



**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE
David C. Deibel, Chair
Samuel W. Grooms, Vice Chair
All Trustees are Members**

**BACKGROUND MATERIALS
Wednesday, June 7, 2017**

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OFFICE OF ALUMNI ENGAGEMENT REPORT

June 2017

ALUMNI ENGAGEMENT OVERVIEW

As the Fourth Quarter of FY17 kicked off on April 1, 2017, Alumni Engagement outreach focused on Regional Alumni Groups, Affinity Groups and Service to Colleges. Highlights follow.

- From July 1, 2016 to April 30, 2017, the Office has engaged a total of 15,585 individuals through activities such as local and regional Alumni reunions and receptions, anniversary celebrations, tailgates, Watch Parties, Homecoming and Holiday Parades, and volunteer events. For the same period last year, Office activities reached 3,508 individuals. This increase reflects the FY17 focus on engagement versus the FY16 focus on Alumni Society membership. Note: Numbers for both years reflect contact with live people and do not include direct mail, email, or social media.
- The Office has increased the number of active Regional Alumni Groups from 8 to 18, up 125% over last Fiscal Year.
- Events scheduled within the Fourth Quarter alone, April 1 to June 30, 2017, represent a doubling of the number of events over the same quarter last year – from 11 to 22 in FY17.
- Our on-going focus on digital engagement and social media continues to provide dramatic results. Alumni Engagement now has 3,174 Facebook followers, up 226 over last year, and its page is now engaging an average of 2,568 people per week, compared to 2,032 people per week last year – a 26.4% increase. From July 1, 2016 to April 30, 2017, Alumni Engagement has increased its twitter followers from 361 to 547, a 51.5% increase.
- Our targeted in-person and online marketing resulted in dual increases of 230% for the number of Legacy Scholarship applications (from 12 to 40) and in Alumni Connect requests from recent graduates and alumni relocating for careers (from 10 to 33).
- The Office prepared 67 research reports for the quarter totaling 624,575 alumni and friends. Research conducted by Alumni Engagement supports events for academic departments and University programs as well as Alumni activities, e.g., the Office researched alumni in San Francisco for an event hosted by Provost Abraham during his scheduled travel. Alumni research has also supported International Program Office visits to China, Ghana and Thailand.
- Under the leadership of David Moore, Alumni Society Board President, and Maureen Drummond, Alumni Society President-elect, the Board is re-examining its role and focus and will hold a Board retreat in June.

Alumni Engagement Events for Fourth Quarter, April 1-June 30, 2017

April 2

Purpose:

Life Members Reception

Strengthen alumni attachment and provide an enrichment experience for YSU Alumni Society Life Members. Attendance was 98, up 51% over prior year's event.

April 8

Purpose:

Greek Sing Pre-Concert Alumni Reception

Celebrate the 65th Anniversary of Greek Sing and attract Greek alumni from all decades with special emphasis on the harder-to-reach younger alumni. Invitees were alumni from the ten Greek organizations performing. Attendees ranged from members of the sorority Phi Mu, which brought the first Greek Sing to campus in 1952 – to 55 more recent alumni who graduated between 2000 and 2017, representing more than half of the 90 guests. Post-event surveys indicated all age groups were enthusiastic about continuing the reception. (See Background Materials for photos of Greek Sing and 50th Anniversary of Ward Beecher Planetarium.)

April 9

Purpose:

Dana Faculty Chamber Concert Reception in Columbus

Capitalize on Dana faculty's performance in Columbus by inviting Columbus-area alumni to the concert and a post-concert meet and greet. The event was enjoyed by both Columbus alumni and Dana faculty and represented the first arts event held by that chapter.

April 12

Purpose:

25th Anniversary of Annual Geography Alumni Dinner

Celebrate this anniversary milestone but also generate support for the Department of Geography's upcoming 50th Anniversary (1967-2017) which will feature special events in fall 2017.

April 20

Purpose:

Alumni Society Advisory Board Meeting

Quarterly Board meeting.

April 22

Purpose:

Tree Campus USA Table as part of YSU Tent at Federal Frenzy

Celebrate Earth Day and National Arbor Day and promote YSU's eighth consecutive year as a Tree Campus USA. Publicize YSU's commitment to sustaining its campus trees and green spaces. Activities included a "Test Your Tree Knowledge" quiz and 136 visitors participated; the majority were YSU alumni.

