



**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, December 4, 2014**

- | | |
|---|--------------|
| 1. Alumni and Events Management Schedule of Events | Tab 1 |
| 2. Alumni and Events Management Report | Tab 2 |
| 3. WYSU-FM 2014 Fall Fund Drive Report | 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 2015 Spring 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 has coordinated nearly 24 campus and community events that have reached over 10,000 people and garnered positive feedback in the community and local media. Events ranged from Pete's Pride initiatives, to lectures, to alumni chapter and networking events, to the Canfield Fair and events associated with athletics and Homecoming.

TAB 3: WYSU-FM 2014 Fall Fund Drive Report

STAFF CONTACT: Shannon Tirone

HIGHLIGHTS OR ISSUES:

Since the last Board of Trustees meeting, the WYSU-FM Membership Drive was completed. WYSU-FM raised \$140,246 in pledges from 1166 donors (including 118 new members) during its fall fundraising campaign, which took place in September 2014. The total represents the most raised in one fund drive by over \$24,000.

REVIEWED:


James P. Tressel, President

Youngstown

STATE UNIVERSITY

THE OFFICE OF ALUMNI AND EVENTS MANAGEMENT 2014-2015 EVENTS

November, 2014 through December, 2015

Friday, November 21

Purpose:

Place:

Time:

Contact:

Pete's Pride Volunteers at Crash Day

Aid recruitment efforts through interaction with prospective students/families

Pollock House, WATTS Center, Chestnut Room

Pollock House and WATTS Center 7:30-10:00 am; Lunch in Chestnut Room

11:45-1:00 pm; Pollock House 12:30-2:30 pm

Heather Belgin – 330-941-1591; habelgin@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 (Stambaugh Room – Wednesday only)

1:00 – 7:00 pm (Monday)

8:30 am – 7:00 pm (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 pm Ceremony

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

Friday, January 30

Purpose:

Place:

Time:

YSU Night with Phantoms Hockey

Host YSU Night at local hockey game

Covelli Centre

7:05 pm Game

Tuesday, February 10

Purpose:

Place:

Time:

Contact:

Pete's Pride/Career Services Event - Career Exploration Series

Mentoring through conversations with CLASS students

DeBartolo Hall lobby

10:00 am – 2:00 pm

Heather Belgin – 330-941-1591; habelgin@ysu.edu

Thursday, February 12

Purpose:

Place:

Time:

Contact:

Pete's Pride Volunteers at ROTC Open House

Aid recruitment efforts through interaction with prospective students/families

TBA

TBA

Heather Belgin – 330-941-1591; habelgin@ysu.edu

Sunday, February 15

Purpose:

Place:

Time:

Contact:

Youngstown Day

Gathering of YSU alumni and friends

Hyatt, Sarasota, Florida

11:30 am

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

Tuesday, March 31

Purpose:

Place:

Time:

Contact:

Pete's Pride Volunteers at Career Fair

Aid retention efforts through mentoring

Chestnut Room

10:00 am – 3:00 pm

Heather Belgin – 330-941-1591; habelgin@ysu.edu**Tuesday, April 14**

Purpose:

Place:

Time:

Contact:

Pete's Pride/Career Services Event - Backpacks to Briefcases

Mentoring current students through mock interviews, resume critiques, professional insight

Ohio Room

TBA

Heather Belgin – 330-941-1591; habelgin@ysu.edu**Tuesday, April 21**

Purpose:

Place:

Time:

Contact:

Honors Convocation

Celebrate academic achievement

Ceremony in Beeghly

7:00 pm

Reception to immediately follow in the upper deck

Jackie LeViseur – 330-941-2136; jmlevisieur@ysu.edu**Friday, May 1**

Purpose:

Place:

Time:

Contact:

Faculty & Staff Awards Dinner

To honor faculty and staff for their service to the University

Kilcawley Center

5:30 pm Reception in Ohio Room

6:30 pm Dinner and Awards in Chestnut Room

Mollie Hartup – 330-941-3086; mahartup@ysu.edu**Monday, May 4 -
Wednesday, May 6**

Purpose:

Place:

Time:

Contact:

Cap and Gown Pick Up, Grad Central *May 4 only*

Distribute graduation regalia and information to graduates

Kilcawley Center – location TBA

1:00 – 7:00 pm (Monday)

8:30 am – 7:00 pm (Tuesday & Wednesday)

Christina Texter – 330-941-2962; cmtexter@ysu.edu**Saturday, May 16**

Purpose:

Place:

Time:

Contact:

Spring Commencement

Celebrate academic achievement of YSU graduates

Beeghly Center

10:00 am Undergraduate Ceremony

Luncheon after ceremony in Presidents' Suites, Kilcawley

2:30 pm Graduate Ceremony

Jackie LeViseur – 330-941-2136; jmlevisieur@ysu.edu**Monday, August 3 -
Tuesday, May 4**

Purpose:

Place:

Time:

Contact:

Cap and Gown Pick Up, Grad Central *August 3 only*

Distribute graduation regalia and information to graduates

Kilcawley Center – location TBA

1:00 – 6:00 pm (Monday)

8:30 am – 6:00 pm (Tuesday)

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

Saturday, August 15

Purpose:

Place:

Time:

Contact:

Summer Commencement

Celebrate academic achievement of YSU graduates

Beeghly Center

10:00 am Ceremony

Jackie LeViseur – 330-941-2136; jmlevisieur@ysu.edu**Wednesday, September 2 –****Monday, September 7**

Purpose:

Place:

Time:

Contact:

YSU Tent at the Canfield Fair

Opportunity to showcase YSU to potential students, alumni and the public

Canfield Fairgrounds

11am-8pm

Mollie Hartup – 330 -941-3086; mahartup@ysu.edu**Monday, December 7 -
Wednesday, December 9**

Purpose:

Place:

Time:

Contact:

Cap and Gown Pick Up, Grad Central *December 7 only*

Distribute graduation regalia and information to graduates

Kilcawley Center – location TBA

1:00 – 7:00 pm (Monday)

8:30 am – 7:00 pm (Tuesday & Wednesday)

Christina Texter – 330-941-2962; cmtexter@ysu.edu**Sunday, December 13**

Purpose:

Place:

Time:

Contact:

Fall Commencement

Celebrate academic achievement of YSU graduates

Beeghly Center

2:00 pm Ceremony

Jackie LeViseur – 330-941-2136; jmlevisieur@ysu.edu

THE OFFICE OF ALUMNI AND EVENTS MANAGEMENT REPORT

November 2014

Connections by the Numbers:

Since the last Board of Trustees meeting, the Office of Alumni and Events has coordinated nearly 24 campus and community events that have reached over 10,000 people and garnered positive feedback in the community and local media. Events ranged from Pete's Pride initiatives, to lectures, to alumni chapter and networking events, to the Canfield Fair and events associated with athletics and Homecoming.

All events fall in line with one or more of the Alumni and Events 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

Saturday, October 11

Purpose:

Pete's Pride in the Stadium

Recruit members for Pete's Pride; 20 signed up

Saturday, October 18

Purpose:

Pete's Pride Tailgate

Advertise Pete's Pride to the public; 60 visitors

Thursday, October 23

Purpose:

Pete's Pride Kick-Off Event

Bring together Pete's Pride members to educate more on the student/alumni engagement program and provide opportunity for volunteering and recruiting, 52 in attendance

Cornerstone 2: Build and Sustain Alumni Engagement

Wednesday, August 20

Purpose:

YSU Columbus Alumni night with Clippers baseball

Opportunity for alumni networking and socializing; 50 in attendance

Saturday, August 23

Purpose:

Youngstown Day Colorado

Opportunity for alumni networking and socializing; 20 in attendance

- Saturday, September 13**
Purpose: **YSU Scholar Alumni Tailgate and Football Game**
Opportunity for alumni and student networking, socializing and mentoring; 25 in attendance
- Thursday, October 2**
Purpose: **Life Member**
Reception to celebrate Alumni Society Life Members; 94 in attendance
- Friday, October 10**
Purpose: **Veterans/ROTC Alumni Reunion Dinner**
Encourage involvement amongst Veteran and ROTC alumni with each other and the University, especially in celebration and support of the Veterans Resource Center; 85 in attendance
- Saturday, October 11**
Purpose: **Veterans/ROTC Alumni Reunion Picnic/Tour**
Encourage involvement amongst Veteran and ROTC alumni with each other and the University, through a first-hand look at the Veterans Resource Center; 30 in attendance
- Sunday, October 19**
Purpose: **Half Century Luncheon**
Celebrate 50th reunion of YSU graduates; 90 in attendance
- Saturday, October 25**
Purpose: **YSU Columbus Casino Night**
Opportunity for alumni networking and socializing; 38 in attendance

