

Youngstown

STATE UNIVERSITY

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Anita Hackstedde, Chair
Capri Cafaro, Vice Chair
All Trustees are Members**

**Wednesday, September 6, 2017
11:00 a.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

A. Disposition of Minutes for Meeting Held June 7, 2017

B. Old Business

C. Committee Items

1. Consent Agenda Item*

Tab C.1.a.

***a. Resolution to Accept Alumni Engagement and WYSU Memberships**

The Board of Trustees will accept 2,957 memberships from University Alumni Society and WYSU totaling \$305,592 through the fourth quarter of Fiscal Year 2017.

Shannon Tirone, Associate Vice President University Relations will report.

2. Marketing and Communications

Tab C.2.a.

a. Crisis Communications Plan Update

Ron Cole, Public Information Officer and Becky Rose, Assistant Director of Communications, Marketing and Communications will report.

3. YSU Foundation

Tab C.3.a.

a. Youngstown State University Board of Trustees Scholarship

Paul McFadden, President YSU Foundation will report.

b. Status Report of University Fundraising Plan

Paul McFadden, President YSU Foundation will report.

*Items listed under the Consent Agenda require Board approval; however they may be presented without discussion as these items include only non-substantive changes.

Tab C.3.c.

c. Quarterly Gift Report

The YSU Foundation received 1,377 new gifts and pledges totaling \$4,187,369.33; pledge payments totaling \$535,751.67; and 2 new planned gift commitments totaling \$225,000.00 for the fourth quarter of Fiscal Year 2017. Paul McFadden, President YSU Foundation will report.

D. New Business

E. Adjournment



**RESOLUTION TO ACCEPT ALUMNI ENGAGEMENT AND WYSU
MEMBERSHIPS**

WHEREAS, Board policy provides that the President shall compile a list of memberships to the University for each meeting of the Board of Trustees and present the list accompanied by his recommendation for action by the Board; and

WHEREAS, the President has reported that the memberships as listed in Exhibit attached hereto are being held pending acceptance and he recommends their acceptance;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees does hereby accept these memberships on behalf of Youngstown State University and requests that the President acknowledge the acceptance of these memberships.

**Board of Trustees Meeting
September 7, 2017
YR 2018-**

**UNIVERSITY MEMBERSHIPS
EXECUTIVE SUMMARY
Fiscal Year 2016-2017
July 1, 2016-June 30, 2017**

Memberships Received	Number of Members	Amount
Alumni Relations	1220	\$ 50,490
WYSU-FM	1,737	\$ 255,102
Total University Members	2,957	\$ 305,592

**UNIVERSITY MEMBERSHIPS
EXECUTIVE SUMMARY
Fiscal Year 2015-2016
July 1, 2015-June 30, 2016**

Memberships Received	Number of Members	Amount
Alumni Relations	1,571	\$ 82,470
WYSU-FM	1,760	\$ 265,698
Total University Members	3,331	\$ 348,168



Crisis Communications Plan

Introduction

The Youngstown State University Crisis Communications Plan provides procedures for the coordination of communications both internally and externally in the event of a crisis situation. The plan outlines the roles, responsibilities and protocols to guide the university in sharing information with all of YSU's audiences during an emergency or crisis.

The crisis communication plan is part of a larger set of plans to manage the university's affairs during situations that threaten operations, the safety of the community and/or the reputation of YSU. This document focuses on the communications aspect of potential crisis situations. (Please also refer to YSU communications procedures under the federal Clery Act, specifically "Emergency Notifications" and "Timely Warnings," attached as Appendix 1 and Appendix 2.)

This plan is not intended to change the manner in which emergencies are initially reported. All emergencies on campus should be reported immediately to YSU Police.

Guiding Principles

In all communications during a crisis, the university strives to be accessible, prompt, compassionate, honest and informative. While such tenets may seem to be self-evident, it can be difficult to adhere to a clear style of communication when in crisis mode. One of the most important requirements for effective communications during an urgent situation is gathering and understanding the facts and implications of a given situation and then providing accurate and consistent information to all parties concerned. Communications from the university must be honest and forthright. It is crucial in a crisis to tell it all, tell it fast and tell the truth. Since a crisis may be sudden and without warning, this plan is designed to be flexible in order to accommodate contingencies of various types and magnitudes.

Operational Definition of Crisis

For the purpose of this plan, the word **crisis** refers to:

A significant emergency, dangerous situation or disturbance in the university's activities which has the potential to have a significant impact on the university's operations and public image and which results in extensive news coverage and public scrutiny.

A crisis includes serious threats to life, limb and/or property, significant threats to the university's reputation or serious threats of interruption to university business.