April 26

Purpose:

Alumni Reception and Awards for College of Creative Arts & Communication

Present Distinguished Alumni awards to three CCAC alumni and invite CCAC alumni to a reception and panel discussion by the three guests. Held at McDonough Museum, the gathering attracted 70 guests and a lively interchange between the speakers and alumni attendees.

May 10

Purpose:

YSU at Pitt Baseball

Support the YSU baseball team in their game against Pitt; Pittsburgh area Alumni group is invited.

May 11

Purpose:

Beehly College of Education Alumni Awards and Dinner

Recognize distinguished BCOE alumni and promote continued engagement.

May 16

Purpose:

Tampa Bay Alumni Reception featuring Brian Crist, YSU Wide Receivers Coach (Clearwater, FL)

Capitalize on Coach Crist's presence in Florida by hosting an alumni event for this active regional group.

May 18

Purpose:

Pittsburgh Alumni Social at Dave & Buster's Waterfront

Outreach to a regional group that YSU is working to expand in numbers and attachment.

May 20

Purpose:

Dallas Alumni Reception and STAR Tour

Expand on the success of YSU's Dallas/Frisco tailgate by hosting the first regional group event since Frisco and meet newly-engaged leadership alumni.

May 27

Purpose:

Honors College Alumni Golf Outing – Riverview Golf Course

Fun, fellowship and fundraiser for the Honors College.

June 3

Purpose:

Pete's Pride at Streetscape

Utilize volunteer group for the annual downtown beautification effort.

June 3

Purpose:

Washington D.C. Alumni Wine Taste

Reconnect with fellow alumni, make new friends, and learn what is new at YSU.

June 21

YSU Night at the Scrappers

Purpose:

Gather alumni for this popular annual event which happens to be the season opener and features a post-game fireworks display.

June 21

Dana Alumni Scholarship Golf Outing – Avalon Golf Course

Purpose:

Fun, fellowship and fundraiser for Dana Alumni Scholarship.

Alumni Research

In the third Quarter, the office prepared 67 reports for various purposes, totaling 624,575 alumni and friends. A strategic effort has been initiated to capture employment data for our alumni, utilizing the Meltwater subscription service, including the Alumni Update Form link in all of the colleges, athletic newsletters, and the Magazine, as well as regional and local alumni event invitations. The increased promotion of the online Alumni Update Form is resulting in approximately 10 updates per day from various sources, with highest response rates immediately after the material is mailed or emailed. Significant research was conducted for the alumni regional networks as well as for affinity groups and 50th anniversaries for Physics (Planetarium), Geography and Nursing, and for the 65th Anniversary of Greek Sing.

Alumni Data Base Statistics:

Total Number of Living Alumni	92,313	
▪ Addressable Alumni	81,813	89%
▪ Phoneable Alumni	75,722	82%
▪ Emailable Alumni	33,873	37%
▪ Employment Information	44,068	48%

Pete’s Pride

Through April 27, 2017, Pete’s Pride has 1,310 registered volunteers from 33 states who have contributed a total of 4,640 volunteer hours.

April 1

Cleveland NACAC College Fair

Purpose:

Pete’s Pride members assist Admissions staff by interacting with prospective students and family members at the YSU table.

April 2

Life Member Reception

Purpose:

Pete’s Pride members assist with event logistics and parking direction.

April 3

Thomas Colloquium: Robin Chase

Purpose:

Pete’s Pride members distribute YSU materials and assist with event logistics for this community lecture.

