

**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE**

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

**Tuesday, September 8, 2015**  
**4:00 p.m. or immediately following**  
**previous meeting**

**Tod Hall**  
**Board Meeting Room**

**AGENDA**

**A. Disposition of Minutes for Meeting Held June 17, 2015**

**B. Old Business**

**C. Committee Items**

**1. University Relations Action Items**

- a. Resolution to Modify WYSU Policy, 3356-5-08** **Tab 1**  
**(Previous Policy Number 5008.01)**  
Shannon Tirone, Associate Vice President University Relations will report.
- b. Resolution to Modify Alcoholic Beverages on Campus Policy, 3356-5-10** **Tab 2**  
**(Previous Policy Number 5011.01)**  
Shannon Tirone, Associate Vice President University Relations will report.
- c. Resolution to Accept Alumni Engagement and WYSU Gifts** **Tab 3**  
The Board of Trustees will accept 2,135 gifts from University Alumni Society and WYSU members totaling \$296,392 through the fourth quarter of Fiscal Year 2015.  
Shannon Tirone, Associate Vice President University Relations will report.

**2. Marketing Communications**

- a. New Marketing and Communications Operation with the Addition of the Web Team and the Graphic Team from Media** **Tab 4**  
Shannon Tirone, Associate Vice President University Relations, and Ross Morrone, Director Marketing will report.

### **3. University Police**

#### **a. Department Activity**

Randy Williams and Bryan Remias, Lieutenants YSU Police Department will report.

### **4. WYSU-FM**

#### **a. Status of Relocation to Melnick Hall**

Gary Sexton, Director WYSU-FM will report.

### **5. YSU Foundation**

#### **a. Quarterly Gift Report**

The YSU Foundation received 1,480 gifts totaling \$1,528,979.98 for the fourth quarter of Fiscal Year 2015.

Paul McFadden, President YSU Foundation will report.

**Tab 5**

#### **b. Resolution to Approve New University Wide Naming Menu and College Specific Naming Menus**

Paul McFadden, President YSU Foundation will report.

**Tab 6**

#### **c. Resolution to Approve New Donor Recognition Giving Levels**

Paul McFadden, President YSU Foundation will report.

**Tab 7**

#### **d. Resolution to Approve YSU Foundation Development Goals and Objectives for the Fiscal Year 2015 – 2016**

**Tab 8**

### **D. New Business**

### **E. Adjournment**

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

**AGENDA TOPIC:** Resolution to Modify WYSU Policy, 3356-5-08 (Previous Policy Number 5008.01)

**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 3356-5-08 (Previous Policy Number 5008.01) to reflect changes in university divisions and positions involved with the administration of policy and to update broadcast information.

**RESOLUTION:**

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

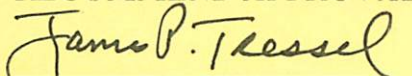
**WHEREAS,** the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

**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 \_\_ 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  
September 24, 2015  
YR 2016-**

**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

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- (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.

3356-5-08 WYSU.

(Previous Policy Number 5008.01)

Responsible Division/Office: WYSU-FM/University Advancement Relations  
Responsible Officer: Associate Vice President for University Advancement Relations  
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

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- (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 88.488.5 megahertz in Youngstown, at 90.188.1 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.



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

**AGENDA TOPIC:** Resolution to Modify Alcoholic Beverages on Campus Policy, 3356-5-10 (Previous Policy Number 5011.01)

**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 3356-5-10 (Previous Policy Number 5011.01) to reflect changes in university divisions and positions involved with the administration of policy. Also, details specific permits and university procedures associated with policy.

**RESOLUTION:**

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

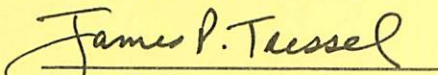
**WHEREAS,** the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

**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 \_\_ 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  
September 24, 2015  
YR 2016-**



**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: Institutional Engagement  
**EFFECTIVE DATE: September 24, 2015**  
Next Review: 2020

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- (A) Policy statement. The associate vice president of university relations 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 requirements, 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 of university relations 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 the 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 operate 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 approved by the associate vice president of university relations. 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 business operations.
  - (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.



**3356-5-10 Alcoholic beverages on campus.**

(Previous Policy Number 5011.01)

Responsible Division/Office: University ~~Advancement~~Relations  
Responsible Officer: ~~President~~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: ~~2015~~20

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- (A) Policy statement. The associate vice president of university relations 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 requirements, 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 of university relations 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 ~~obtained~~submitted in writing prior to the event ~~from to~~ the office of university events management and approved by the 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 lounge.
- (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 operate to promoting~~ 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 events management university events and approved by the associate vice president of university relations. 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~~ business operations.
  - (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 sponsoring ~~group~~ having or obtaining an



appropriate permit from the Ohio division of liquor control to sell such beverages. The sponsoring 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.

