

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Harry Meshel, Chair
James B. Greene, Vice Chair
All Trustees are Members
Randy J. Dunn, Ex-Officio**

**BACKGROUND MATERIALS
Thursday, December 5, 2013**

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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 Fall 2013 Fund Drive Report | Tab 3 |

BACKGROUND MATERIALS:
Institutional Engagement

TAB 1: Alumni and Events Management Schedule of Events

STAFF CONTACT: R. Scott Evans, Vice President for University Advancement

HIGHLIGHTS OR ISSUES:

- Please review the Schedule of Event and mark your personal calendars accordingly.

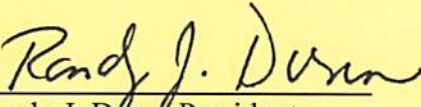
TAB 2: Alumni and Events Management Report

STAFF CONTACT: R. Scott Evans, Vice President for University Advancement

HIGHLIGHTS OR ISSUES:

- Since the last Board of Trustees meeting in August of this year, the Office of Alumni and Events Management has coordinated nearly 50 campus and community events that have engaged approximately 40,000 people. Events ranged from commencement, to lecture series, to alumni chapter and networking events, to activities associated with home football games, the Canfield Fair, and recruitment.

REVIEWED:


Randy J. Dunn, President

**ALUMNI AND EVENTS MANAGEMENT
SCHEDULE OF EVENTS**

November 15, 2013 — December 14, 2014

Saturday, November 16

Purpose: Entertain Guests at Terrace Dinner
Place: Stambaugh Gym
Time: 12:30 p.m.
Contact: Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu
Purpose: Entertain Guests at President's Loge
Place: President's Loge, Stambaugh Stadium
Time: 2:00 p.m.
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

YSU Penguins vs. North Dakota State

Entertain Guests at Terrace Dinner
Stambaugh Gym
12:30 p.m.
Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu
Entertain Guests at President's Loge
President's Loge, Stambaugh Stadium
2:00 p.m.
Heather Belgin – 330-941-1591 or habelgin@ysu.edu

Tuesday-Wednesday

November 19-20

Purpose: Quarterly meeting of OBOR
Place: Campus, TBD
Time: TBD
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Ohio Board of Regents Visit

Quarterly meeting of OBOR
Campus, TBD
TBD
Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Friday, November 22

Purpose: Recruitment effort
Place: TBD
Time: TBD
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Crash Day

Recruitment effort
TBD
TBD
Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Friday, November 22

Purpose: Affinity group reunion
Place: WCBA Atrium
Time: 5:30 p.m. Reception; 6:30 p.m. Dinner and Program
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

Veterans and ROTC Alumni Reunion

Affinity group reunion
WCBA Atrium
5:30 p.m. Reception; 6:30 p.m. Dinner and Program
Heather Belgin – 330-941-1591 or habelgin@ysu.edu

Saturday, November 23

Purpose: Entertain Guests at Terrace Dinner
Place: Stambaugh Gym
Time: 12:30 p.m.
Contact: Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu
Purpose: Entertain Guests at President's Loge
Place: President's Loge, Stambaugh Stadium
Time: 2:00 p.m.
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

YSU Penguins vs. South Dakota State

Entertain Guests at Terrace Dinner
Stambaugh Gym
12:30 p.m.
Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu
Entertain Guests at President's Loge
President's Loge, Stambaugh Stadium
2:00 p.m.
Heather Belgin – 330-941-1591 or habelgin@ysu.edu

Saturday, November 23

Purpose: Affinity group reunion in conjunction with Terrace Dinner/football game
Place: Stambaugh Gym
Time: 12:30 p.m.
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

Veterans and ROTC Alumni Reunion

Affinity group reunion in conjunction with Terrace Dinner/football game
Stambaugh Gym
12:30 p.m.
Heather Belgin – 330-941-1591 or habelgin@ysu.edu

**Monday, December 9 -
Wednesday, December 11**

Purpose: Distribute graduation regalia and information to graduates
Place: Ohio Room, Kilcawley Center
Time: 1:00 – 7:00 p.m. (Monday)
8:30 a.m. – 7:00 p.m. (Tuesday & Wednesday)
Contact: Christina Texter – 330-941-2962 cmtexter@ysu.edu

Cap and Gown Pick Up, Grad Central (December 9 only)

Saturday, December 14

Purpose: Celebrate accomplishments of Simeon Booker
Place: Kilcawley
Time: TBD
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Lunch/ Dinner in Honor of Commencement Speaker