April 4 Purpose:	QUEST Pete's Pride members judge posters/presentations and staff check-in table.
April 6 Purpose:	Phone-A-Thon Pete's Pride members assist the YSU Foundation with contacts to donors and alumni.
April 8 Purpose:	Volunteer Income Tax Assistance Program Pete's Pride members assist with registration of community members.
April 8 Purpose:	Greek Sing Pete's Pride members assist with registration of alumni and guests.
April 12-15 Purpose:	WYSU Pledge Drive Pete's Pride members answer phones to accept pledges.
April 17 Purpose:	Grad Central Pete's Pride members staff a table to congratulate graduating seniors, collect addresses for alumni database, and encourage membership in the Alumni Society, Pete's Pride and Alumni Connect.
April 21 Purpose:	Skeggs Lecture: Margaret Atwood Pete's Pride members distribute YSU materials and assist with event during this community lecture.
April 22 Purpose:	Club Sports Picnic Pete's Pride members congratulate students on their accomplishments and assist with event logistics.
April 29 Purpose:	Orientation Pete's Pride members mingle with families of students who attend these programs for orientation, advisement and registration.
April 29 Purpose:	Rustbelt Challenge Volleyball Tournament Pete's Pride members staff kiosk to distribute recruitment information to prospective students and families.
May 2 Purpose:	Orientation Pete's Pride members mingle with families of students who attend these programs for orientation, advisement and registration.
May 6 Purpose:	Commencement Alumni Society Board and Pete's Pride members pin graduates to welcome them into the community of alumni.

May 8, 18, 23, 24

Purpose:

College Credit Plus Orientation Resource Fair

Pete's Pride members staff a table to promote YSU and share experiences with CCP students and families.

May 10

Purpose:

Staff Awards Dinner

Pete's Pride members assist with registration.

June 3

Purpose:

Streetscape

Pete's Pride members represent YSU during this community service event.

June 6

Purpose:

College Credit Plus Orientation Resource Fair

Pete's Pride members staff a table to promote YSU and share experiences with CCP students and families.

June 16, 17, 21, 22, 24

Purpose:

Orientation

Pete's Pride members mingle with families of students who attend these programs for orientation, advisement and registration.

June 19

Purpose:

Crash Day

Pete's Pride members assist with event logistics and interact with prospective students and their guests.

Ongoing

Purpose:

Pete's Pride Letter-Writing Campaign

Pete's Pride members share an inspiring note about positive YSU experiences to encourage admitted students to enroll.

All activities of the Office of Alumni Engagement fall in line with one or more of the Alumni Engagement Strategic Plan Cornerstones.

Cornerstone 2: Build and Sustain Alumni Engagement

Cornerstone 3: Develop Working Partnerships with Campus and Community Groups

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

ALUMNI ENGAGEMENT BACKGROUND MATERIALS

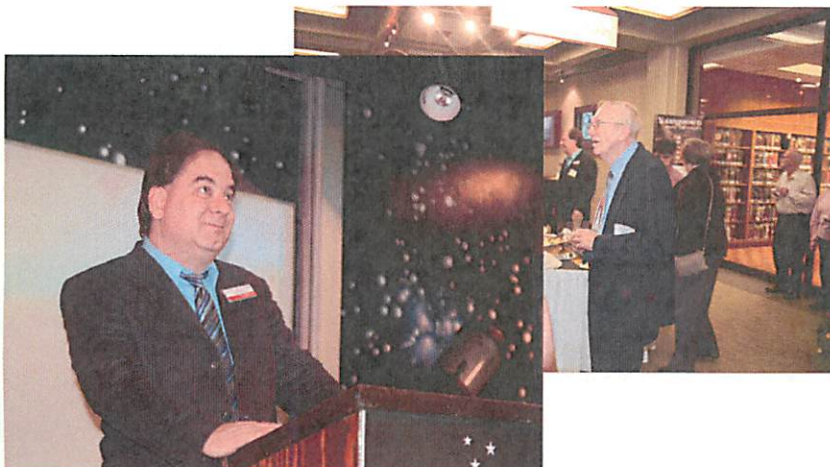
Greek Sing Pre-Concert Alumni Reception: Alumni from all decades of graduation attended the reception on April 8 at Stambaugh Auditorium's Christman Memorial Hall. The event commemorated the 65th Anniversary of Greek Sing—1952 to 2017.



In attendance were sisters from the Phi Mu Sorority, which brought Greek Sing to Youngstown College in 1952. The gathering met its objective of engaging younger alumni: more than half of the attendees graduated between 2000 and 2016.



The **Ward Beecher Planetarium** celebrated its 50th Anniversary with a special Planetarium show and alumni dinner featuring Keynote Speaker Dr. Warren M. Young, Faculty Emeritus and Retired Planetarium Director. The evening was sold out with more than 100 guests. Physics alumni attended from all over the country, including Alaska, Georgia, Maryland, Michigan, Minnesota, Missouri and South Carolina.