**AGENDA ITEM: (C.1.c.)**

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

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

**BACKGROUND:** The Board of Trustees will accept 2,135 gifts from University Alumni Society and WYSU members totaling \$296,392 through the fourth quarter of Fiscal Year 2015. 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 third quarter of Fiscal Year 2015 and Fiscal Year 2014. A summary of these reports is as follows:

- Year-to-date total was \$296,392 through the fourth quarter of Fiscal Year 2015. (See calculations for public number.)

**RESOLUTION:**

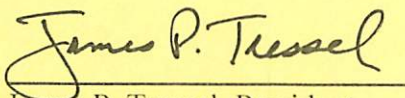
**RESOLUTION TO ACCEPT ALUMNI ENGAGEMENT AND WYSU GIFTS**

**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 \_\_ 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.

**RECOMMEND APPROVAL:**



James P. Tressel, President

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**

**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 \_\_ 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.

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**

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

<b>Gifts Received</b>	<b>Number of Gifts</b>	<b>Amount</b>
University Development <i>(Total through 3-31-15: YSU Foundation will report FY15 4th quarter figures.)</i>	3,927 \$	3,689,069
<b>Total University Gifts</b>	<b>3,927 \$</b>	<b>3,689,069</b>
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**

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



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

**AGENDA TOPIC:** New Marketing and Communications Operation with the Addition of the Web Team and the Graphic Team from Media.

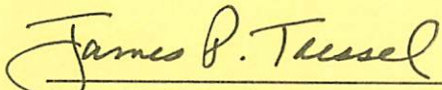
**STAFF CONTACT:** Shannon Tirone, Associate Vice President University Relations

**BACKGROUND:** A brief and general overview of the new Office of Marketing and Communications operations and responsibilities.

**SUMMARY AND ANALYSIS:** The overview will include a brief update on the new organization layout of the Office of Marketing and Communications and the responsibilities of the web and graphic services, marketing, and communications areas within the office. Also included will be an update on how the re-organization will impact the services provided to administrative, departmental and academic divisions across campus.

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

**REVIEWED AS TO FORM AND CONTENT:**



James P. Tressel, President

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**

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

**AGENDA TOPIC:** Quarterly Gift Report

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

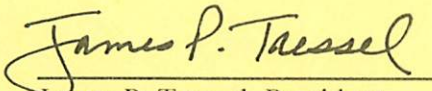
**BACKGROUND:** Paul McFadden, President of the YSU Foundation will provide a report on gifts received representing the fourth quarter of the 2015 fiscal year.

**SUMMARY AND ANALYSIS:** Exhibit \_\_ includes the report for the fourth quarter of Fiscal Year 2015. A summary of this report is as follows:

- A total of \$1,528,979.98 was received in the fourth quarter of Fiscal Year 2015 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  
September 24, 2015  
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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>
<b>Total Gift \$ Received/ Processed</b>	\$342,663.13 (1)	\$536,986.05	\$649,330.80	\$1,528,979.98 (1)
<b>Disbursements:</b>				
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
<b>Total Rich Center</b>	<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
<b>Total YSU</b>	<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)
<b>Total YSUF</b>	<u>\$187,941.94</u>	<u>\$417,684.19</u>	<u>\$129,240.41</u>	<u>\$734,866.54</u>
<b>Total Allocations</b>	<u>\$342,663.13</u>	<u>\$536,986.05</u>	<u>\$649,330.80</u>	<u>\$1,528,979.98</u>
<b>Pledges</b>	\$212,350.00	\$9,050.00	\$632,850.00	\$854,250.00
<b>Number of Gifts</b>	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.



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

**AGENDA TOPIC:** Resolution to Approve New University Wide Naming Menu and College Specific Naming Menus

**STAFF CONTACT(S):** Paul McFadden, President YSU Foundation will report.

**BACKGROUND:** Per University Policy 4004.01, the Board may name physical spaces on campus in recognition of donor philanthropy or service to the University.

**SUMMARY AND ANALYSIS:** To assure campus wide consistency in naming's, a primary University naming menu has been created. Additionally, six naming menus, specific to each college have been created.