A crisis may include, but is not limited to: active shooter or hostage situations, weather, disease or other health threat, fire, natural disaster, violent crime, civil disturbance, sexual or physical assault, homicide and the threat of danger. (The federal Clery Act provides the following examples of significant emergencies or dangerous situations: fire, outbreak of a serious illness, earthquake, gas leak, terrorist incident, armed intruder, bomb threat, civil unrest or rioting, explosion, nearby chemical or hazardous waste spill.)

There is bound to be a degree of judgment required to determine whether any one or more of such threats are serious enough as to constitute a crisis.

Many crises occur quickly, without notice and may require immediate communications, particularly to students, employees and others on campus who are threatened or impacted by the crisis. As per the university's Clery Act Emergency Notification procedures and Penguin Alert Protocol, the YSU Police Department has the authority to assess the crisis at hand, determine what immediate communications is needed, and move forward to deliver that communication to the campus. For instance, if there is a major fire in an academic building, YSUPD would be responsible for initial communications (via Penguin Alert and other means) with the campus.

Crisis Communications Team (CCT)

In the event of a crisis, a core group of people will constitute the university's Crisis Communications Team:

Associate Vice President, University Relations – The Associate Vice President, University Relations will serve as the liaison between the team and the President or her/his designee.

Director of University Communications/Public Information Officer – As a member of the Emergency Resource Team (ERT) the Director of University Communications/Public Information Officer will serve as the liaison between the CCT and the ERT and will provide the CCT with the most up-to-date information on the crisis.

Assistant Director of Communications

The team will develop a plan of action and oversee communications issues throughout the crisis. The team will assess the facts of the crisis to determine the appropriate response/action and to determine a plan of action for both internal and external communications. Depending on the nature of the crisis, others can and should be drawn into the crisis communications process as appropriate to address the specific issues and threats that need to be managed.

Convening the Team

Most crises will require the activation of the Campus Emergency Management Plan (CEMP). The CCT will convene immediately upon notification that the CEMP has been activated.

If a crisis should occur that does not require the activation of the CEMP, the President has the primary responsibility for convening the Crisis Communications Team. If the President is not available to make the convening decision, then the Provost, Vice President for Finance and Business Operations, General Counsel and Vice President for Legal Affairs and Human Resources can make that decision. Any member of the Crisis Communications Team or the Tod Hall Leaders may also, upon discovery of a situation that she/he believes constitutes a crisis (as defined above), recommend to the President that she/he convene the Team.

Team Communications

All members of the CCT should have cell phones in their possession at all times.

Upon activation of the CEMP, the Associate Vice President for University Relations will notify the Director of University Communications/Public Information Officer. Other individuals will be notified as needed.

If it is feasible to do so (depending on the time of day or night and/or any physical limitations of the situation), the team should gather together in person. If it is not feasible to meet physically, the Team may be convened initially by telephone.

In the event of a major campus crisis or disaster, particularly an event that requires the activation of the CEMP, an Emergency Operations Center will be set up in the YSU Police Department. In such a situation, the YSUPD will become the center of all information for the crisis at hand; therefore, it is advisable that the CCT convene at the YSU Police Department. The Police Department will dedicate space and resources (i.e. telephones and computers) for the Team in the PD during the crisis.

In the event of a non-CEMP crisis, or a crisis more of a public relations or administrative level, the President will call the Associate Vice President for University Relations who will then notify the Director of University Communications/Public Information Officer. Other individuals will be notified as needed. The Team will convene in the Leaders Conference Room in Tod Hall. (It is possible that the Team would first convene in Tod Hall and then move to the YSUPD as the crisis evolves, or vice versa.)

Responding to the crisis

Among the duties of the Crisis Communications Team:

- Assess the facts of the crisis.
- Create a plan of action for both internal and external communications.
- Determine what and how messages will be communicated.
- Determine how to react as the crisis evolves.
- Keep the appropriate spokespeople informed of the latest developments and messages to be conveyed.
- Determine to whom messages will be communicated, both internally and externally. Among the key constituencies:
 - Students
 - Faculty
 - Staff
 - Parents of students
 - News media
 - Trustees
 - Public officials—Gov., Mayors, etc.
 - Alumni
 - Community
 - General Public

The Team will develop several key messages to be included in all university communications. The messages will evolve as the crisis evolves and circumstances change. The messages must be communicated as quickly as possible and regularly updated.

University Spokespeople

The chief spokespeople in the event of a crisis will be a senior leader of the university, most likely the President, as well as the Director of University Communications/Public Information Officer.