Campus News of Note June 2017

Graduation numbers reach 34-year high

The number of students earning degrees from YSU this academic year is the second highest in the university's 100-plus year history. Just shy of the university's largest-ever class of 2,448 students in 1982-83, YSU graduated an anticipated 2,387 students during the 2016-17 academic year. This is only the third time since YSU's founding in 1908 that an academic year exceeded 2,300 graduates.

First class in new Master of Accountancy program

Eleven students received degrees as part of the first graduating class from the new Master's of Accountancy program during YSU's Spring Commencement ceremony Saturday, May 6.

Graduate earns NSF fellowship

Jenna Wise, who graduated during YSU's Spring Commencement, has been awarded a prestigious Graduate Research Fellowship from the National Science Foundation that will finance her PhD studies at Carnegie Mellon University in Pittsburgh starting this fall.

Prominent speakers captivate YSU community

An author, feminist organizer, entrepreneur and transportation innovator shared their stories with the YSU community during the successful university lecture series this spring. YSU's Paul J. & Marguerite J. Thomas Colloquium featured Veronika Scott, founder and CEO of The Empowerment Plan on March 21, while Robin Chase, a transportation entrepreneur and co-founder/former chief executive of Zipcar, lectured on April 3. On March 28, Gloria Steinem, writer, lecturer, political activist and feminist organizer, spoke to a sold-out crowd in Stambaugh Auditorium as part of the Centofanti Symposium. Margaret Atwood, winner of many international literary awards and author of more than 40 books of fiction, poetry and critical essays, presented YSU's Skeggs Lecture Series April 21.



Seeing stars for 50 years

YSU's Ward Beecher Planetarium commemorated 50 years of sharing the stars with a special show and dinner Saturday, March 18, as well as a new historical exhibit celebrating the facility's milestone year. The exhibit, left, in the David C. Sweet Exhibition Gallery on the fifth floor of Maag Library contains information about the opening of the planetarium in 1967, the different equipment that has been used in it, some of the special programs it has created, and the faculty and staff of the astronomy department. The display, which will be on exhibit through the end of 2017, also includes photographs, special effects equipment and video footage.

Music around the world...

Studying music in Hungary

Students studying in the Dana School of Music will soon be able to study abroad in Hungary under an agreement signed between YSU and the University of Szeged, right. The agreement will also allow students from Szeged to study at YSU, helping to expand the international exposure of students on campus as well.



Dana Chorale's historic trip to South Korea

For the first time in YSU history, an ensemble from Dana performed in Asia as YSU's Dana Chorale, left, under the direction of Hae-Jong Lee, embarked on a musical and educational tour in South Korea May 8 to 19. The group of 25 YSU students and four faculty members visited Seoul, Cheongju, Samcheok, Changwon and Busan, and performed at Sejong University, Chungbuk National University and Changwon National University.

Accelerated program saves YSU students a year of law study

YSU and the University of Akron School of Law have signed an agreement that will shorten the time to earn a law degree. YSU students will be able to get a bachelor's degree and a law degree in six years, rather than the traditional seven years, through an accelerated 3+3 program in which students will spend three years at YSU and three at Akron. Under the agreement, students can get a YSU bachelor's degree after their first year of law school by applying the courses in the first year of law school to undergraduate degree requirements.

Heritage Awards presented, Heritage Park dedicated

The late Joseph Edwards, an accomplished musician, long-time director of the Dana School of Music and former dean of the College of Fine and Performing Arts, and K.J. Satrum, retired executive director of Student Services and a champion for students for more than three decades, received the YSU Heritage Award in separate recognition dinners this spring. Both recipients, as well as the 73 other former faculty and staff members who have received the YSU Heritage Award, will have their names engraved on the wall at the new YSU Foundation Heritage Park. Located on Elm Street just north of Kilcawley Center, the park was dedicated May 10 and also celebrates the 50th anniversary of the YSU Foundation, which funded the \$100,000 project.



