

**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE**

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

**BACKGROUND MATERIALS  
Tuesday, December 1, 2015**

- |  |              |
|--|--------------|
| <b>1. Alumni Engagement Calendar and Report</b>              | <b>Tab 1</b> |
| <b>2. Marketing Communications Highlights</b>                | <b>Tab 2</b> |
| <b>3. University Events Update and Campus Visitor Report</b> | <b>Tab 3</b> |
| <b>4. WYSU-FM Fall 2015 Membership Drive Report</b>          | <b>Tab 4</b> |

**BACKGROUND MATERIALS:**  
Institutional Engagement

**TAB 1:** Alumni Engagement Calendar and Report

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

**HIGHLIGHTS OR ISSUES:**

- Since the last board meeting, the Office of Alumni Engagement has coordinated numerous outreach efforts that include direct mail, campus and community events that have reached over 25,000 people and garnered positive feedback in the community and local media.
- Since its inception in July, 2014, 1,123 individuals have registered for Pete's Pride. They are engaged on campus and in the community in support of the recruitment, mentoring, and networking efforts of Youngstown State University.

**TAB 2:** Marketing Communications Highlights

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

**HIGHLIGHTS OR ISSUES:**

- Several initiatives of the YSU Communications staff experienced significant growth in FY 2015, including activity on the YSU News Center and YSU Merit Student Success websites and the university's social media feeds. The report also includes information on news media coverage, internal communications efforts and the award-winning *YSU Magazine*.

**TAB 3:** University Events Update and Campus Visitor Report

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

**HIGHLIGHTS OR ISSUES:**

- Please note numerous University, alumni, and community events scheduled during the 2016 Spring Semester. Since the last Board of Trustees meeting, the Office of University Events has coordinated numerous campus and community events that have reached over 164,230 people and garnered positive feedback in the community and local media.

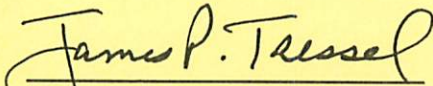
**TAB 4: WYSU-FM Fall 2015 Membership Drive Report**

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

**HIGHLIGHTS OR ISSUES:**

- Since the last Board of Trustees meeting, the WYSU-FM Fall Membership Drive was completed. WYSU-FM raised \$136,096 in pledges from 1,098 donors (including 107 new members) during its fundraising campaign, which took place in October 2015. The total represents the second highest ever amount raised.

**REVIEWED:**

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



**OFFICE OF ALUMNI ENGAGEMENT CALENDAR AND REPORT**

*September 2015*

**Connections by the Numbers:**

Since the last Board of Trustees meeting, the Office of Alumni Engagement has coordinated numerous outreach efforts that include direct mail, campus and community events that have reached over 25,000 people and garnered positive feedback in the community and local media. Alumni events over the summer and fall have attracted attendance by alumni chapters and affinity groups – both on and off campus. All events fall in line with one or more of the Alumni Engagement Strategic Plan Cornerstones:

**Cornerstone 1: Foster Student to Alumni Experience**

**Monday, May 4 -  
Wednesday, May 6**

Purpose:

**Cap and Gown Pick Up, Grad Central**

Offered two year memberships for \$20. For the first-time ever, collected personal email addresses for subsequent electronic contact to minimize postage costs; 987 obtained/1200 students attended for an 83% increase

**Wednesday, August 19**

Purpose:

**Welcome Week Block Party**

2 Pete's Pride members welcomed freshman to campus at this tabling event. Provided information on the Alumni Society Legacy Scholarship and Pete's Pride mentoring program

**Monday, November 30 -  
Wednesday, December 2**

Purpose:

**Cap and Gown Pick Up, Grad Central**

Distribute membership information, obtain personal email addresses

**Cornerstone 2: Build and Sustain Alumni Engagement**

**Saturday, July 11**

Purpose:

**Theta Chi Reunion**

Welcome alumni back to campus; 85 in attendance

**Sunday, July 12**

Purpose:

**Half Century Reunion**

Honor graduates of 50 years or more; 82 in attendance

**Thursday, July 23**

Purpose:

**Alumni Society Board Meeting**

Quarterly meeting of the Board; 14 Board members in attendance

<b>Tuesday, July 28</b>	<b>College of Creative Arts and Communications Bradenton, Florida Alumni List</b>
Purpose:	Provided data of 95 YSU Alumni for informal gathering in Florida with college personnel
<b>Wednesday, August 5</b>	<b>Alumni Night at the Pittsburgh Pirates</b>
Purpose:	Foster YSU pride and socialize with alumni; 116 in attendance
<b>Friday, August 7</b>	<b>Sigma Tau Reunion</b>
Purpose:	Welcome alumni back to campus, socialize; 44 in attendance
<b>Thursday, August 20</b>	<b>Carnegie Hall Alumni Performance</b>
Purpose:	Provided data of 690 YSU Alumni for invite to Dana School of Music performance on November 27 in New York City
<b>Wednesday, September 2</b>	<b>Jazz Alumni Brunch</b>
Purpose:	Provided data of 509 YSU Alumni for invite to luncheon
<b>Thursday, September 10</b>	<b>Veterans and ROTC Alumni Reunion</b>
Purpose:	Provided data of 1,906 YSU Alumni for invite to reunion
<b>Thursday, September 10</b>	<b>Dana School of Music Alumni Reunion</b>
Purpose:	Provided data of 1,674 YSU Alumni for invite to reunion

**Cornerstone 3: Develop Working Partnerships with Campus and Community Groups**

<b>Saturday, July 11 - Sunday, July 12</b>	<b>Summer Festival of the Arts</b>
Purpose:	Provided membership information to campus visitors; 18 people visited the table
<b>Wednesday, July 15</b>	<b>75<sup>th</sup> Anniversary Homecoming King &amp; Queen Reunion</b>
Purpose:	Researched and provided data of 110 former Kings and Queens for invitation to Homecoming Reunion on October 17
<b>Tuesday, July 28</b>	<b>YSU Women's Club Membership Appeal</b>
Purpose:	Provided data of 808 YSU Retirees for membership appeal to solicit for scholarship funds
<b>Tuesday, July 28</b>	<b>Newman Club Appeal</b>
Purpose:	Provided data of 512 YSU Alumni for appeal to solicit for memberships
<b>Tuesday, July 28</b>	<b>Collegiate Insurance Resources Solicitation</b>
Purpose:	Provided data of 1,262 prospective YSU Alumni to provide the opportunity to purchase insurance prior to graduation



- Saturday, September 12** **YSU vs. Robert Morris - Tailgate prior to game**  
 Purpose: Alumni & Guests supported YSU and Football Program; 50 in attendance
- Monday, September 14** **China Visit by Provost's Office**  
 Purpose: Researched and provided data of 18 alumni and friends in China for meetings during the recruitment visit
- Saturday, September 19** **YSU vs. St. Francis (PA) - Tailgate prior to game**  
 Purpose: Alumni & Guests supported YSU and Football Program; 60 in attendance
- Tuesday, September 22** **Social Work Conference**  
 Purpose: Provided data of 338 MSW, BSW and SST graduates for notification of the upcoming conference
- Saturday, September 26** **Tree Dedication at DeBartolo Hall**  
 Purpose: Honor donor for contribution of tree to memorialize loved one 45 in attendance
- Wednesday, September 30** **Northeast Ohio Recruitment Visits**  
 Purpose: Researched and provided address/employment data of alumni in Summit, Lorain, Lake, Richland and Ashtabula counties for mentions of Notable Alums during recruitment visits

**Cornerstone 4: Cultivate and Maximize the Potential of our Volunteers and our Alumni Board**  
*(Pete's Pride Volunteer Activities-As of 10/20/15 there are 1123 registered Pete's Pride members in 33 states)*