- In most situations, the Director of University Communications/Public Information Officer will act as the chief spokesperson and will be the point person for news media communications during a crisis. He/she will organize and run press briefings and handle general media questions. Depending on the nature of the crisis, the person possessing the direct knowledge of the crisis (for example: The chief of police in the event of a campus crime) can also be designated as spokesperson.
- In the time of a significant crisis, it is critical for a high-ranking leader of the university such as the President to become the face of the university and to take the lead in communicating key messages. Only a high-ranking leader such as the President can convey that a situation is under control, provide a sense of calm and set an example for the entire campus.

- The release of information and comments to the news media and the public should be limited to the designated spokespeople. All other staff should be professional and helpful to the news media by connecting them with the spokespeople, but should refrain from speaking to and providing any information. As the crisis evolves, it is likely that secondary spokespeople will need to be appointed.

Media Relations

Often the only information the public receives about an emergency is through the news media; therefore, media relations is an essential component of any crisis plan. Timing is critical. *Responses to a crisis must be issued as soon as possible and along as many communications channels as possible.* Remember that the news media is borderless and operates 24 hours a day, 7 days a week.

The CCT will develop appropriate statements and other communications for the news media. The Team will also arrange and lead news conferences and media briefings. Keeping the news media informed gives the university a certain amount of control over the message. The media's job is to report the latest information available. If reporters don't get that information directly from the organization in crisis, they will look elsewhere and be more likely to report inaccurate facts and even rumors. The location of news conferences and briefings may largely depend on the location and nature of the crisis. One location could be the Board of Trustees Meeting Room in Tod Hall. Ideally, however, the location should be away from the crisis, the ERT and the University's administrative offices. Other suitable locations could be the Chestnut Room or Ohio Room in Kilcawley Center or in larger areas in either Beeghly Center or Stambaugh Stadium.

Communications Tools

Effective university crisis communications programs employ multiple and layered methods of communication with its constituencies, including students, employees, parents, alumni, trustees and community members. In the event of a crisis, the Crisis Communications Team can deploy one or all of these communications vehicles:

- **Penguin Alert** allows the university to notify students and employees via text message and email. (Responsibility: YSU Police and Office of Marketing and Communications)
- **Campus-wide mass communications and alarm system** broadcasts emergency voice notifications targeted to specific buildings via loudspeaker. (Responsibility: YSU Police)
- **YSU homepage**, www.ysu.edu. (Responsibility: Office of Marketing and Communications)
- **Emergency Information Line (330-941-2222)** will include updated information. (Responsibility: Office of Marketing and Communications)
- **Campus Marquees**. (Responsibility: Office of Marketing and Communications)
- **Social media**. Regular updates will be posted on the [YSU Facebook \(www.facebook.com/youngstownstate\)](https://www.facebook.com/youngstownstate), [Twitter \(twitter.com/youngstownstate\)](https://twitter.com/youngstownstate) and other social media venues. (Responsibility: Office of Marketing and Communications) (See Appendix 3, "Crisis Communications Best Practices for YSU Social Media")
- **WYSU-FM**. WYSU 88.5 (Ashtabula 90.1, New Wilmington 97.5) is the official radio source regarding information about university operations. In addition, WYSU can provide information on its website, www.wysu.org. WYSU has an extensive Disaster Response and Recovery Plan that includes a backup generator and a backup transmitter and studio at Stambaugh Stadium. With these capabilities, WYSU could be a 24/7, real time, interactive

critical source of information to the campus and the community in the event of a crisis.

- **News media.** The university has a detailed news media call list that would be activated in the event of an emergency. (Responsibility: Office of Marketing and communications)

The offices/departments listed as responsible for each of these communications vehicles are responsible for developing individual implementation plans for each of the vehicles.

Awareness, Training and Assessment

It is imperative that all members of the CCT, Tod Hall Leaders and others on campus are familiar with the details of this plan prior to a campus crisis. The team should also undergo regular training, including running simulations in the actual use of the plan's procedures and principles, and the training of spokespeople in communicating with the media during crisis moments. Routine simulation training should be provided.

Finally, the CCT should meet at least once after the emergency situation has subsided to assess the university's handling of the situation and to make future recommendations to streamline and improve its procedures and communications tools.

The Crisis Communications Plan was initially developed in December 2007 as recommendations to the President and President's Cabinet. The Plan was developed by a Crisis Communications Planning Group, chaired by the Vice President of University Advancement. The Office of Marketing and Communications modified the Plan in October 2008. The plan was revamped in June 2011, updated again in March and September 2012 and again in January 2016. This version was updated in April 2017.

Appendix 1 - EMERGENCY NOTIFICATION

Notification to the YSU community about an Immediate Threat

YSU will immediately notify the campus community upon confirmation of a significant emergency or dangerous situation involving an immediate threat to the health or safety of students or employees occurring on the campus. Examples of significant emergencies or dangerous situations are: active shooter, fire, outbreak of a serious illness, approaching extreme weather condition (i.e. tornado), earthquake, gas leak, terrorist incident, armed intruder, bomb threat, civil unrest or rioting, explosion, nearby chemical or hazardous waste spill.