Equestrian team not horsing around

YSU's Equestrian Team finished the 2016-17 season as Reserve Champion – second in its region. Senior Sarah Newman ranked among the top 12 collegiate equestrians nationwide and qualified to compete in the National Intercollegiate Horse Show Association show in Lexington, Ky. Under the leadership of coach Amy Watkins, an American Quarter Horse Association judge and owner of Watkins Quarter Horses in Canfield, the team just finished its third season.

Cisco Academy returns to campus

Networking and information technology professionals, as well as YSU students, now have the opportunity to obtain certifications through the Cisco Academy on campus. Cisco Academy is an IT skills and career building program available to learning institutions and individuals worldwide.

Track & Field runs away with Horizon Championships

The YSU men's and women's indoor track and field teams, right, both claimed Horizon League Championships. The men broke school records in the 60m hurdles and heptathlon while the women set new standards in the 60m hurdles and pentathlon. All four marks occurred at the Horizon League Championships at the WATTS. It was the third Horizon League Indoor Track and Field Championship for the men, including their second consecutive title. For the women, it was their third title in four years and sixth Horizon crown overall.



\$500,000 donation received for sports media classroom

The Payiavlas Family, owners of AVI Foodsystems in Warren, Ohio, donated \$500,000 to YSU. In recognition of the donation, YSU will name the classroom in the Don Constantini Multimedia Center at Stambaugh Stadium for the Payiavlas Family. The center will be constructed atop the east side of the stadium and include classroom space for YSU's Sports Broadcasting program.



Women's Tennis claims Horizon League, advances to NCAA

The YSU women's tennis team defeated Wright State 4-2 to take the Horizon League Championship. It marks the fourth straight Horizon League Championship for the Penguins who also advanced to the NCAA Regionals for the fourth time in as many years.

Men's basketball has new head coach

Jerrold Calhoun, who led Fairmont State University to the 2017 NCAA Division II National Championship game, is the 13th men's basketball head coach at YSU. Calhoun, a native of Cleveland, Ohio, spent the last five seasons as the head coach at Fairmont and accumulated an overall record of 124-38. He guided FSU to the NCAA Division II Tournament in each of the last three years and four times overall.



Police Chief named

Shawn Varso, a native of Youngstown, graduate of YSU and a 21-year veteran of the YSU Police Department, has been named chief of police. Varso has served as interim chief of the department for the past year.



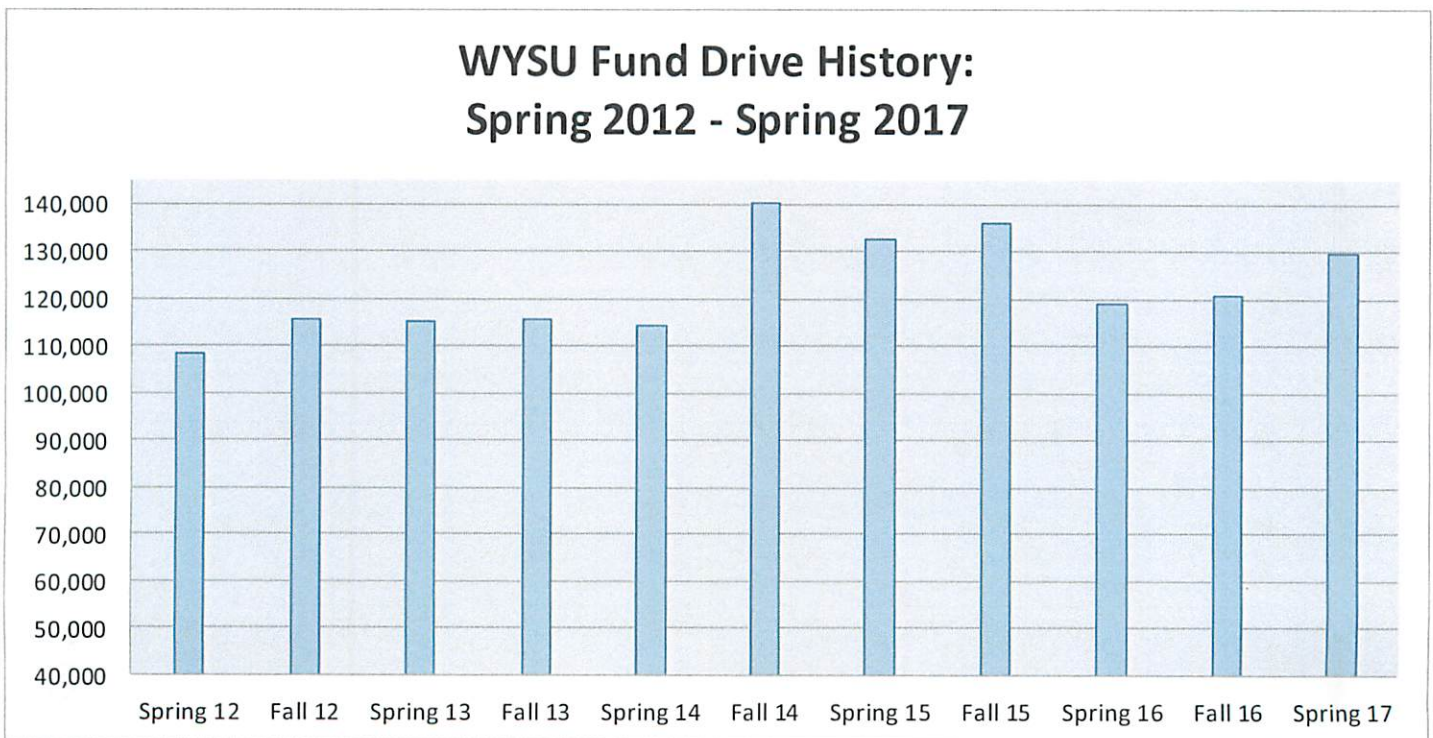
WYSU-FM SPRING 2017 MEMBERSHIP DRIVE REPORT