**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

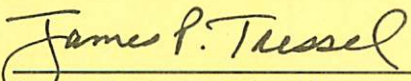
**WHEREAS,** YSU has a tradition of celebrating and recognizing significant donor philanthropy through the naming of physical spaces on campus; and

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

**WHEREAS,** to maintain campus wide consistency in major gift naming's, 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.

**RECOMMEND APPROVAL:**

  
James P. Tressel, President

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**

**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 opportunity's suitable for various levels of major philanthropic investments in the University: and

**WHEREAS**, to maintain campus wide consistency in major gift naming's 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.

**Board of Trustees Meeting  
September 24, 2015  
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### 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

#### *\$1.5 Million and Above*

Endowed Chair  
Academic Departments & Schools  
Kilcawley Fountain Plaza  
Honors College

#### *\$1 Million and Above*

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

#### *\$500,000 and Above*

Electronic Classrooms  
Lecture Halls  
Endowed Professorship

#### *\$250,000 and Above*

Academic Laboratories  
Graduate Fellowships  
Lobbies

#### *\$100,000 and Above*

Academic Classrooms

### ENDOWED SCHOLARSHIP LEVELS

#### *\$400,000 and Above*

“Summa Cum Laude”

#### *\$200,000 and Above*

“Magna Cum Laude”

#### *\$100,000 and Above*

“Cum Laude”

#### *\$50,000 and Above*

“Legatum” (Legacy)

#### *\$25,000 and Above*

“Fidelis” (Loyal)



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

**Schools**

School of Management  
School of Marketing and Advertising

*Private Consultation with Dean and President*

**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**

*Private Consultation with Dean and President*

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

**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**

**\$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



**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)	<b>\$1,000,000 and above</b>
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	<b>\$500,000 and above</b>
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)	<b>\$250,000 and above</b>
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	<b>\$100,000 and above</b>
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	

**AGENDA ITEM: C.5.c.**

**AGENDA TOPIC:** Resolution to Approve New Donor Recognition Giving Levels

**STAFF CONTACT(S):** Paul McFadden. President YSU Foundation will report.

**BACKGROUND:** Youngstown State University and the Youngstown State University Foundation seek to establish society levels to recognize donors at various levels of major philanthropy to University or the Foundation.

**SUMMARY AND ANALYSIS:** YSU and the YSU Foundation are most fortunate to have a long history and tradition of major philanthropic support to further the mission of YSU. Recognizing that these philanthropic gifts vary in the amount of donor commitment, YSU and the YSU Foundation seek to create giving society's to appropriately celebrate and recognize donors for their level of philanthropy.

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

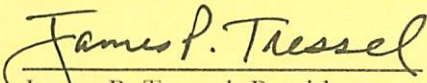
**WHEREAS,** Youngstown State University and the Youngstown State University Foundation are in the planning stages for a comprehensive Capital Campaign; and

**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.

**RECOMMEND APPROVAL:**

  
James P. Tressel, President

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**

**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.

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**



## 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**

## 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:

<b>Naming Opportunities</b>	<b>Minimum gift required</b>
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

<b>Naming Opportunities</b>	<b>Minimum gift required</b>
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.

<b>Naming Opportunities</b>	<b>Minimum gift required</b>
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

<b>Naming Opportunities</b>	<b>Minimum gift required</b>
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.

<b>Naming Opportunities</b>	<b>Minimum gift required</b>
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

**AGENDA ITEM: C.5.d.**

**AGENDA TOPIC:** Resolution to Approve YSU Foundation Development Goals and Objectives for the Fiscal Year 2015 – 2016.

**STAFF CONTACT(S):** Paul McFadden, President YSU Foundation will report.

**BACKGROUND:** Per the “Youngstown State University Development Function Transfer and Service Agreement” between Youngstown State University and the YSU Foundation. It is required an annual development plan be submitted to the YSU Board of Trustees.

**SUMMARY AND ANALYSIS:** The Development Goals and Objectives for Fiscal Year 2015 – 2016 are attached.

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

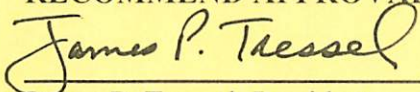
**WHEREAS,** Youngstown State University and the Youngstown State University Foundation are in the planning stages for a comprehensive Capital Campaign; and

**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.”

**RECOMMEND APPROVAL:**



James P. Tressel, President

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**

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

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**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.”

**Board of Trustees Meeting  
September 24, 2015  
YR 2016-**





YOUNGSTOWN STATE UNIVERSITY  
FOUNDATION

Youngstown  
STATE UNIVERSITY

## **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