In the event of a potential emergency or dangerous situation that poses an immediate threat to the health or safety of some or all members of the YSU community, YSUPD and/or the Office of Marketing and Communications will immediately notify the campus community of the situation. YSUPD and/or M&C will, without delay and taking into account the safety of the community, determine the content of the notification and initiate the notification system, unless issuing a notification will, in the judgment of the first responders (including, but not limited to YSUPD, Youngstown Police Department, Youngstown Fire and Emergency Medical Services), compromise the efforts to assist a victim or to contain, respond to, or otherwise mitigate the emergency.

YSUPD and/or M&C will use some or all of the systems described below to communicate the threat to the YSU community or to the appropriate segment of the community, if the threat is limited to a particular building or segment of the population. The entire campus community will be notified when there is at least the potential that a very large segment of the community will be affected by a situation, or when a situation threatens the operation of the campus as a whole. The situation will be continually assessed to determine if additional segments of the campus should be notified.

Some or all of the following notification methods will be used:

- Penguin Alert emergency text messages and emails (sign up for this service at <http://alert.ysu.edu/>).
- YSU campus-wide mass communications and alarm voice broadcast system.
- YSU homepage (www.ysu.edu).
- Campus Announcements channel of the MyYSU portal.
- YSU Emergency Information Line (330-941-2222).
- University [Facebook](https://www.facebook.com/youngstownstate) (www.facebook.com/youngstownstate) and [Twitter](https://twitter.com/youngstownstate) (twitter.com/youngstownstate) pages.
- WYSU 88.5 FM, the official radio source of YSU.

Members of the larger community outside campus will receive information about a campus emergency via many of the same methods listed above. In addition, the University will disseminate information via local news media (TV, radio and newspaper).

Those responsible for carrying out the actions above include:

- Confirmation of an emergency: YSUPD.
- Content of message/segment of campus to be notified: YSUPD and/or Office of Marketing and Communications.
- Initiation of the notification system: YSU PD and/or Office of Marketing and Communications.

Appendix 2 - TIMELY WARNINGS

Issuing Timely Warnings

YSU will issue a Timely Warning to the campus community in the event of crimes (i.e. murder and non-negligent manslaughter, negligent manslaughter, sex offenses, robbery, aggravated assault, burglary, motor vehicle theft and arson) and other situations that, in the judgment of the Chief of the YSU Police Department (YSUPD) or his/her designee, constitutes a serious or continuing threat to students or employees. In determining if a Timely Warning should be issued, the Police Chief will consider the nature of the crime, the continuing danger to the campus community, and the possible risk of compromising law enforcement efforts.

Timely Warnings will be distributed by one or all of the following methods:

- Posted as a Campus Crime Alert on the [YSUPD website \(www.ysu.edu/police\)](http://www.ysu.edu/police) and/or YSUPD [Twitter \(twitter.com/YSUPolice\)](https://twitter.com/YSUPolice) account.
- Sent via e-mail and/or text message to subscribers of Penguin Alert. (To subscribe, visit <http://alert.ysu.edu/>)
- Posted on the Campus Announcements channel of the MyYSU portal.
- Posted on Crime Prevention Bulletin Boards in buildings across campus.

The Timely warnings will provide the following information if possible:

- The date the alert was issued.
- A succinct statement of the incident.
- Physical description of the suspects.
- Other relevant and important information.

Timely Warnings will be issued for circumstances that occur on campus, on public property within or immediately adjacent to the campus, and in or on non-campus buildings or property that YSU owns or controls.

Anyone with information warranting a Timely Warning should report the circumstances to the YSUPD at 330-941-3527.

Appendix 3 - Best Practices for Social Media

If you are aware of an emergency situation on campus, contact the YSU Police first (330-941-3527), and then the Marketing and Communications office (330-941- 3519).

Do not post about the situation on social media until official messaging is released from the university.

During an emergency situation on campus, official posts regarding the crisis will come from three accounts:

1. Youngstown State University [Facebook page](https://www.facebook.com/youngstownstate) (www.facebook.com/youngstownstate)
2. Youngstown State University [Twitter account](https://www.twitter.com/youngstownstate) (www.twitter.com/youngstownstate or @youngstownstate)
3. YSU Police [Twitter account](https://www.twitter.com/ysupolice) (www.twitter.com/ysupolice or @ysupolice)
If you control an official social media page of the university, look for these posts and update your own page(s) by directing your followers to any of these four accounts. Do not try to craft your own message or retype the message on your own.