WYSU-FM raised **\$129,693** from **943** donors during its April 2017 “listener-friendly” campaign. It was the second highest spring total ever, raised in half the time of the week-long drives of past years. The average pledge was \$20 higher than normal, indicating increased support by our core audience, and perhaps a concern about the potential loss of WYSU’s grant funding from CPB. Members were reached through mail, email, the website, social media, and short air spots without extensive program interruption.

DRIVE SUMMARY:

Total Number of Pledges	943
▪ Pledges from Ohio	782
▪ Pledges from Pennsylvania	135
▪ Pledges from other states	26 from 16 states
New Members	93
Renewing or Lapsed Members	758
Additional Gifts from Current Members	92
Totals Dollars Pledged	\$129,693
Average Pledge (mean)	\$137
Most Common Pledging Levels	\$60 (142 Pledges) \$40 (109 Pledges)

RECENT DRIVE HISTORY:



MEMORANDUM

TO: YSU Trustees
FROM: Carole Weimer, Chairperson
DATE: May 2017
SUBJECT: Important Upcoming University Events

Please take a moment to mark your calendars for these important University events listed below. As a reminder, members of the Board of Trustees have adopted the following guidelines for event admission—

1. If the proceeds of the event fund scholarships, board members will pay for themselves and any guests.
2. If the proceeds of the event do not fund scholarships, board members will not be charged an admittance/ticket fee, but each will pay for any guests.

Wednesday, June 7 **Quarterly Board of Trustees Committee Meetings**

Academic and Student Affairs Committee
University Affairs Committee
Institutional Engagement Committee
Investment Subcommittee
Executive Committee (Pollock House)

Place: Board Meeting Room, Tod Hall
Time: Meetings begin at 12:00 p.m.
Contact: Cindy Bell – 330-941-3102 or cmbell02@ysu.edu

Friday, June 7 **West Coast Chill Penguin Club Scholarship Golf Outing**

Place: Youngstown Country Club
Time: 11:00 a.m.
Contact: Tom Morella—330-941-2351 or tmorella@ysu.edu

Thursday, June 8 **Quarterly Board of Trustees Committee Meetings**

Audit Subcommittee
Finance and Facilities Committee
Governance Committee

Place: Board Meeting Room, Tod Hall
Time: Meetings begin at 9:00 a.m.
Contact: Cindy Bell – 330-941-3102 or cmbell02@ysu.edu

Wednesday, June 14 **Board of Trustees Meeting**

Place: Board Meeting Room, Tod Hall
Time: 3:00 p.m.
Contact: Cindy Bell – 330-941-3102 or cmbell02@ysu.edu