Cornerstone 3: Develop Working Partnerships with Campus and Community Groups

- Wednesday, August 27 –**
Monday, September 1
Purpose: **YSU Tent at the Canfield Fair**
Opportunity to showcase YSU to potential students, alumni and the public; approximately 6,000 visitors
- Friday, September 5**
Purpose: **United Way Day of Caring**
Community service project for alumni/Pete's Pride members; 30 in attendance
- Wednesday, September 17**
Purpose: **Centofanti Symposium presents Sal Giunta**
Free community lecture and student presentation; 1,200 in attendance
- Friday, September 26**
Purpose: **Veterans Resource Center Grand Opening**
Celebrate opening of new building; 300 in attendance
- Friday, October 3**
Purpose: **Stephen Snyder-Hill Lecture**
Free community lecture and student presentation, LGBT History Month; 70 in attendance
- Tuesday, October 7**
Purpose: **Thomas Colloquium presents Blake Mycoskie**
Free community lecture and student presentation; 1,600 in attendance
- Wednesday, October 22**
Purpose: **Skeggs Lecture Series presents Wally Lamb**
Free community lecture and student presentation; 1,000 in attendance

Cornerstone 4: Cultivate and Maximize the Potential of our Volunteers and our Alumni Board

- | | |
|---|--|
| Saturday, September 6
Purpose: | YSU vs. Duquesne – Terrace Dinner prior to game
Alumni & Guests to support YSU and Football Program; 80 in attendance; 80 in attendance |
| Saturday, September 13
Purpose: | YSU vs. Butler – Terrace Dinner prior to game
Alumni & Guests to support YSU and Football Program; 85 in attendance |
| Saturday, September 20
Purpose: | YSU vs. Saint Francis (PA) – Terrace Dinner prior to game
Alumni & Guests to support YSU and Football Program; 95 in attendance |
| Saturday, October 11
Purpose: | YSU vs. Western Illinois – Terrace Dinner prior to game
Alumni & Guests to support YSU and Football Programs; 100 in attendance |
| Saturday, October 18
Purpose: | YSU vs. Southern Illinois – Terrace Dinner prior to game (HOMECOMING)
Alumni & Guests to support YSU and Football Program; 110 in attendance |
| Saturday, October 18
Purpose: | Homecoming Parade
Alumni, administration and guests to support YSU in parade; 40 in attendance |

WYSU-FM FALL 2015 MEMBERSHIP DRIVE REPORT

DRIVE OVERVIEW:

WYSU-FM raised **\$140,246** in pledges from **1166** donors (including **118 new members**) during its fall fundraising campaign, which took place in September 2014. The total represents the most raised in one fund drive by over \$24,000.

Generous listener support came from across the entire WYSU listening area. Additionally, pledges were received from 12 different states. Corporate and Foundation support for the drive was provided by The Nathalie and James Andrews Foundation, the William J. Neckerman, Jr. Charitable Foundation, and the Zita M. and Joseph DiYorio Charitable Foundation.

Congratulations to Thomas and Suzanne Kuester of Sharon who won the grand prize, a trip for two on our 2015 Alaskan cruise.

DRIVE SUMMARY:

Total Number of Pledges	1166
▪ Pledges from Ohio	994
▪ Pledges from Pennsylvania	177
▪ Pledges from other states	17
New Members	118
Renewing or Lapsed Members	943
Additional Gifts from current Members	105
Totals Dollars Pledged	\$140,246 (\$7,754 over goal)
Average Pledge (mean)	\$120.28
Most Common Pledging Levels	\$40.00 (163 Pledges) \$60.00 (141 Pledges)

RECENT DRIVE HISTORY:

**WYSU Fund Drive History:
Spring 2010 - Fall 2014**

