

**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, September 11, 2014**

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| 1. Alumni and Events Management Schedule of Events | Tab 1 |
| 2. Alumni and Events Management Report | Tab 2 |
| 3. WYSU-FM Overview | Tab 3 |

BACKGROUND MATERIALS:
Institutional Engagement

TAB 1: Alumni and Events Management Schedule of Events

STAFF CONTACT: Shannon Tirone

HIGHLIGHTS OR ISSUES:

- Please note numerous University, alumni, and community events scheduled during the 2014 Fall Semester.

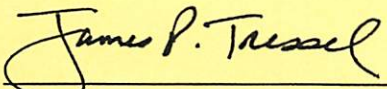
TAB 2: Alumni and Events Management Report

STAFF CONTACT: Shannon Tirone

HIGHLIGHTS OR ISSUES:

- Since the last Board of Trustees meeting, the Office of Alumni and Events Management has coordinated twelve campus and community events that have reached nearly 5,000 people. Events ranged from commencement, to a lecture series, to alumni chapter and networking events, to events within the community.

REVIEWED:


James P. Tressel, President

THE OFFICE OF ALUMNI AND EVENTS MANAGEMENT

September through December 2014

- Friday, September 5**
United Way Day of Caring
Purpose: Community service project for alumni/Pete's Pride members
Place: North side neighborhood, in conjunction with Youngstown Neighborhood Development Corporation
Time: 8:00 a.m. – 12:00 p.m.
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu
- Saturday, September 6**
Table at Youngstown YMCA's Community Cup
Purpose: Enhance visibility of Alumni Society and Pete's Pride by reaching alumni and friends at a large community event
Place: Wick Recreation Area, Mill Creek Park
Time: 11:00 a.m.
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu
- Saturday, September 6**
YSU vs. Duquesne Football Game – Terrace Dinner prior to game
Purpose: Alumni and guests to support YSU and the football program
Place: Stambaugh Stadium – Gym C
Time: 2:30 p.m. – Dinner
4:00 p.m. – Game
Contact: Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu
- Saturday, September 13**
YSU Scholar Alumni Tailgate and Football Game
Purpose: Opportunity for alumni and student networking, socializing and mentoring
Place: YSU tailgate lot and football stadium
Time: 2:30 p.m. – Tailgate;
4:00 p.m. – Game
Contact: Mollie Hartup – 330-941-3086 or mahartup@ysu.edu
- Saturday, September 13**
YSU vs. Butler – Terrace Dinner prior to game
Purpose: Alumni and guests to support YSU and the football program
Place: Stambaugh Stadium – Gym C
Time: 2:30 p.m. – Dinner
4:00 p.m. – Game
Contact: Mary Dimitriou – 330.941.3496 or mrdimitriou@ysu.edu
- Thursday, September 17**
Centofanti Symposium presents Sal Giunta
Purpose: Free community lecture and student presentation
Place: Stambaugh Auditorium
Time: 4:30 p.m. – Taped interview
5:15 p.m. – Student presentation
6:00 p.m. – Dinner
7:30 p.m. – Community lecture
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

- Thursday, September 18**
Networking Day
 Purpose: Networking opportunity for local alumni
 Place: DeBartolo Stadium Club
 Time: 5:00 p.m.
 Contact: Erin DeBernardo – 330-941-2068 or ebdebernardo@ysu.edu
- Saturday, September 20**
YSU vs. Saint Francis (PA) Football Game – Terrace Dinner prior to game
 Purpose: Alumni and guests to support YSU and the football program
 Place: Stambaugh Stadium – Gym C
 Time: 5:30 p.m. – Dinner
 7:00 p.m. – Game
 Contact: Mary Dimitriou – 330.941.3496 or mrdimitriou@ysu.edu
- Friday, September 26**
Veterans Resource Center Grand Opening
 Purpose: Celebrate opening of new building
 Place: Veterans Resource Center
 Time: 11:00 a.m.
 Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu
- Thursday, October 2**
Life Member
 Purpose: Reception to celebrate life membership
 Place: Maag Archives/Planetarium
 Time: 5:30 p.m. – Reception
 7:00 p.m. – Show
 Contact: Erin DeBernardo – 330-941-2068 or ebdebernardo@ysu.edu
- Friday, October 3**
Stephen Snyder-Hill Lecture
 Purpose: Free community lecture and student presentation, LGBT History Month
 Place: Chestnut Room, Kilcawley Center
 Time: 2:00 p.m.
 Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu
- Tuesday, October 7**
Thomas Colloquium presents Blake Mycoskie
 Purpose: Free community lecture and student presentation
 Place: Stambaugh Auditorium
 Time: 4:00 p.m. – Student presentation
 5:30 p.m. – Private dinner
 7:00 p.m. – Community Lecture and Q & A
 Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu
- Friday, October 10**
Veterans/ROTC Alumni Reunion Dinner
 Purpose: Encourage involvement among Veteran and ROTC alumni, with each other and the University, especially in celebration and support of the Veterans Resource Center.
 Place: Williamson College of Business Administration
 Time: 5:30 p.m. – Reception
 6:30 p.m. – Dinner/Program
 Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