Wednesday, June 14 **Board of Trustees Summer Gathering**

Place: Pollock House
Time: 6:00 p.m.
Contact: Shannon Tirone – 330-941-3732 or stirone@ysu.edu

Monday, June 19	Crash Day
Place:	WATTS
Time:	9:00 a.m.
Contact:	Admissions – 330-941-2000
Wednesday, June 21	YSU Alumni Night with the Scappers (Opening Night w/post-game fireworks)
Place:	Eastwood Field
Time:	5:30 p.m. Picnic/7:00 p.m. Game
Contact:	Catherine Cala – 330-941-2752 or cacala@ysu.edu (RSVP by June 13)
Saturday, July 8	Summer Festival of the Arts
Sunday, July 9	
Place:	Campus
Time:	10:00 a.m. to 6:00 pm; 11:00 a.m. to 5:00 p.m.
Contact:	Lori Factor—330-941-2307 or lafactor@ysu.edu
Sunday July 9	YSU Alumni “Ladies Day Out”
	(Champagne Brunch, Women’s Studies Talk, Birds-eye Tour, Festival Shopping)
Place:	DeBartolo Stadium Club
Time:	11:00 a.m.
Contact:	Catherine Cala – 330-941-2752 or cacala@ysu.edu
Wednesday, August 30 - Monday, September 4	YSU Tent at the Canfield Fair
Place:	Canfield Fairgrounds (near Grandstand)
Time:	11:00 a.m. – 8:00 p.m. daily
Contact:	Mollie Hartup – 330-941-3086 or mahartup@ysu.edu
Saturday, September 2	YSU/Pitt Tailgate– Football Season Opener
Place:	Pittsburgh tailgate site TBD
Time:	TBD (game time not yet announced)
Contact:	Ed Goist – 330-941-2753 or emgoist@ysu.edu
Sunday, September 10	Williamson College of Business Administration Honors Convocation
Place:	The Atrium at Williamson Hall
Time:	4:00 p.m.
Contact:	Chris Shelton—330-941-2086 or cgshelton@ysu.edu
Thursday, September 21	Health and Human Services Honors Convocation
Place:	Chestnut Room
Time:	6:00 p.m.
Contact:	Steve Katros—330-941-2139 or sfkatros@ysu.edu
Wednesday, October 4	Skeggs Lecture Series presents Jeff Corwin
Place:	Stambaugh Auditorium
Time:	7:00 p.m.
Contact:	Jackie LeViseur—330-941-2136 or jmlevisieur@ysu.edu

Saturday, October 28 **YSU Homecoming Football Game**
Place: Stambaugh Stadium
Time: 2:00 p.m.
Contact: Erin DeBernardo—330-941-2068 or ebdebernardo@ysu.edu

Sunday, October 29 **Alumni Half Century Club featuring the Class of 1967**
Place: The Atrium at Williamson Hall
Time: 11:00 a.m.
Contact: Catherine Cala – 330-941-2752 or cacala@ysu.edu

Friday, November 3 **Crash Day**
Friday, November 17
Place: WATTS
Time: 9:00 a.m.
Contact: Admissions – 330-941-2000

Wednesday, November 8 **Penguin Club Jamboree**
Place: The Maronite Center
Time: 6:00 p.m.
Contact: Tom Morella—330-941-2351 or tmorella@ysu.edu

Friday, November 17 **YSU Alumni Veterans-ROTC Dinner**
Place: The Ohio Room in Kilcawley Center
Time: 5:30 p.m. Social/6:30 p.m. Dinner
Contacts: Catherine Cala – 330-941-2752 or cacala@ysu.edu

Sunday, December 17 **Commencement**
Place: Beeghly Center
Time: 2:00 p.m.
Contact: Jackie LeViseur—330-941-2136 or jmlevisieur@ysu.edu

2018:

- Thursday, February 15—Skeggs Lecture (Gabby Giffords & Mark Kelly)
- Monday, February 19—Crash Day
- Friday, April 20—Honors College Formal/Recognition Ceremony
- Monday, June 18—Crash Day
- Thursday, September 20—Skeggs Lecture (Economist Ben Stein)