- Ongoing:** **Graduate Program Alumni Quotes**  
 Purpose: Masters and post-graduate alumni are invited to share their experiences with their academic programs through short quotes that may be used on the new YSU website
- Ongoing:** **Career Mentoring Network**  
 Purpose: Pete's Pride members are registering for the new Career Mentoring Network, in cooperation with Career Services. Students will be able to search a database for Pete's Pride members in their fields
- Saturday, July 11 - Sunday, July 12** **Summer Festival of the Arts**  
 Purpose: Pete's Pride reached goal of 1000 members on July 11; 2 Pete's Pride members guided tour groups to the WATTS Center and Rec Center during Theta Chi and Half Century Club reunions; 18 Pete's Pride members staffed a tent with the Office of Admissions to provide recruitment information and engage the community in Pete's Pride and other alumni activities

**Mondays, July 13 & 27-**

Purpose:

### **Experience Y Day**

14 Pete's Pride members interacted with visiting students and their guests at the Pollock House in the morning and during lunch in Christman Dining Hall

**July 14 & 23-**

**August 3 & 10**

**September 14 & 15**

Purpose:

### **College Credit Plus Orientation Resource Fair**

15 members staffed a table to promote YSU and share their experiences with CCP students and families

**Saturday, August 15**

Purpose:

### **Veterans Resource Fair**

10 Pete's Pride members interacted with Veterans, Active Duty Personnel, National Guard, Reservists and family members who attend to connect with agencies, groups and organizations that provide military and veteran services

**Monday, August 17 -**

**Tuesday, August 18**

Purpose:

### **Ignite**

11 Pete's Pride members provided assistance as students were acclimated to campus life during the Ignite orientation program

**Thursday, August 20**

Purpose:

### **Pete's Pride Volunteer Appreciation Reception**

Almost 90 attendees celebrated Pete's Pride's one-year anniversary. Members who have volunteered in some capacity interacted with each other and received updates during this social gathering

**Saturday, August 29**

Purpose:

### **Meet the Marching Pride**

4 Pete's Pride members mingled with the crowd and passed out materials in Stambaugh Stadium. Welcomed community members and provided recruitment information

**Beginning September 1**

Purpose:

### **Letter Writing Campaign**

The letter writing campaign to admitted students resumed in late September. Pete's Pride members wrote to over 4800 admitted students during letter writing campaign last year

**Wednesday, September 2 -**

**Monday, September 7**

Purpose:

### **Canfield Fair**

39 Pete's Pride members helped staff the YSU tent at the Canfield Fair. Promote YSU and shared their positive experiences with community members

**Friday, September 4**

Purpose:

### **United Way Day of Caring**

9 Pete's Pride members represented the University as they took on a painting project at Youngstown Hearing and Speech



- Saturday, September 12** **YSU vs. Robert Morris - Tailgate prior to game**  
 Purpose: Pete's Pride members volunteered to assist with registration and interact with visitors throughout the tailgate lot; 50 in attendance
- Wednesday, September 16** **Majors Fair**  
 Purpose: 6 Pete's Pride members were paired with faculty members in the departments from which they earned their degrees, to answer questions about their career fields and talk with current students about how their YSU majors helped them on their career paths
- Wednesday, September 16 & Thursday, October 8** **Centofanti Symposium and Skeggs Lecture Series**  
 Purpose: 8 Pete's Pride members shared YSU information with the community
- Thursday, September 17** **Mahoning Valley Young Professionals Campus Tour**  
 Purpose: 3 Pete's Pride members interacted with MVYP members and assisted with logistics
- Saturday, September 19** **YSU vs. St. Francis (PA) - Tailgate prior to game**  
 Purpose: Pete's Pride members volunteered to assist with registration and interact with visitors throughout the tailgate lot; 60 in attendance
- Wednesday, September 30** **Career Fair and Graduate Fair**  
 Purpose: 16 Pete's Pride members interacted with current students and assisted the Office of Career Services with event logistics during the Career Fair; 5 Pete's Pride members were paired with faculty members from their graduate programs, to share with potential students how their graduate degrees aided their career paths
- Friday, October 16** **Classroom Presentations**  
 Purpose: 2 Pete's Pride members presented information to first-year students on undecided major services, on behalf of Career Services
- Friday, October 16 & Friday, October 30** **Experience Y Day**  
 Purpose: 14 Pete's Pride members volunteered, welcoming prospective students and their families to the Pollock House and interacting with them during lunch
- September – October** **High School Football Games**  
 Purpose: 15 Pete's Pride members are assisting the Office of Admissions in the President's Loge, by mingling and sharing positive YSU experiences with high school principals and guidance counselors when their teams play at Stambaugh Stadium