In addition, during an emergency on campus, be sure to:

- Check to make sure that no content is scheduled to be posted on your YSU social media accounts until the end of the emergency. If content is scheduled, delete it.
- Refrain from posting to your YSU social media sites after directing people to the official messaging/posts.
- Refrain from engaging with followers during this time so that timelines do not get cluttered. This gives important updates more of a chance of being seen.
- If you receive private messages on your YSU accounts, reply by referring the individual to the main university sites or the YSU Police sites for information.

Contact: Ron Cole, public information officer, 330-941-3285, racole01@ysu.edu.

Appendix 4 – Glossary of Terms

Shelter in Place – Shelter in Place is a directive to seek immediate shelter indoors following the announcement of an emergency condition. The act of sheltering in an area inside a building offers occupants an elevated level of protection. Sheltering can be related to a variety of situations: severe weather emergencies, hazardous condition, chemical release, or criminal activity.

In some instances, it is safer to shelter in place than to evacuate a building, e.g., smoke or fire is immediately outside your room; live electrical wires bar access to the exit; individuals with mobility disabilities are on upper or lower floors.

Shelter in Place can occur without a Lockdown.

Lockdown – The directive LOCKDOWN is used to stop access and/or outlet as appropriate, to all or a portion of the buildings on campus. Unless otherwise directed, consider that all buildings will initiate lockdown procedures.

Weather Warning – A warning is issued when a hazardous weather event is occurring, is imminent or has a very high probability of occurring. A warning is used for conditions posing a threat to life or property.

Weather Watch – A watch is used when the risk of a hazardous weather event has increased significantly, but its occurrence, location, and/or timing is still uncertain. It is intended to provide enough lead time so that those who need to set their plans in motion can do so.



YOUNGSTOWN
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OFFICE OF MARKETING & COMMUNICATIONS

Crisis/Campus Notification Procedures and Responsibilities

In the event of a crisis on campus, the university's Public Information Officer (PIO) and the Office of Marketing and Communications will play a key role in communications, both on and off campus. It is imperative that all staff members be aware of their responsibilities during a crisis and are familiar with the tools to effectively carry out those responsibilities in a timely manner.

For the purpose of this document, the word **crisis** refers to:

A significant emergency, dangerous situation or disturbance in the university's activities which has the potential to have a significant impact on the university's operations and public image and which results in extensive news coverage and public scrutiny.

A crisis includes serious threats to life, limb and/or property, significant threats to the university's reputation or serious threats of interruption to university business.

A crisis may include, but is not limited to: active shooter or hostage situations, weather, disease or other health threat, fire, natural disaster, violent crime, civil disturbance, sexual or physical assault, homicide and the threat of danger. (The federal Clery Act provides the following examples of significant emergencies or dangerous situations: fire, outbreak of a serious illness, earthquake, gas leak, terrorist incident, armed intruder, bomb threat, civil unrest or rioting, explosion, nearby chemical or hazardous waste spill.)

There is bound to be a degree of judgment required to determine whether any one or more of such threats are serious enough as to constitute a crisis.

In the event of a crisis, the university's Crisis Communications Team (CCT) will coordinate communications. The PIO is a member of the CCT. The Team will develop appropriate emergency statements and information to be delivered/posted to various constituencies. ***Do not deliver/post messages without authorization.***

In a non-crisis situation where campus notification is required, such as a closing due to weather, the CCT *will not* be convened. In this case, the PIO and the Office of Marketing and Communications will coordinate communications and develop appropriate messages and information to be delivered/posted. ***Do not deliver/post messages without authorization.***

See attached "University Notification Check List."

This document summarizes the procedures, responsibilities and tools available to the university's CCT, Public Information Officer and the Office of Marketing and Communications.

Penguin Alert

Primary: Ron Cole

Secondary: Becky Rose

Tertiary: YSU PD

The Penguin Alert system allows the university to deliver text messages and e-mails to students and employees in the event of a campus emergency.

Many crises occur quickly, without notice and may require immediate communications, particularly to students, employees and others on campus who are threatened or impacted by the crisis. As per the university's Clery Act Emergency Notification procedures and Penguin Alert Protocol, the YSU Police Department has the authority to assess the crisis at hand, determine what immediate communications is needed, and move forward to deliver that communication to the campus.

The PIO and Office of Marketing and Communications are generally responsible for on-going and follow up messaging for crisis situations and all messaging for non-crisis situations, i.e. closing due to inclement weather.

In the event of a **crisis**, the CCT, the President and others as needed will be consulted about the specific wording of the announcement. ***Do not deliver/post messages without authorization.***

In the event of a **non-crisis situation**, that requires campus wide notification, the PIO will provide specific wording for all communications regarding the situation. These messages will be crafted in consultation with the President and/or her/his designee.