Sunday, December 15

Purpose: Celebrate academic achievement of YSU graduates
Place: Beeghly Center
Time: 2:00 p.m. Ceremony
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Fall Commencement

Friday, January 24

Purpose: Host YSU Night at local hockey game
Place: Covelli Centre
Time: 6:00 p.m. Doors Open, 7:15 p.m. Game
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

YSU Night with Phantoms Hockey

Saturday, January TBA

Purpose: Host alumni gathering between games
Place: Room 119, Beeghly Center
Time: 2:05 p.m. YSU vs. Cleveland State - Men
3:30 p.m. Alumni Event
4:35 p.m. YSU vs. Loyola - Women
Contact: Mary Dimitriou – 330-941-3496 or mrdimitriou@ysu.edu

YSU Alumni Event with Basketball Doubleheader

Saturday, February 22

Purpose: Gathering of YSU and Foundation donors and friends
Place: Hyatt Sarasota
Time: 5:30 p.m.
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Sarasota Development and Foundation dinner

Sunday, February 23

Purpose: Gathering of YSU alumni and friends
Place: Charlotte Harbor Event & Conference Center, Punta Gorda, Florida
Time: 11:30 a.m.
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Youngstown Day

Tuesday, March 4 (?)

Purpose: Free community lecture and student presentation
Place: Stambaugh Auditorium
Time: TBD
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Thomas Colloquium presents Blake Mycoskie, founder of Toms Shoes

Thursday, March 20
Skeggs Lecture Series presents Dr. Michio Kaku
Purpose: Free community lecture and student presentation
Place: Stambaugh Auditorium
Time: TBD
Contact: Jackie LeViseur – 330-941-2136 or jmlevisieur@ysu.edu

Tuesday, April 22
Honors Convocation
Purpose: Celebrate academic achievement
Place: Ceremony in the Chestnut Room, Kilcawley
Time: 7:00 p.m.
Reception immediately following in the Ohio Room
Contact: Jackie LeViseur – 330-941-2136 or jmlevisieur@ysu.edu

Friday, May 2
Faculty and Staff Awards Dinner
Purpose: To honor faculty and staff for their service to the University
Place: Kilcawley Center
Time: 5:30 p.m. Reception in Ohio Room
6:30 p.m. Dinner and Awards in Chestnut Room
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

**Monday, May 5 -
Wednesday, May 7**
Cap and Gown Pick Up, Grad Central (May 5 only)
Purpose: Distribute graduation regalia and information to graduates
Place: TBD, Kilcawley Center
Time: 1:00 – 7:00 p.m. (Monday)
8:30 a.m. – 7:00 p.m. (Tuesday & Wednesday)
Contact: Christina Texter – 330-941-2962 cmtexter@ysu.edu

Saturday, May 1
Spring Commencement
Purpose: Celebrate academic achievement of YSU graduates
Place: Beeghly Center
Time: 10:00 a.m. Undergraduate Ceremony
Luncheon after ceremony in Presidents' Suites, Kilcawley
2:30 p.m. Graduate Ceremony
Contact: Jackie LeViseur – 330-941-2136 or jmlevisieur@ysu.edu

June TBD
YSU Alumni Night with the Scrappers
Purpose: Social gathering/family outing for Alumni Society members and their Guests
Place: Eastwood Field
Time: 5:30 p.m. Picnic
7:00 p.m. Game
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

TBD
Sigma Tau Gamma Alumni Dinner and Reunion
Purpose: Reunion and dinner for alums of the Sigma Tau Gamma fraternity
Place: DeBartolo Stadium Club
Time: 5:30 p.m.
Contact: Erin DeBernardo – 330-941-2068 or ebdebernardo@ysu.edu

**Monday, August 4 -
Wednesday, August 6**

Purpose:

Place:

Time:

Contact:

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

Distribute graduation regalia and information to graduates

TBD, Kilcawley Center

1:00 – 6:00 p.m. (Monday)

8:30 a.m. – 6:00 p.m. (Tuesday & Wednesday)

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

Saturday, August 16

Purpose:

Place:

Time:

Contact:

Summer Commencement

Celebrate academic achievement of YSU graduates

Beeghly Center

10:00 a.m. Ceremony

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

**Monday, December 8 -
Wednesday, December 10**

Purpose:

Place:

Time:

Contact:

Cap and Gown Pick Up, Grad Central (*December 8 only*)

Distribute graduation regalia and information to graduates

Ohio Room, Kilcawley Center

1:00 – 7:00 p.m. (Monday)

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

Christina Texter – 330-941-2962 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 jmlevisueur@ysu.edu

ALUMNI AND EVENTS MANAGEMENT REPORT

November 2013

Office of Alumni and Events Management Updates:

Since the last Board of Trustees meeting in August of this year, the Office of Alumni and Events Management has coordinated nearly 50 campus and community events that have engaged approximately 40,000 people. Events ranged from commencement, to lecture series, to alumni chapter and networking events, to activities associated with home football games, the Canfield Fair, and recruitment.

