



**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE**

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

**BACKGROUND MATERIALS  
Thursday, May 28, 2015**

- |  |              |
|--|--------------|
| <b>1. Pete's Pride Volunteer Activities</b>                    | <b>Tab 1</b> |
| <b>2. University Events Report</b>                             | <b>Tab 2</b> |
| <b>3. WYSU-FM Report, <i>WYSU Spring Fund Drive Report</i></b> | <b>Tab 3</b> |

**BACKGROUND MATERIALS:**  
Institutional Engagement

**TAB 1:** Pete's Pride Volunteer Activities Report

**STAFF CONTACT:** Shannon Tirone

**HIGHLIGHTS OR ISSUES:**

- Since its inception in July, 2014, 849 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:** University Events Report

**STAFF CONTACT:** Shannon Tirone

**HIGHLIGHTS OR ISSUES:**

- Since the last Board of Trustees meeting, the Office of Alumni and Events has coordinated 11 campus and community events that have reached over 2,900 people and garnered positive feedback in the community and local media. Events ranged from Pete's Pride initiatives to Alumni Society Board events, to Commencement and events associate with Colleges and Athletics.

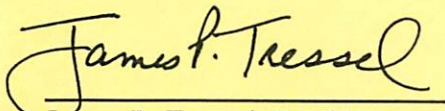
**TAB 3:** WYSU-FM 2014 Report, *WYSU Fund Drive Report*

**STAFF CONTACT:** Shannon Tirone

**HIGHLIGHTS OR ISSUES:**

WYSU-FM's Spring Membership Drive was the station's most successful spring drive, even though the entire "traditional" fund drive was eliminated. For the first time ever, members were reached through mail, email, the website, social media, and short air spots over a four-week period without interrupting programs. Listener support came from 12 states across the entire WYSU listening area, which includes people who access streaming sources.

**REVIEWED:**

  
James P. Tressel, President



## Pete's Pride Volunteer Activities

*As of 5/14/15, there are 849 registered Pete's Pride members in 26 states.*

### Ongoing

#### **Letter Writing Campaign**

- Letter writing campaign to admitted student continues. Pete's Pride members have written/are in process of writing notes to over 4800 admitted students. Surpassed goal of reaching 4000 admitted students.

#### **SOAR Phone Calls**

- Phone call campaign continues as Pete's Pride members call students registered for SOAR to give them a "warm welcome" and confirm their attendance.

### Friday, February 20

#### **ROTC Open House**

- ROTC alumni and veterans welcomed and interacted with visiting students and their families about their YSU experiences.

### Monday, February 23

#### **College Credit Plus – Trumbull All-County, TCTC**

- Pete's Pride member shared his positive experiences with students considering the College Credit Plus dual enrollment program during this CCP Info Session.

### Tuesday, March 3

#### **Early SOAR Resource Fair**

- Table with giveaways for enrolling students and materials to encourage parents to join Pete's Pride.

### Tuesday, March 17

#### **Early SOAR Resource Fair**

- Table with giveaways for enrolling students and materials to encourage parents to join Pete's Pride.

### Thursday, March 19

#### **Early SOAR Resource Fair**

- Table with giveaways for enrolling students and materials to encourage parents to join Pete's Pride.

### Thursday, March 19

#### **College Credit Plus – Jackson Milton**

- Pete's Pride member shared his positive experiences with students considering the College Credit Plus dual enrollment program during this CCP Info Session.

Friday, March 20

**Social Work Day**

- Table with materials distributed to encourage attendees to join Pete's Pride.

Wednesday, March 25

**College Credit Plus – Warren G. Harding**

- Pete's Pride member shared his positive experiences with students considering the College Credit Plus dual enrollment program during this CCP Info Session.

Monday, March 30

**Experience Y Day**

- Interacted with visiting students and their guests at the Pollock House in the morning and during lunch in Christman Dining Hall.

Tuesday, March 31

**Career Fair**

- Welcomed students and alumni. Assisted students and employers with registration, room layout, booklet explanation.

Friday, April 10

**Relay for Life**

- Staffed the Pete's Pride kiosk to provide search piece/Admissions information to prospective students and families. Recruited alumni and community members to join Pete's Pride.

Friday, April 10

**Experience Y Day**

- Interacted with visiting students and their guests at the Pollock House in the morning and during lunch in Christman Dining Hall.

Monday, April 13

**Admitted Student Reception**

- Welcomed and interacted with parents and admitted students at this reception in Pittsburgh.

Tuesday, April 14

**Backpacks to Briefcases**

- Pete's Pride members and Career Services employers staffed tables in the Ohio Room to facilitate mock interviews and provide resumes critiques to upper division students preparing for their job search.

Friday, April 17

**Red and White Game**

- Recruited new members, provided Admissions information at kiosk.

Wednesday, April 22

**English Festival**

- Staffed the Pete's Pride kiosk to provide search piece/Admissions information to prospective students and families. Recruited alumni and community members to join Pete's Pride.