Saturday, October 11

Purpose:

Place:

Time:

Contact:

Veterans/ROTC Alumni Reunion Picnic/Tour

Encourage involvement among Veteran and ROTC alumni, with each other and the University through a first-hand look at the Veterans Resource Center

Veterans Resource Center

5:00 p.m. – Picnic/Tours of Veterans Resource Center

6:30 p.m. – Depart for YSU vs. Western Illinois football game; block of tickets reserved

Heather Belgin – 330-941-1591 or habelgin@ysu.edu**Saturday, October 11**

Purpose:

Place:

Time:

Contact:

YSU vs. Western Illinois Football Game – Terrace Dinner prior to game

Alumni and guests to support YSU and the football program

Stambaugh Stadium – Gym C

5:30 p.m. – Dinner

7:00 p.m. – Game

Mary Dimitriou – 339-941-3496 or mrdimitriou@ysu.edu**Saturday, October 18**

Purpose:

Place:

Time:

Contact:

YSU vs. Southern Illinois Football Game – Terrace Dinner prior to game (HOMECOMING)

Alumni and guests to support YSU and the football program

Stambaugh Stadium – Gym C

2:30 p.m. – Lunch

4:00 p.m. – Game

Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu**Sunday, October 19**

Purpose:

Place:

Time:

Contact:

Half Century LuncheonCelebrate 50th reunion of YSU graduates

Stambaugh Stadium – DeBartolo Stadium Club

11:30 a.m. – Reception

12:00 p.m. – Lunch

1:00 p.m. – Program

Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu**Wednesday, October 22**

Purpose:

Place:

Time:

Contact:

Skeggs Lecture Series presents Wally Lamb

Free community lecture and student presentation

Stambaugh Auditorium

3:30 p.m. – Student presentation

4:45 p.m. – Taped radio interview

6:00 p.m. – Private dinner

7:30 p.m. – Community Lecture and Q & A

Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu**Saturday, October 25**

Purpose:

Place:

Time:

Contact:

YSU Columbus Casino Night

Opportunity for alumni networking and socializing

Hollywood Casino, Columbus

6:00 p.m. – Dinner

Mollie Hartup – 330-941-3086 or mahartup@ysu.edu**Saturday, November 1**

Purpose:

Place:

Time:

Contact:

YSU vs. South Dakota Football Game – Terrace Dinner prior to game

Alumni and guests to support YSU and the football program

Stambaugh Stadium – Gym C

12:30 p.m. – Lunch

2:00 p.m. – Game

Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu

Saturday, November 15

Purpose:

Place:

Time:

Contact:

YSU vs. Indiana State Football Game – Terrace Dinner prior to game

Alumni and guests to support YSU and the football program

Stambaugh Stadium – Gym C

12:30 p.m. – Lunch

2:00 p.m. – Game

Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu

**Monday, December 1 -
Wednesday, December 3**

Purpose:

Place:

Time:

Contact:

Cap and Gown Pick Up – Grad Central (*December 1 only*)

Distribute graduation regalia and information to graduates

Ohio Room, Kilcawley Center (Wednesday only, Stambaugh Room)

1:00 – 7:00 p.m. (Monday)

8:30 a.m. – 7:00 p.m. (Tuesday & Wednesday)

Christina Texter – 330-941-2962 or cmtexter@ysu.edu

Sunday, December 14

Purpose:

Place:

Time:

Contact:

Fall Commencement

Celebrate academic achievement of YSU graduates

Beeghly Center

2:00 p.m. – Ceremony

Jackie LeViseur – 330-941-2136 or jmlevisur@ysu.edu

THE OFFICE OF ALUMNI AND EVENTS MANAGEMENT REPORT

September 2014

Connections by the Numbers:

Since the last Board of Trustees meeting, the Office of Alumni and Events Management has coordinated twelve campus and community events that have reached nearly 5,000 people and garnered positive feedback in the community and local media. Events ranged from commencement, to a lecture series, to alumni chapter and networking events, to events within the community. The office has also participated in a series of events arranged by both YSU Career Services and the YSU Center for Student Progress.

All events fall in line with one or more of the Alumni and Events Management Strategic Plan Cornerstones:

Foster Student to Alumni Experience

Build and Sustain Alumni Chapters

Develop Working Partnerships with Campus and Community Groups

Cultivate and Maximize the Potential of our Volunteers and our Alumni Board

Below is the primary grouping of office events according to the four cornerstones:

Cornerstone 1: Foster Student to Alumni Experience

**Monday, August 4 -
Tuesday, August 5**

Purpose:

Cap and Gown Pick Up – Grad Central (August 4 only)

Distribute graduation regalia and information to graduates; 300 in attendance

Saturday, August 16

Purpose:

Summer Commencement

Celebrate academic achievement of YSU graduates; 2,000 in attendance

Cornerstone 2: Build and Sustain Alumni Engagement

Thursday, June 12

Purpose:

YSU Alumni Night with the Pittsburgh Pirates

Social gathering/family outing for local and Pittsburgh-area alumni and guests; 169 in attendance

Tuesday, June 24

Purpose:

YSU Alumni Night with the Scrappers

Social gathering/family outing for Alumni Society members and their guests; 300 in attendance

Sunday, August 3

Alumni Outing with the Cleveland Indians

Purpose: Opportunity for alumni networking and socializing; 70 in attendance

Friday, August 8

Purpose: **Sigma Tau Gamma Alumni Dinner and Reunion**
Reunion and dinner for alums of the Sigma Tau Gamma fraternity; 38 in attendance

Cornerstone 3: Develop Working Partnerships with Campus and Community Groups

Friday, June 13

Purpose: **Friend of the University**
Honor university and community advocate and supporter; 126 in attendance

Saturday, July 12-

Sunday, July 13

Purpose: **Summer Festival of the Arts**
Engage alumni, partner with Admissions and introduce Pete's Pride initiative; 400 visitors

Thursday, July 17

Purpose: **"History & Hotspots"**
Engage YSU alumni and their guests in the revitalization of downtown Youngstown; 30 in attendance

Monday, August 18

Purpose: **Presidential Installation**
Welcome James P. Tressel as the ninth President of YSU; 1,300 in attendance

Cornerstone 4: Cultivate and Maximize the Potential of our Volunteers (especially students) and our Alumni Board

Ongoing

Pete's Pride

Pete's Pride is a new initiative started in the Office of Alumni and Events Management in July. Pete's Pride aims to help in the recruiting, mentoring and networking efforts of YSU by attracting new students, fostering current students, and engaging recent graduates. While Alumni and Events Management will be the facilitator of Pete's Pride, collaboration with other departments, such as Admissions and Career Services, and all seven YSU colleges will aid efforts.

Pete's Pride is open to alumni and friends. Prospective members determine their commitment level and set their own schedule. There are currently 144 Pete's Pride members signed up through office outreach. The goal is to have 1,000 Pete's Pride members by July 2015.

Those interested can sign up at www.ysu.edu/alumni or fill out a Pete's Pride Interest form.

An official kick-off event will take place in early Fall 2014.



WYSU-FM OVERVIEW

WHO WE ARE, WHAT WE DO, AND WHY WE MATTER

Who we are. Youngstown State University owns and operates WYSU, a 50,000-watt radio station at 88.5 FM that serves the Mahoning and Shenango Valley region from its studios in Cushwa Hall. The station primarily broadcasts a mix of news and information, classical music, and jazz on its main analog channel, and a 24-hour classical music service on its HD2 channel.