In addition to the YSU Police Department, Ron Cole, Becky Rose and Cindy Vinarsky have been trained and have the authority to send out Penguin Alerts. Attached is "Penguin Alert protocol," which outlines the procedures in place to send out Penguin Alert messages.

YSU Homepage/Website

Primary: Becky Rose

Secondary: Ross Morrone/Bob Tupaj

Tertiary: Ron Cole

The YSU Homepage will be used to post information in the event of a campus emergency or crisis. Penguin Alert messages and social media posts will direct people to the website for updates/more information.

- During a crisis, an "Alert" banner notification will be added to the header of each page on the website. This notification will direct people to a content page that will include all statements and updates about the crisis situation. The "Alert" banner will remain on the homepage until the crisis concludes. The "Alert Banner" may also be used in non-crisis situations, such as campus closings. The contents of all statements will be developed and posted by the PIO and the Office of Marketing and Communications, in consultation with the CCT, the President and other appropriate authorities depending on the situation. ***Do not deliver/post messages without authorization.***

Emergency Information Hotline

Primary: Becky Rose **Secondary:** Cindy Vinarsky/Debbie Lowe

The Emergency Information Hotline (330-941-2222) includes updated information related to campus emergency situations. In the event of a crisis, the PIO and the Office of Marketing and Communications will post the appropriate information on this line. The hotline may also be used in non-crisis situations, such as campus closings.

Becky Rose will be primary, and Cindy Vinarsky and Debbie Lowe secondary in posting information on the hotline. Becky, Cindy and Debbie should be familiar with procedures to post such announcements. The specific wording of the announcement to be posted will be provided by the PIO and/or the CCT. ***Do not deliver/post messages without authorization.***

Attached are instructions on how to post/change announcements on the hotline.

WYSU & News Media

During a crisis situation on campus, WYSU and the news media will receive notifications via the Penguin Alert system. This will help to keep the media informed in a timely manner. Additional information on communicating with the media during a crisis can be found in the University's Crisis Communications Plan.

During non-crisis situations, such as campus closings due to weather, the following protocols should be followed for WYSU and the news media.

WYSU

Primary: Becky Rose **Secondary:** Cindy Vinarsky

WYSU 88.5 (Ashtabula 90.1, New Wilmington 97.5) should be notified immediately. WYSU is the official radio source regarding information about university operations. In addition, WYSU can provide information on its website, www.wysu.org. WYSU has an extensive Disaster Response and Recovery Plan that includes a backup generator and a backup transmitter and studio at Stambaugh Stadium.

News Media

Primary: Becky Rose **Secondary:** Cindy Vinarsky

In the event of a non-crisis situation, including the closing of the university, local electronic news media (TV and radio) will be notified of the nature of the situation. (See above: WYSU should be notified immediately.)

Becky Rose will be primary and Cindy Vinarsky secondary in notifying the news media. They should consult with the appropriate authorities about the specific wording of the announcement. In the case of a closing, notification should take place by telephone. A call list, with appropriate closing codes, is attached. Notification may also take place by e-mail.

Campus Marquees

Primary: Cindy Vinarsky **Secondary:** Angela Ireland and Becky Rose

Information regarding campus emergencies may be posted on campus marquees. Cindy Vinarsky will post the messages. The specific wording of the announcement to be posted will be provided by the PIO and/or the CCT. ***Do not deliver/post messages without authorization.***

Social Media

Primary: Kati Hartwig/Becky Rose **Secondary:** Ross Morrone

In the event of a crisis situation, Penguin Alert notifications can be pushed out to the YSU Facebook and Twitter and YSU PD Twitter accounts. Other updates will also be posted via these accounts.

In the case of a non-crisis event, including the closing of the university, the YSU Facebook and Twitter accounts will be used to share the information with the public.

In both instances, the specific wording of all posts will be supplied. ***Do not deliver/post messages without authorization.***

Other Crisis Responsibilities

Administrative Support

Primary: Debbie Lowe

In the event of a crisis situation, the PIO will most likely receive a large influx of phone calls and media inquiries. Because the PIO and Assistant Director of Communications will be with the CCT, office support is required to assist with answering phones and compiling messages for the PIO.

Media inquiries should not be responded to by anyone other than the PIO unless the PIO or CCT has provided specific instructions/messages. ***Do not deliver/post messages without authorization.***

Social Media/News Media Monitoring

Primary: Kati Hartwig **Secondary:** Angela Ireland

In the event of a crisis situation, the University's social media accounts and news media will need to be closely monitored. Questions, comments, concerns, rumors and inaccurate reports will need to be gathered and shared with the CCT and then responded to in a timely manner. It is very important to keep the rumor mill in check during a crisis by sharing and reinforcing accurate information in a timely manner.