**Saturday, April 25**

**Federal Frenzy**

- Staffed a table at this community festival to provide search piece/Admissions information to prospective students and families. Recruited alumni and community members to join Pete's Pride.

**Monday, May 4**

**Grad Central**

- Staffed a table to congratulate graduating seniors and encourage them to join Pete's Pride.

**Tuesday, May 5**

**SOAR Resource Fair**

- Table with giveaways for enrolling students and materials to encourage parents to join Pete's Pride.

**Tuesday, May 12**

**YSU vs. OSU Baseball Game**

- Staffed a table to provide Admissions information and encourage fans to join Pete's Pride.

**Saturday, May 16**

**Commencement**

- Helped with pinning graduates. Staffed the Pete's Pride kiosk to recruit graduating seniors, parents, alumni and interested community members to join Pete's Pride.

**Wednesday, May 27**

**Niles Middle School Career Day**

- Pete's Pride member to share Admissions materials with 100 seventh and eighth graders at Niles Middle School while presenting on her career field.

**Saturday, May 30**

**Streetscape**

- Expand YSU Alumni Volunteer Planting Team to include Pete's Pride members engaged in the community.

**Monday, June 22**

**Crash Day**

- Welcome and interact with visiting students and their families at various campus locations including the WATTS Center and lunch in the Chestnut Room

**Friday, June 26**

**YSU Alumni Night at the Scrappers**

- Staff a table to provide Admissions information and encourage guests to join Pete's Pride.

**Saturday-Sunday, July 11-12**

**Summer Festival of the Arts**

- Pete's Pride members to guide tour groups to the WATTS Center and Rec Center during Theta Chi and Half Century Club reunions.
- Pete's Pride member to staff a tent with Admissions to provide recruitment information and engage the community in Pete's Pride and other alumni activities.



**THE OFFICE OF UNIVERSITY EVENTS REPORT**

---

*May 2015*

**Introduction of the newly formed Office of University Events with the Division of University Relations**

On April 1, 2015, the Office of Alumni and Events became two separate offices within the newly formed Division of University Relations: the Office of Alumni Engagement and the Office of University Events. Jackie LeViseur manages the University Events team which includes Erin DeBernardo, Mollie Hartup and Christina Texter.

The focus of University Events is the creation, coordination and assistance of events on a broader scale. Within that focus, the Office is creating and implementing a standard "University Look" to carry across all events. The mission of University Events is to communicate and visualize YSU's message, motivation and image in the best way possible to internal and external audiences. In doing so, we want to build campus and community spirit and highlight all that the University has to offer.

In regard to events, the Office is charged, as we have in the past, with coordinating and implementing major university events. Annually, these will include commencement, convocations, grad central, the faculty and staff awards banquet, the Canfield Fair, Friend of the University, Youngstown Day and the Skeggs Lecture Series. We will also be assigned unique one-time events such as political and dignitary visits, presidential installations, partnering community, campus, faculty and athletic events.

Collaborating with the Office of Marketing and Communications, we have come up with a University Look that will carry through with all event-related materials, including but not limited to pull-up banners, table clothes and runners, publications and gonfalons. It is our intent with the University Look to uphold the exacting standards of YSU and to ensure all events exhibit the same level of quality that envisions YSU's dedication to tradition and excellence. Our office is acquiring and loaning out event items with the University Look.

A remaining aspect of University Events is assisting campus colleges, departments and programs with their events when requested. Under this realm, University Events is instituting the University Look, as with major university events, and helping with event logistics and day of support when needed and to the capacity required.

During this transitional period, University Events will of course be working with the newly formed Office of Alumni Engagement to advise and assist with alumni events and programs throughout the remainder of the calendar year, or as long as needed, to ensure the smooth transition and continuation of the alumni efforts. The entire Division of University Relations is working together to promote YSU's mission.

## **Connections by the Numbers**

*The Office of University Events calendar of events from November 1, 2014 to May 1, 2015 and the number of guests in attendance.*

<b>Saturday, November 1</b> Purpose: In Attendance:	<b>YSU vs. South Dakota - Terrace Dinner prior to game</b> Alumni & Guests to support YSU and Football Program 80
<b>Saturday, November 15</b> Purpose: In Attendance:	<b>YSU vs. Indiana State - Terrace Dinner prior to game</b> Alumni & Guests to support YSU and Football Program 85
<b>Monday, December 1 - Wednesday, December 3</b> Purpose: In Attendance:	<b>Cap and Gown Pick Up, Grad Central <i>December 8 only</i></b> Distribute graduation regalia and information to graduates 500
<b>Sunday, December 14</b> Purpose: Place: In Attendance:	<b>Fall Commencement</b> Celebrate academic achievement of YSU graduates Beeghly Center 5500
<b>Thursday, January 8</b> Purpose: House In Attendance:	<b>Pete's Pride Members STEM College Tour</b> Orient Pete's Pride members who will help at the STEM Open House 10
<b>Saturday, January 17</b> Purpose: members In Attendance:	<b>Pete's Pride Basketball Tabling</b> Provide search pieces for recruitment; sign-up new Pete's Pride members 15
<b>Wednesday, January 28</b> Purpose: In Attendance:	<b>Pete's Pride at Financial Aid Night</b> Aid recruitment efforts through interaction with prospective students/families 20
<b>Friday, January 30</b> Purpose: In Attendance:	<b>YSU Night with Phantoms Hockey</b> Host YSU Night at local hockey game 300
<b>Saturday, January 31</b> Purpose: In Attendance:	<b>Pete's Pride at STEM Open House</b> Pete's Pride members interact with prospective students and families, who get an inside look at STEM College offerings 8



