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

<b>Memberships Received</b>	<b>Number of Memberships</b>	<b>Amount</b>
Alumni Relations	174 \$	8,580
WYSU-FM	1,009 \$	109,378
<b>Total University Memberships</b>	<b>1,183 \$</b>	<b>117,958</b>

**AGENDA ITEM: C.3.a.**

**AGENDA TOPIC:** New University Events Focus: Communication and Collaboration with Campus Colleges, Departments and Programs.

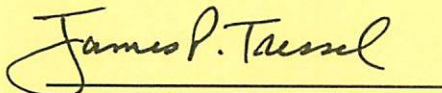
**STAFF CONTACT:** Shannon Tirone, Associate Vice President University Relations

**BACKGROUND:** A concise overview of the new Office of University Events format and focus and how increased communication and collaboration with colleges, departments and programs campus wide have resulted.

**SUMMARY AND ANALYSIS:** The overview will include a brief update on the design of the Office of University Events, team member roles and responsibilities as well as the purpose and plans of University Events to embody the identity of YSU through strategic events and programs that highlight YSU's vision.

**RESOLUTION: N/A – DISCUSSION ITEM ONLY**

**REVIEWED AS TO FORM AND CONTENT:**

A handwritten signature in cursive script that reads "James P. Tressel". The signature is written in black ink and is positioned above a horizontal line.

James P. Tressel, President

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**



**AGENDA ITEM: C.5.a.**

**AGENDA TOPIC:** Resolution to Name Venues in the Veterans Resource Center

**CONTACT(S):** Paul McFadden, President of YSU Foundation

**BACKGROUND:** The Board of Trustees authorizes the permanent naming of University facilities, Colleges and programs. Facility naming includes buildings, rooms and other portions within buildings, and areas and spaces within the defined limits of the campus. Colleges and programs may also be named including centers, departments or specific lecture series or symposiums.

**SUMMARY AND ANALYSIS:**

- Donors made gifts at naming levels as part of the Campaign for the Veterans Resource Center

**RESOLUTION:**

**RESOLUTION TO NAME  
VENUES IN THE VETERANS RESOURCE CENTER**

**WHEREAS,** Youngstown State University implemented a campaign to secure funding to construct a Veterans Resource Center to better serve its student veterans; and

**WHEREAS,** the following donors made gifts at naming levels as part of the campaign for the Veterans Resource Center:

\$200,000 from the James and Coralie Centofanti Charitable Foundation;

\$151,000 from Timothy J. Fyda

\$146,896 from John M. MacIntosh, Jr.;

\$100,000 from Flor "Shorty" Navarro;

\$100,000 from John and Denise DeBartolo York; and

**WHEREAS,** the University and the Board of Trustees wish to provide appropriate recognition to these individuals and foundation for their significant contributions and commitment to the students of Youngstown State University;

**NOW, THEREFORE, BE IT RESOLVED,** that the Board of Trustees of Youngstown State University will designate the following named venues in the Veterans Resource Center:

The James and Coralie Centofanti Charitable Foundation Community Room;

Walter and Betsy Fyda Day Room;

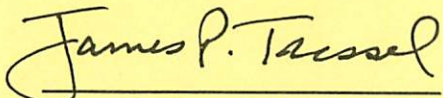
John M. MacIntosh, Jr. Conference Room;

The Brier Hill Room (named by John and Denise DeBartolo York);

Computer Laboratory (named by Shorty Navarro) in honor of an Alumnus to be identified at a later date; and

**BE IT FURTHER RESOLVED**, that a copy of this Resolution be presented to these generous donors.

**RECOMMEND APPROVAL:**

A handwritten signature in cursive script that reads "James P. Tressel". The signature is written in dark ink and is positioned above a horizontal line.

James P. Tressel, President

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**

**RESOLUTION TO NAME  
VENUES IN THE VETERANS RESOURCE CENTER**

**WHEREAS**, Youngstown State University implemented a campaign to secure funding to construct a Veterans Resource Center to better serve its student veterans; and

**WHEREAS**, the following donors made gifts at naming levels as part of the Campaign for the Veterans Resource Center:

\$200,000 from the James and Coralie Centofanti Charitable Foundation;

\$151,000 from Timothy J. Fyda

\$146,896 from John M. MacIntosh, Jr.;

\$100,000 from Flor "Shorty" Navarro;

\$100,000 from John and Denise DeBartolo York; and

**WHEREAS**, the University and the Board of Trustees wish to provide appropriate recognition to these individuals and foundation for their significant contributions and commitment to the students of Youngstown State University;

**NOW, THEREFORE, BE IT RESOLVED**, that the Board of Trustees of Youngstown State University will designate the following named venues in the Veterans Resource Center:

The James and Coralie Centofanti Charitable Foundation Community Room;

Walter and Betsy Fyda Day Room;

John M. MacIntosh, Jr. Conference Room;

The Brier Hill Room (named by John and Denise DeBartolo York);

Computer Laboratory (named by Shorty Navarro) in honor of an Alumnus to be identified at a later date; and

**BE IT FURTHER RESOLVED**, that a copy of this Resolution be presented to these generous donors.

**Board of Trustees Meeting  
December 16, 2015  
YR 2016 -**



**AGENDA ITEM: C.5.b.**

**AGENDA TOPIC:** Quarterly Gift Report

**CONTACT:** Paul McFadden, President of the YSU Foundation

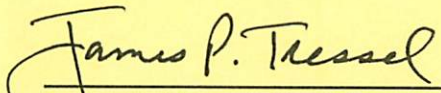
**BACKGROUND:** Paul McFadden, President of the YSU Foundation will provide a report on gifts received representing the first quarter of the 2016 fiscal year.

**SUMMARY AND ANALYSIS:** Exhibit \_\_ includes the report for the first quarter of Fiscal Year 2016. A summary of this report is as follows:

- A total of \$1,567,572.42 was received in the first quarter of Fiscal Year 2016 on behalf of YSU and the YSU Foundation. (See calculations for public number.)

**RESOLUTION: N/A – DISCUSSION ITEM ONLY**

**REVIEWED AS TO FORM AND CONTENT:**

  
James P. Tressel, President

**Board of Trustees Meeting  
December 16, 2015  
YR 2016-**

YSUF Gift Processing Summary - July, 2015 - September, 2015

	<u>July, 2015</u>	<u>August, 2015</u>	<u>Sept., 2015</u>	<u>Total July, 2015 - Sept., 2015</u>
Total Gift \$ Received/ Processed	\$964,946.83	\$282,637.90	\$319,987.69	\$1,567,572.42
Allocations:				
Rich Center	\$225.00	\$1,473.85	\$1,029.92	\$2,728.77
YSU	\$661,857.85	\$188,765.39	\$156,253.85	\$1,006,877.09
YSUF	<u>\$302,863.98</u>	<u>\$92,398.66</u>	<u>\$162,703.92</u>	<u>\$557,966.56</u>
Total Allocations	\$964,946.83	\$282,637.90	\$319,987.69	\$1,567,572.42
Pledges	\$21,850.00	\$18,400.00	\$775,150.00	\$815,400.00
Number of Gifts	250	234	202	686