**September – November**  
Purpose:

**YSU Football Season Volunteering**

10 Pete's Pride members are interacting with alumni and Penguin fans during the Alumni Tailgate and Terrace Dinner events before each home football game; 19 Pete's Pride members are welcoming guests and providing direction from parking to the President's Loge; 5 Pete's Pride members judged the Homecoming floats

**September – November**  
Purpose:

**Regional Recruitment**

4 Pete's Pride members have assisted with college fairs and high school visits in the Cleveland and Toledo areas, alongside Admissions staff members; 3 Pete's Pride members volunteered in Columbus at a guidance counselor program and prospective student reception; 9 Pete's Pride members are scheduled to assist at upcoming guidance counselor and prospective student programs in Cleveland and Pittsburgh

Upcoming Activities:

**Friday, November 20**  
Purpose:

**Crash Day**

Pete's Pride members will welcome and interact with students/guests at the WATTS Center and during lunch in the Chestnut Room during this large group visit day

**December 7-10 and 12**  
Purpose:

**College of Creative Arts and Communications INFO-na-thon**

Pete's Pride members will contact CCAC alumni by phone to obtain current contact information to enhance communications between YSU and CCAC alumni

**December 10 and 11**  
Purpose:

**Holiday Breakfast**

Pete's Pride members will provide staff support for Kilcawley Center, while interacting with campus employees

**OFFICE OF ALUMNI ENGAGEMENT REPORT**

*September 2015*

**MEMBERSHIP REPORT**

The Office of Alumni Engagement raised **\$46,620** in memberships from **661** alumni members (including **292 new members**) for the first quarter of Fiscal Year 2016. In August 2015, the office initiated its first comprehensive membership appeal, which was very well received as detailed in the statistics below. The membership form was strategically designed to capture updated employment information, email address, and cell phone in order to improve the quality of the Alumni database for subsequent contact. Prospective members were offered a variety of mechanisms to purchase memberships including mail, phone, or via the website, to allow for an increased rate of return.

**MEMBERSHIP STATISTICS:**

<b><i>Current to 9/30/15:</i></b>	
Active Memberships	2,620 from 46 states
▪ Life Members	1155
▪ Members from Ohio	1872
▪ Members from Pennsylvania	206
▪ Members from Florida	107
▪ Most Common Membership Level	Single Life Membership with 724 members
<b><i>Quarter 7/1/15 to 9/30/15:</i></b>	
Dollars Received	\$46,620 from 661 members
▪ Renewing/Lapsed Members	369
▪ New Members	292

**ALUMNI DATABASE REPORT**

A concentrated effort is being made to increase the number of addresses, email addresses, cell phone and employment information captured to improve the quality of the database for subsequent mailings and reduce postage costs. Evidence of this includes an Alumni Update Form website link being included in the YSU Magazine and all Athletic newsletters and review and input of Canfield Fair raffle ticket information. Email updates have been captured from returned email notifications for the Las Vegas Alumni Event, YSU vs. Pitt Tailgate, Alumni Night at the Pittsburgh Pirates, WYSU FM's solicitations and Grad Central.

The Office of Alumni Engagement is working diligently with campus entities to educate them of the importance of requesting mailing information from the office every time they plan on contacting alumni, as well as relaying updated information to the department. The office provides alumni lists to the deans and departments for various purposes including reaccreditation, recruitment visits, lectures, magazines, newsletters, invitations, solicitations, award banquets, etc.