Updated April 2017

University Notification Check List

Non-Crisis Situation

If the President or her/his designee declares a university closing, an appropriate statement will be developed and be communicated through the following vehicles:

- _____ **Penguin Alert** (Ron or Becky)

- _____ **Banner on website** (Becky, Ron, Ross or Bob)

- _____ **Emergency Information Hotline message**
(Becky, Cindy or Debbie)

- _____ **WYSU notification** (Becky or Cindy)

- _____ **News media notification** (Becky or Cindy)

- _____ **Campus marquees message** (Cindy or Angela)

- _____ **Social Media** (Kati or Becky)

University Notification Check List

Crisis Situation

In the event of a crisis situation on campus, an appropriate statement will be developed and be communicated through the following vehicles:

_____ **Initial Penguin Alert(s)** (YSUPD)

_____ **Follow-up Penguin Alert(s)** (YSUPD, Ron or Becky)

_____ **Banner on website** (Becky, Ron, Ross or Bob)

_____ **Emergency Information Hotline message**
(Becky, Cindy or Debbie)

_____ **WYSU and News Media notification** (Penguin Alert)

_____ **Continued Media Communication** (Ron or Becky)

_____ **Campus marquees message** (Cindy or Angela)

_____ **Social Media** (Kati or Becky)

Penguin Alert Protocol

This document outlines the protocol that will be followed to distribute text and e-mail messages via the Penguin Alert System. (Please also refer to YSU communications procedures under the federal Clery Act, specifically “Emergency Notifications” and “Timely Warnings.”)

Distributing Penguin Alert text and e-mail messages will be the shared responsibility of the YSUPD, the university’s Public Information Officer and the YSU Office of Marketing and Communications.

Many crises occur quickly, without notice and may require immediate communications, particularly to students, employees and others on campus who are threatened or impacted by the crisis. As per the university’s Clery Act Emergency Notification procedures and Penguin Alert Protocol, the YSU Police Department has the authority to assess the crisis at hand, determine what immediate communications is needed, and move forward to deliver that communication to the campus. For instance, if there is a major fire in an academic building, YSUPD would be responsible for initial communications (via Penguin Alert and other means) with the campus.

While the YSUPD will take the lead in sending such messages, YSUPD and the PIO and CCT will remain in close consultation during a crisis to coordinate appropriate communication responses. (For details on communications in a crisis, refer to the YSU Crisis Communications Plan.)

Guidelines on sending Penguin Alert messages

YSUPD is responsible for sending messages in the following situations:

- A crisis includes serious threats to life, limb and/or property, significant threats to the university’s reputation or serious threats of interruption to university business. A crisis may include, but is not limited to: active shooter or hostage situations, weather, disease or other health threat, fire, natural disaster, violent crime, civil disturbance, sexual or physical assault, homicide and the threat of danger.
- The officer in charge, in consultation with his/her supervisor, will be responsible for determining if the situation meets the above criteria.
- If the emergency is deemed of such a level that a Penguin Alert message is appropriate, YSUPD will determine the appropriate message and the appropriate target (students, faculty, parents, all) to receive the message. YSUPD will deliver the message via text, email or both.

YSU PIO AND MC are responsible for sending messages in the following situations:

- Messages of a less immediate nature in the event of a campus crisis.
- An emergency that presents serious threats of interruption to university business (i.e. closings due to inclement weather). The PIO and his/her designees, in consultation with the university president or his/her designee(s), will determine the appropriate message and the appropriate target (students, faculty, parents, all) to receive the message.

NOTE: *Weather-related information should not be sent via Penguin Alert. The only time that Penguin Alert will be used for weather conditions is in the event of a tornado warning. Penguin Alerts will not be used to send any other weather-related messages (i.e., tornado watch, severe thunderstorm warning, winter weather advisory, etc.).*

Updated April 2017

Crisis Communications Best Practices for YSU Social Media

If you are aware of an emergency situation on campus, contact the YSU Police first (330-941-3527), and then the Marketing and Communications office (330-941-3519).

Do not post about the situation on social media until official messaging is released from the university.

During an emergency situation on campus, official posts regarding the crisis will come from three accounts:

1. Youngstown State University [Facebook page](http://www.facebook.com/youngstownstate) (www.facebook.com/youngstownstate)
2. Youngstown State University [Twitter account](http://www.twitter.com/youngstownstate) (www.twitter.com/youngstownstate or @youngstownstate)
3. YSU Police [Twitter account](http://www.twitter.com/ysupolice) (www.twitter.com/ysupolice or @ysupolice)

If you control an official social media page of the university, look for these posts and update your own page(s) by directing your followers to any of these four accounts. Do not try to craft your own message or retype the message on your own.