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 (especially students) and our Alumni Board

It is important to note that nearly all of the events coordinated by the Office of Alumni and Events Management received media attention internally at YSU, and externally with the *Vindicator* and local television stations. This attention further communicates the positive aspects of YSU and keeps us in contact with our alumni and the community.

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

Cornerstone 1: Foster Student to Alumni Experience

August 5 - August 7 Purpose:	Cap and Gown Pick Up, Grad Central (<i>August 5 only</i>) Distribution of graduation regalia and information and resources to graduates to help them succeed in post-graduation careers; 400 students
August 17 Purpose:	Summer Commencement Celebrate academic achievement of YSU graduates; 2,500 in attendance
August 23 Purpose:	Drop by Alumni, Welcome Week Event Welcome back event for students, faculty, and staff at the Alumni House; 300 in attendance

August 28 – September 2 Purpose:	YSU Tent at the Canfield Fair Marketing and recruitment opportunity for YSU; 30,000 visitors (approximately)
November 5 Purpose:	Postcard Writing Campaign Recruitment activity focused on personalized follow ups to Crash Day attendees; 7 in attendance

Cornerstone 2: Build and Sustain Alumni Chapters

August 15 Purpose:	YSU Alumni Reception in Chicago Networking event with alumni in Chicago; 25 in attendance
September 12 Purpose:	National Networking Day Networking opportunities locally and in Akron, Cleveland, Columbus, Las Vegas, Pittsburgh, Minneapolis, Naples, Sarasota, and St. Louis for YSU alumni; 150 in attendance
September 21 Purpose:	Student Government Alumni Reunion SGA alumni event; 40 in attendance
September 21 Purpose:	Colorado Youngstown Day Alumni Event Luncheon event for alumni and friends from Youngstown; 15 in attendance
October 17 Purpose:	Life Member Event--An Autumn Evening in the Park Annual thank you reception for YSU Alumni Society Life Members; 125 in attendance
October 20 Purpose:	Half Century Luncheon Reunion/celebration for YSU graduates from 1963; 85 in attendance
October 25 Purpose:	YSU Alumni reception in New York City Networking event for YSU alumni in NYC; 30 in attendance

Cornerstone 3: Develop Working Partnerships with Campus and Community Groups

August 19 Purpose:	State of the University Address Presidential address to the University; 400 in attendance
September 6 Purpose:	United Way Day of Caring Alumni involvement with community non profits; 15 in attendance
September 7 Purpose:	Table at Youngstown YMCA's Community Cup Alumni and Events outreach effort at a large community event; 100 in attendance

September 16	Alumni Lecture Series—Active Shooter/Threats: Civilian Response in the Workplace, Schools, and Other Public Places
Purpose:	Lifelong learning and Networking; 60 in attendance
September 26	Alumni Lecture Series—Successful Education Programs in Urban School Districts
Purpose:	Lifelong learning and Networking; 35 in attendance
October 2	Thomas Colloquium Lecture Series presents Maxine Clark
Purpose:	Free community lecture by Build-A-Bear founder, 400 in attendance
October 3	Alumni Lecture Series--Healthy Eating with Dr. Shayestah
Purpose:	Lifelong learning and Networking; 50 in attendance
October 9	David Sedaris Book Club
Purpose:	Alumni and Events Management and WYSU-FM promote Skeggs Lecture Series; 65 in attendance
October 19	Homecoming Parade
Purpose:	Alumni and Events Management team and Board members interaction with public and various campus and community groups; 500 in attendance
October 30	Skeggs Lecture Series presents David Sedaris
Purpose:	Free community lecture by world-renowned author; 1,500 in attendance
November 1	Installation Ceremony of Dr. Randy J. Dunn
Purpose:	University ceremony to honor new President; 400 in attendance