**ALUMNI STATISTICS:**

Total Number of Living Alumni	<b>90,500</b>	
▪ Addressable Alumni	<b>79,288</b>	<b>88%</b>
▪ Phoneable Alumni	<b>74,388</b>	<b>82%</b>
▪ Emailable Alumni	<b>30,703</b>	<b>34%</b>
▪ Employment Information	<b>43,812</b>	<b>49%</b>
Total Number of Reports Provided to Deans/Departments/Vendors	<b>61</b>	



# Youngstown

STATE UNIVERSITY

## *Highlights of the activity of the YSU Communications staff for Fiscal Year 2015*

### YSU News Center

*The YSU News Center ([www.ysunews.com](http://www.ysunews.com)) is the major vehicle for communicating university information to the public, including regional and national news media:*

512 News items posted.  
194,166 page views (up 10 percent from previous year).  
112,231 Sessions (+18 percent).  
74,350 Users (+20 percent).

### YSU Merit

*The YSU Merit page (<http://ysu.meritpages.com/>) is one of the university's major vehicles for recognizing and celebrating student success:*

13,132 individual student achievements.  
3,916 individual news stories (+62 percent).  
788 media outlets covering 14,612 postal codes, from Hawaii to Maine.  
255,282 social media impressions, including Facebook and Twitter.  
32,546 online page views (+49 percent).  
18,353 students with Merit pages (+16 percent).

### Social Media

96,380 followers, **up 37 percent** from previous year (Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube, Periscope).

329 average daily Facebook Likes, Comments, Shares (+222 percent).

### Media coverage

15,778 news stories in U.S. media, primarily from stories sent out by YSU (excluding sports).

### YSU Magazine

*YSU Magazine ([ysumagazine.org](http://ysumagazine.org)) is the university's targeted vehicle for communicating with alumni, friends, supporters, faculty and staff:*

Gold Award, National Collegiate Advertising Awards.  
85,776 readers per issue across all 50 states.

### Internal Communications

92,619 "This Week at YSU" emails to faculty and staff.  
13 editions, *YSUupdate* newsletter

### Miscellaneous

878 notes from President Tressel  
220 photo assignments completed

105 faculty/staff achievement stories  
65 campus marquee updates

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

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*December 2015*

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

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.

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. This purpose also has the added benefit of conserving University funds.

**Overview**

The office of University Events develops, plans and implements comprehensive events and manages special projects that engage internal and external constituents. Through these activities, we provide experiences that enhance the understanding of and visualize YSU's brand, and help foster support and involvement in the mission and goals that define YSU as an urban research university.

University Events is made up of four team members. Erin DeBernardo, administrative assistant, who focuses on coordinating Presidential and Youngstown Day events. Mollie Hartup, Assistant Director, who focuses on faculty, staff and college events, and the Canfield Fair. Jackie LeViseur, Director, who focuses on ceremonial events, large scale lectures and community events. Christina Texter, administrative assistant, who focuses on room reservations, board reports and grad central.

The University Events team, as a whole, works together in different aspects on large-scale, high-impact events. We offer support and guidance to the YSU community ranging from full-service event planning to answering protocol and policy questions and offering systems for event success. We work closely with the other departments within the division of University Relations, especially Marketing and Communications and Alumni Engagement, to strategically maximize opportunities to celebrate the university's efforts and successes. This has been done, in particular, with the creation and implementation of the standard "University Look".

Working with Marketing and Communications, this look was designed in order to get all University events consistent in appearance to market the YSU brand. This streamlined look was first unrolled with the Honors Convocation ceremonies, then fully implemented with spring commencement. All deans, campus event planners and reservationists, departments and colleges have been educated on the need to enact the look at their events.

All campus has been informed of the items available through University Events for their events. Items include university and college-specific banners, table runners, YSU pendants, mascot

costume, podium banners, easels, and floral arrangements and centerpieces. Having these items stored in one central location, makes it convenient for the campus community to obtain their requested materials. Our team gets requests on a daily basis from colleges and departments. We work with them in a timely manner and make the rental process as convenient as possible. A rental system will soon be available online at the YSU website.