WYSU-FM's reputation. WYSU-FM is non-commercial, listener-supported, community-based public radio, which has built a reputation over the past 45 years as the region's leading source for quality programming. Its mission to provide trusted, in-depth news; engaging conversation on important issues; and music that stimulates the mind and spirit has earned it the reputation for being a cultural and intellectual bastion for this area.

WYSU-FM is the University's most powerful ambassador. As one of Youngstown State University's strongest daily links to the community, WYSU-FM strives to be a valuable asset to that community by providing a forum that promotes the artistic and intellectual activities and values of the University, its faculty, and personnel. Thousands of listeners throughout Northeastern Ohio and Western Pennsylvania equate WYSU-FM—and by extension, Youngstown State University—with integrity, cultural growth, and intellectual advancement.

WYSU-FM reaches deep into the community. WYSU-FM reaches more members of the community on a daily and weekly basis than any other entity of YSU, and disseminates information about campus and community activities completely free of charge.

WYSU-FM provides valuable experiences for students. Youngstown State University students whose qualifications meet professional broadcasting standards are employed to support various aspects of the station's operations, including air work which provides them with valuable hands-on learning experiences that add substantially to their future work resumes. Countless opportunities are available for students to supplement their formal education with the daily in-depth news and information services provided by WYSU-FM. These public radio programs are also often used in classrooms.

WYSU-FM advances YSU's mission. WYSU-FM directly supports the mission and strategic goals of Youngstown State University in the following ways:

- Being a key disseminator of knowledge and information to the region at large
- Fostering collaboration to enrich the region and the world
- Integrating teaching, learning, scholarship, and civic engagement
- Nurturing understanding of diversity, sustainability, and global perspectives
- Advancing the intellectual and cultural life of the city, region, and world.

WYSU-FM educates. As the University teaches through classes, WYSU-FM teaches the community by means of its programming. Through commentaries provided by University personnel and the community at large, as well as high quality local public affairs and news and information programs, WYSU-FM encourages thoughtful discussion and offers a forum for civil discourse. The station provides an atmosphere of fairness and openness necessary for the critical thinking person to make important decisions about politics, social culture, and human awareness, and provides an opportunity for the free exchange of ideas in a respectful and scholarly atmosphere.

WYSU-FM is a university for the public. WYSU-FM makes learning accessible to everyone. WYSU-FM helps listeners in their life-long learning pursuits, helps them grow, make more informed decisions, lead more fulfilling lives, become better and more involved citizens, and helps make northeast Ohio and western Pennsylvania a better place to live.

WYSU-FM provides a home for classical music. WYSU-FM is the community's sole radio source for classical music, one of the treasures of our culture. With the steady decline of fine arts instruction in our schools today, WYSU-FM may well be the only readily available source for classical music in the years to come.

WYSU-FM operates efficiently. Twenty-four hour per day radio coverage on two major channels is managed by a staff of seven highly motivated and dedicated full-time professional personnel who work together to cover air shifts, marketing and underwriting, engineering, IT, and clerical duties for the station. (It may be worth noting that this number is significantly below the staffing enjoyed by other public radio stations serving similar sized markets.)

WYSU-FM is an excellent investment. The quantitative return on YSU's investment in WYSU-FM is 4-1.* For every dollar YSU invests in WYSU-FM, the station returns \$4 in public service and public relations annual value to Youngstown State University. That equates to around \$2.1 million per year.

Listener support and corporate underwriting contribute greatly to the station's self-sustainability. Membership support for WYSU-FM accounts for about 25% of the station's operating budget, while business support through underwriting accounts for another 12%. The strategy for FY2015 is to increase membership by 10% over FY2014, underwriting by 10% over 2014, and to establish a major gift support program for general operations, thus lessening the financial responsibility on Youngstown State University.

WYSU-FM's economic outlook. These are extremely challenging economic times for YSU, and for WYSU-FM. WYSU-FM has already reduced its operating budget by \$74,294, or 12.2%, and the ongoing pursuit of increasing our audience and corporate support will no doubt be critical in addressing future financial demands. It will be a difficult endeavor, considering the economic realities of this area, but WYSU-FM is constantly striving to find ways to increase exposure and revenue. If past experience is an indicator, our loyal audience will prove pivotal to our success.

**University Station Alliance Quantitative Worth Study, July 2013*