<b>Sunday, February 8</b>	<b>Game of Hope Basketball Classic/Kids Fun Zone</b>
Purpose: showcase YSU	Fundraiser for Hope Foundation of MV; opportunity to
In Attendance:	20
<b>Tuesday, February 10</b>	<b>Pete's Pride/Career Services Event - Career Exploration Series</b>
Purpose:	Mentoring through conversations with CLASS students
In Attendance:	12
<b>Wednesday, February 11</b>	<b>Pete's Pride Basketball Tabling</b>
Purpose: members	Provide search pieces for recruitment; sign-up new Pete's Pride
In Attendance:	20
<b>Thursday, February 12</b>	<b>Pete's Pride Volunteers at ROTC Open House</b>
Purpose:	Aid recruitment efforts through interaction with prospective students/families
In Attendance:	15
<b>Sunday, February 15</b>	<b>Youngstown Day</b>
Purpose:	Gathering of YSU alumni and friends in Sarasota, Florida
In Attendance:	500
<b>Monday, February 16</b>	<b>Pete's Pride Volunteers at Crash Day</b>
Purpose:	Aid recruitment efforts through interaction with prospective students/families
In Attendance:	6
<b>Wednesday, February 25</b>	<b>Skeggs Lecture Series presents Valerie Plame</b>
Purpose: lectures	Bring experts to the area for free campus and community
In Attendance:	1500
<b>Tuesday, March 31</b>	<b>Pete's Pride Volunteers at Career Fair</b>
Purpose:	Aid retention efforts through mentoring
In Attendance:	8
<b>Friday, April 10</b>	<b>Honors Program Recognition</b>
Purpose:	Recognize students/faculty for milestones completed in the honors program
In Attendance:	300
<b>Tuesday, April 14</b>	<b>Pete's Pride/Career Services Event - Backpacks to Briefcases</b>
Purpose:	Mentoring current students through mock interviews, resume critiques, professional insight
In Attendance:	10



**Thursday, April 16**

Purpose:

In Attendance:

**Distinguished Professors Awards**

Reception and award presentation for faculty

**Monday, April 20**

Purpose:

In Attendance:

**CLASS Honors Convocation**

Celebrate academic achievements of students

85

**Tuesday, April 21**

Purpose:

In Attendance:

**HHS Honors Convocation**

Celebrate academic achievements of students

200

**Wednesday, April 22**

Purpose:

In Attendance:

**CCAC Honors Convocation**

Celebrate academic achievements of students

85

**Monday, April 27**

Purpose:

In Attendance:

**STEM Honors Convocation**

Celebrate academic achievements of students

180

**Wednesday, April 29**

Purpose:

In Attendance:

**BCOE Honors Convocation**

Celebrate academic achievements of students

160

**Friday, May 1**

Purpose:

In Attendance:

**Faculty & Staff Awards Dinner**

To honor faculty and staff for their service to the University

300

## WYSU-FM SPRING 2015 MEMBERSHIP DRIVE REPORT

WYSU-FM raised **\$132,617** in pledges from **1081** donors (including **80 new members**) during its April 2015 campaign. It was the station's most successful spring drive by over \$18,000. It was also unique in that for the first time ever, members were reached through mail, email, the website, social media, and short air spots over four weeks without interrupting programs. The entire traditional fund drive was eliminated.

Listener support came from 12 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 Pollack Personal Foundation, The Francis and Lillian Schermer Charitable Trusts, The Warren P. Williamson, Jr. Fund, and The Youngstown Foundation.

### DRIVE SUMMARY:

Total Number of Pledges	<b>1081</b>
▪ Pledges from Ohio	<b>887</b>
▪ Pledges from Pennsylvania	<b>173</b>
▪ Pledges from other states	<b>17</b>
New Members	<b>80</b>
Renewing or Lapsed Members	<b>846</b>
Additional Gifts from current Members	<b>150</b>
Totals Dollars Pledged	<b>\$132,617</b> (\$2,617 over goal)
Average Pledge (mean)	<b>\$122</b>
Most Common Pledging Levels	<b>\$40</b> (170 Pledges) <b>\$60</b> (151 Pledges)

**RECENT DRIVE HISTORY:**

### WYSU Fund Drive History: Fall 2010 - Spring 2015

