

**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, September 8, 2015**

- | | |
|---|--------------|
| 1. Pete's Pride Volunteer Activities | Tab 1 |
| 2. University Events Report | Tab 2 |

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, 1,056 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.

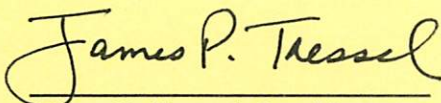
TAB 2: University Events Report

STAFF CONTACT: Shannon Tirone

HIGHLIGHTS OR ISSUES:

- Since the last Board of Trustees meeting, the Office of University Events has coordinated numerous campus and community events that have reached over 17,445 people and garnered positive feedback in the community and local media. Events ranged from the Commencement to the Click It or Ticket Kick Off and the YSU Night with the Scrappers.

REVIEWED:



James P. Tressel, President



Pete's Pride Volunteer Activities

As of 8/4 15, there are 1056 registered Pete's Pride members in 33 states.

Recent Event Highlights:

Saturday, May 30

Streetscape

- Approximately 60 volunteers joined the Pete's Pride Volunteer Planting Team to assist with the beautification of downtown Youngstown during this community event.

Monday, June 22

Crash Day

- 23 Pete's Pride members welcomed and interacted with visiting students and their families at the WATTS Center and during lunch in the Chestnut Room.

Friday, June 26

YSU Alumni Night at the Scrappers

- Pete's Pride members welcomed over 400 guests and shared Alumni Society and Pete's Pride information.

Saturday-Sunday, July 11-12

Summer Festival of the Arts

- 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 and 27

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 and 23, August 3 and 10, September 14 and 15

College Credit Plus Orientation Resource Fair

- 15 members staff a table to promote YSU and share their experiences with CCP students and families.

Upcoming Activities:

Monday, August 17 and Tuesday, August 18

Ignite

- 11 members to provide assistance as students get acclimated to campus life during the Ignite orientation program.

Thursday, August 20

Pete's Pride Volunteer Appreciation Reception

- To celebrate Pete's Pride's one-year anniversary, members who have volunteered in some capacity will have the opportunity to interact with each other and receive updates during this social gathering.

Saturday, August 29

Meet the Marching Pride

- Members will staff the Pete's Pride kiosk in Stambaugh Stadium to welcome 700-800 community guests and provide Admissions search pieces and general information.

Beginning September 1

Letter Writing Campaign

- The letter writing campaign to admitted students will resume September 1. Pete's Pride members wrote to over 4800 admitted students during initial letter writing campaign.

September 2-7

Canfield Fair

- Pete's Pride members will help staff the YSU tent at the Canfield Fair, as they promote YSU and share their positive experiences with community members.

Friday, September 4

United Way Day of Caring

- Members will represent the University as they help revitalize a south side Youngstown neighborhood.

September – November

Home Football Games

- Pete's Pride members will volunteer at the Alumni Tailgates and Terrace Dinners to assist with registration and interact with visitors throughout the tailgate lot.

Wednesday, September 16

Majors Fair

- Pete's Pride members will be 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 30

Career Fair

- Members will interact with current students and assist the Office of Career Services with event logistics.

THE OFFICE OF UNIVERSITY EVENTS REPORT

September 2015

With our newly formed office, University Events has developed, along with the Marketing and Communications Office, and begun to communicate a "University Look" for all YSU events. This look was unveiled with the 2015 Honors Convocations and fully implemented with Commencement in May. The look is modern and clean in design and fully captures the YSU identity. The look is being incorporated in all aspects of events from invitations, to program books, to advertisements, to pull-up banners and table clothes, to stage accessories.

January 1, 2016 is the date that all campus entities must replace old public relation and event materials with the new look. In the meantime, University Events is meeting with all colleges, departments and programs to discuss this initiative. The meetings also serve to explain the motivation to make all YSU events easily identifiable, while maintaining the highest possible standards for events, and emphasizing standards of inclusion, communication and quality execution.

The first step was getting the word out to the deans. Initial meetings took place in January. This past summer we followed up with them as our inventory began to build to display the look, see what events they currently hosted, and discuss what they need and want. Meetings have also occurred with Graduate Studies, Metropolitan College, Communications department, WYSU, Financial Aid and Scholarships, Career Services, Office of Student Success, Student One Stop, CCAC Community Engagement, Kilcawley Center, WCBA Conference Center and WYSU. Meetings will continue throughout the fall semester.

University Event's current inventory includes general and college-specific items such as large and small pull-up banners, table runners, media backdrop, Pete cut out, the university seal, Pete costume, miscellaneous giveaways and centerpieces, stage banners, gonfalons with posts and stands, and YSU flags. The inventory will continue to grow according to needs and will be housed in University Relations. Items will be available to all requesters when available. A rental process is currently in place, but a more convenient online process will soon be available when the website is updated.

As we move forward, other initiatives of University Events include assisting more colleges and departments with event planning and execution, continuing with all campus events meetings but adding more depth and focus to them, developing a calendar that captures larger University events, and increasing communication with reservationists to keep on top of large scale events scheduled by internal and external groups. For events that the office coordinates, we are creating committees of individuals from across campus to gain insight, ideas and support so that all events are representative of the University as a whole. Such events include: Honors Convocations, Commencement, Faculty and Staff banquet and Canfield Fair.

Connections by the Numbers

The Office of University Events calendar of events from May to June, 2015 and the number of guests in attendance.

Friday, May 1

Purpose:

In Attendance:

Faculty & Staff Awards Dinner

To honor faculty and staff for their service to the University

250

Monday, May 4 -

Wednesday, May 6

Purpose:

In Attendance:

Cap and Gown Pick Up, Grad Central

Distribute graduation regalia and information to graduates

1,700

Friday, May 8

Purpose:

In Attendance:

Friend of the University

Thank and honor University donors

100

Monday, May 11

Purpose:

In Attendance:

Click It or Ticket Kick Off

Kick off law enforcement campaign

45

Saturday, May 16

Purpose:

In Attendance:

Spring Commencement

Celebrate academic achievement of YSU graduates

15,000

Friday, June 26

Purpose:

In Attendance:

YSU Night with the Scrappers

baseball night to celebrate YSU

400