In addition, during an emergency on campus, be sure to:

- Check to make sure that no content is scheduled to be posted on your YSU social media accounts until the end of the emergency. If content is scheduled, delete it.
- Refrain from posting to your YSU social media sites after directing people to the official messaging/posts.
- Refrain from engaging with followers during this time so that timelines do not get cluttered. This gives important updates more of a chance of being seen.
- If you receive private messages on your YSU accounts, reply by referring the individual to the main university sites or the YSU Police sites for information.

Contact: Ron Cole, public information officer, 330-941-3285, racole01@ysu.edu.



YOUNGSTOWN STATE UNIVERSITY
FOUNDATION
ENDOWMENT AGREEMENT

Youngstown State University Board of Trustees Scholarship

This scholarship is established in 2015 by the members of the Youngstown State University Board of Trustees. For centuries, the American model of higher education has upheld the unique concept of volunteer citizen trusteeship that provides for autonomy, independence and academic freedom without direct governmental control or overwhelming influence by any self-serving interest. The Youngstown State University Board of Trustees, and its predecessor Boards of Youngstown University and Youngstown College, exemplify these values and have a rich tradition of outstanding governance. YSU trustees are advocates for the university to further its mission and enhance its stature to the local, regional and global communities. It is in this spirit that this scholarship was created, in honor of all current and former members of the Board of Trustees, including Student Trustees, to stand as a lasting legacy for future generations, the rich tradition and history of service of the Board.

Eligibility:

- The recipient must be academically classified as a junior or senior, in any major.
- Must have a minimum 2.7 GPA and attending full time.
- Preference will be given to students with a demonstrated interest in leadership and governance.
- FAFSA must be completed. Financial need is not a requirement.

Terms:

An annual scholarship that is renewable through the application and selection process. This scholarship, when combined with all grants and scholarships will not exceed the cost of full tuition, books and supplies.

Selection:

Selection is to be made by the Youngstown State University Board of Trustees in conjunction with the YSU Foundation.

Handwritten signature of Leonard P. Schiavone in blue ink.

Leonard Schiavone, Chairperson
YSU Board of Trustees

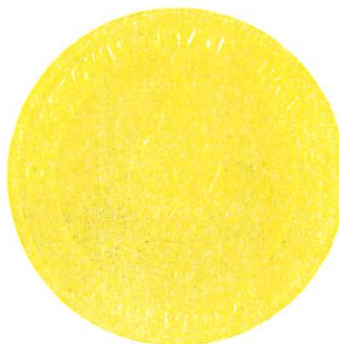
Handwritten signature of Paul J. McFadden in blue ink.

Paul J. McFadden, President
Youngstown State University
Foundation

July 21, 2017

Amended Date:

Original Dated: May 23, 2016



July 31, 2017

Dear Youngstown State University Board of Trustees I am pleased to accept the \$425.00 scholarship offered to me by the Board of Trustees. This money will help to pay for the great education I am receiving from YSU. Your contribution to my education is greatly appreciated.

I will be able to attend the meeting scheduled for Wednesday September 6th at 11:00 AM.



Aliyah Tullis

233 Yosemite Drive

Pittsburgh, PA 15235

412-316-6758

Student ID- Y00756569

YSUF Gift Processing Summary - April, 2017 - June, 2017 Vs. April, 2016 - June, 2016			
	<u>Total April, 2017 - June, 2017</u>	<u>Total April, 2016 - June, 2016</u>	<u>Difference 2017/2016</u>
Development (New Gifts and New Pledges):			
YSU	\$2,069,386.50	\$2,242,373.78	-\$172,987.28
YSUF	\$2,117,982.83	\$1,631,012.33	\$486,970.50
Total Development (New Gifts and New Pledges)	\$4,187,369.33	\$3,873,386.11	\$313,983.22
Planned Giving	\$225,000.00	\$535,000.00	-\$310,000.00
Pledge Payments (For Pledges Currently or Previously Included as Development):			
YSU	\$154,456.67	\$571,129.48	-\$416,672.81
YSUF	\$381,295.00	\$77,903.55	\$303,391.45
Total Pledge Payments	\$535,751.67	\$649,033.03	-\$113,281.36
Non-Gift Clearing - YSU	\$0.00	\$0.00	\$0.00
Non-Gift Clearing - YSUF	\$6,465.00	\$0.00	\$6,465.00
Number of New Gifts	1,314	1,384	-70
Number of Pledges	63	6	57
Number of Payments	203	316	-113
Number of Planned Gifts	2	2	0
Non-Gift Clearing	1	0	1