University Events offers a one stop shop that makes better use of YSU dollars. Our team researches and tests materials and products to insure quality and durability. We want products that last, so that replacement costs are kept at a minimum. Money is also saved because departments no longer have to use their resources and time to create and order event materials. We take care of that for them.

To summarize, University Events is charged with the creation, coordination and assistance of events on a broader scale that maintain a sleek University Look. Our team communicates and visualizes YSU's message, motivation and image in the best way possible to internal and external audiences. In doing so, we hope to build campus and community spirit, highlight all that the University has to offer, and make marketing the YSU brand, providing quality service, advocating collaboration and saving money top priorities.

Campus and Community events where the University Look has been instituted include, but are not limited to:

- Crash Days
- Admission Recruitment Fairs
- Career Fairs
- Experience Y Days
- Alumni Reunions and Dedication Ceremonies
- Groundbreaking Ceremonies
- Ceremonial events
- News Conferences
- Silly Science Day
- Veterans Resource Center Fair
- Skeggs and Centofanti Lecture Series
- Majors Day
- Fall Fire Fest
- Homecoming Parade
- Canfield Fair
- State of the University Address
- College Credit Plus Sessions
- YSU Night at The Scrappers
- Grad Studies Fair
- Press Day
- College in High School
- Pollock House Events
- Pete's Pride Events
- Honors Institute Celebration
- Summer Festival of the Arts Opening Ceremony



- YSU Walking Tour
- STEM Robotics Competition
- YSU Management Conference
- Dana School of Music Open House
- Diversity Prom

**Campus Visitor Report – July through October 2015**

Department/College*	Number of Visitors
Admissions	324
Alumni/Pete's Pride	1066
Athletics	116265
BCOE	292
Bookstore	7350
Campus Rec	2466
Career Services	321
CCAC	4837
CLASS	1515
Events	11350
Financial Aid	1682
Grad Studies	5
Honors College	143
KILC	2235
McDonough	163
Orientation Services	331
Planetarium	2046
Police	96
Pollock House	686
Provost	28
STEM	4037
Student Activities	266
Student Diversity	1411
Upward Bound	150
Veterans Resource Center	182
WCBA	1716
Wellness	651
WYSU	620
<b>TOTAL</b>	<b>162,234</b>

*\*Only those departments/colleges listed reported numbers. An updated visitor count through November will be available at the December meeting.*

## WYSU-FM FALL 2015 MEMBERSHIP DRIVE REPORT

WYSU-FM raised **\$136,096** from **1098** donors during its October 2015 “listener-friendly” campaign. Members were reached through mail, email, the website, social media, and short air spots over three weeks without interrupting programs. The entire traditional fund drive was eliminated for the second drive in a row.

Listener support came from 11 states across the entire WYSU listening area, which includes people who access our streaming services. Corporate and foundation support for the drive was provided by The William M. Neckerman, Jr. Charitable Foundation, The Lillian Schermer Charitable Trust, and The Nathalie and James Andrews Foundation.

### DRIVE SUMMARY:

Total Number of Pledges	<b>1098</b>
▪ Pledges from Ohio	<b>911</b>
▪ Pledges from Pennsylvania	<b>177</b>
▪ Pledges from other states	<b>16 from 9 states</b>
New Members	<b>107</b>
Renewing or Lapsed Members	<b>852</b>
Additional Gifts from current Members	<b>139</b>
Totals Dollars Pledged	<b>\$136,096</b> (2 <sup>nd</sup> highest ever)
Average Pledge (mean)	<b>\$124</b>
Most Common Pledging Levels	<b>\$60</b> (165 Pledges) <b>\$40</b> (143 Pledges)

**RECENT DRIVE HISTORY:**

**WYSU Fund Drive History:  
Fall 2010 - Fall 2015**