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

First week of October	Board interviews
Purpose:	Interviews for prospective members of Alumni Society Board; 8 in attendance
October	Development of new Board committee: Student Outreach and Engagement Committee
Purpose:	New initiative to get students involved with alumni office before they graduate also serves to assist Student Affairs; 8 members
October 15	Annual Alumni Board Dinner
Purpose:	Dinner to welcome new board members and thank those completing their service; 40 in attendance
Fall Season	Home Football Games
Purpose	Terrace Dinners and President's Loge Interaction of Alumni Society Board Members and current students with other YSU alumni, friends, and donors; 100 in attendance per event for each game

WYSU-FM FALL 2013 FUND DRIVE REPORT

DRIVE OVERVIEW:

WYSU-FM raised **\$115,454** in pledges from **1,123** donors (including **116 new members**) during its fall fundraising campaign, which took place October 15 through October 18, 2013.

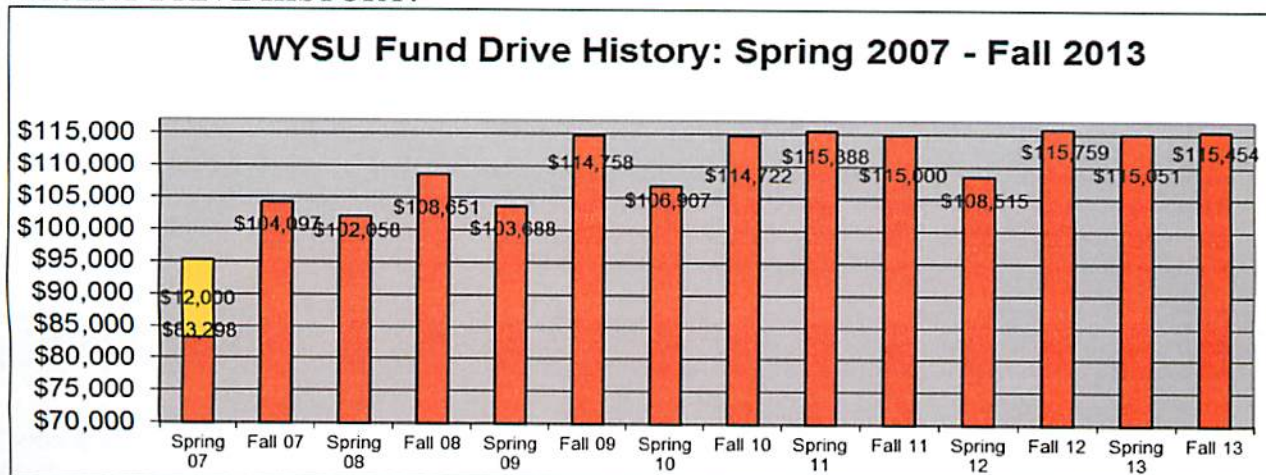
Generous listener support came from across the entire WYSU-FM listening area. Additionally, pledges were received from 11 different states. Corporate and Foundation support for the drive was provided by The Nathalie and James Andrews Foundation, The Bruce R. and Nancy W. Beeghly Family Foundation, Internet Data Management Inc. (idmi.net), The Law Firm of Mansell & Andrews, Stambaugh Auditorium, Hersh Exterminating Service, Youngstown State University and its Master's Program in Interdisciplinary Communication, and The Youngstown Symphony Orchestra, all of which provided matches during pledge periods.

For the sixth membership drive in a row the on-air portion of the WYSU-FM fund drive was just 72 hours long, as opposed to the more traditional full week. This shorter 72-hour drive was preceded by a three and a half week "soft campaign" during which short membership appeal messages were aired as part of regularly scheduled breaks in programming. This shortened fund drive format has been universally applauded by the WYSU-FM audience. The on-air portion of the drive featured many giveaways and other incentives and challenges. Listener Cindy Glass of Greenville, Pennsylvania won the grand prize, a trip for two to the Paris, Provence, and the French Rivera.

DRIVE SUMMARY:

Total Number of Pledges	1,123
▪ Pledges from Ohio	931 (82.9%)
▪ Pledges from Pennsylvania	176 (15.7%)
▪ Pledges from other states	16 (1.4%)
New Members	116 (116% of goal)
Renewing or Lapsed Members	913
Additional Gifts from current Members	94
Totals Dollars Pledged	\$115,454.00 (100.4% of goal)
Average Pledge (mean)	\$102.81
Most Common Pledging Levels	\$40.00 (166 Pledges) \$60.00 (164 Pledges)

RECENT DRIVE HISTORY:



Note: The Spring 2007 Fund Drive included a special 'FY07 Year End Campaign' to address the drive's shortfall.