



**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE
Anita Hackstedde, Chair
Capri Cafaro, Vice Chair
All Trustees are Members**

**BACKGROUND MATERIALS
Wednesday, September 6, 2017**

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| 1. Alumni Engagement Report | Tab 1 |
| 2. Marketing Communications 2016 – 2017 Academic Year in Review | Tab 2 |
| 3. Important Upcoming University Events Memo | Tab 3 |

OFFICE OF ALUMNI ENGAGEMENT REPORT

September 2017

ALUMNI ENGAGEMENT FISCAL YEAR-END OVERVIEW

Alumni Engagement highlights for the Fiscal Year ending June 30, 2017 include outreach focused on Regional Alumni Groups, Affinity Groups and Service to Colleges.

- From July 1, 2016 to June 30, 2017, the Office coordinated 140 Alumni events, reaching a total of 17,446 individuals, nearly tripling the number of 6,293 reached in FY16. Of these events, 110 were hosted locally within the five-county area and reached 16,076 individuals; and 30 were national events reaching 1,370 people. Note: Numbers for both years reflect contact with live people and do not include direct mail, email, or social media. This increase reflects the FY17 focus on engagement versus the FY16 focus on Alumni Society membership.
- Our on-going focus on digital engagement and social media continues to provide dramatic results. As of June 30, 2017, Alumni Engagement had 3,300 Facebook followers, up 352 (12%) over last year, and its page was reaching an average of 3,418 people per week, compared to 2,568 people per week last year – a 33.1% increase. From July 1, 2016 to June 30, 2017, Alumni Engagement increased its twitter followers from 361 to 597, a 65.4% increase.
- The Office increased the number of active Regional Alumni Groups from 8 to 18, up 125% over last Fiscal Year.
- The new Alumni Connect program connects recent graduates who are relocating for their careers to a YSU alumnus/alumna who lives or works in their new hometown. A total of 40 requests were received – ten after Fall Commencement and 33 after Spring Commencement. One connection was made in London, England!
- Our targeted in-person and online marketing resulted in dual increases of 230% for the number of Legacy Scholarship applications (from 12 to 40).
- Noteworthy Alumni Engagement events in FY17 included the National Football Championship Send-Off Rally in January, the Ward Beecher Planetarium 50th Anniversary Celebration in March, and the Greek Sing Pre-Concert Reception in April. They are examples of three spectrums of successful outreach conducted by the Office: the Rally as an inclusive community spirit event targeting students, alumni and the general public, generating an estimated attendance of 350; the Planetarium Anniversary as a reunion targeting a very specific group - Physics Majors - which generated an attendance of 105 and attracted alumni from all over the country, including Alaska; and Greek Sing Reception which was a deliberate and successful

effort to attract more recent graduates from 2000 and beyond, who made up 56% of the 90 attendees.

- In the Fourth Quarter, the Office prepared 52 research reports totaling 403,789 alumni and friends. For the full year, the Office produced 202 reports representing 1,802,180 records. Research conducted by Alumni Engagement supports events for academic departments, athletic activities and University programs as well as Alumni activities, e.g., the Office conducted targeted geographical research for the 30 national alumni events held in FY17.

Alumni Engagement Events for First Quarter, July 1-September 30, 2017

July 7 Purpose:	Pittsburgh Alumni Gallery Crawl Strengthen alumni attachment and attract a different target group by offering a cultural experience.
July 8-9 Purpose:	Alumni Tent at the YSU Summer Festival of the Arts Promote Alumni Engagement events and Pete's Pride recruitment.
July 9 Purpose:	Ladies Day Out! Strengthen YSU's relationship with its fabulous female alumni; showcase the talent of alumnae artists; provide an opportunity for alumnae and friends to meet YSU's female leadership - Deans Blair, Licata, Paul and AVP Tirone by offering outreach tailored specifically for women. The event was held in the Atrium at Williamson Hall and featured a Champagne Brunch; presentation on "What Feminism Means in 2017" by YSU's Dr. Cryshanna Jackson Leftwich, director of Women and Gender Studies; door prizes created by female alumni artists; tours of WCBA, and shopping at the 19 th Annual Summer Festival of the Arts.
July 20 Purpose:	Alumni Society Advisory Board Meeting Quarterly Board meeting.
July 22 Purpose:	Atlanta Alumni Reception Strengthen alumni attachment for the members of the Atlanta Regional Alumni Group and support the new leadership who have been recruited to serve this newly formed alumni community.
July 23 Purpose:	Columbus Clippers Game and Pre-Game Picnic Expand Columbus Chapter with an event that targets and attracts a different alumni audience.

July 29

Purpose:

Veterans and ROTC Summer Picnic at Boardman Park

Introduce Veteran and ROTC alumni from different decades of graduation and encourage attendance at Awards Banquet in November.

August 12

Purpose:

Tampa Bay Alumni Outing - Pre-Game Social and Baseball Game

Expand Tampa Bay Regional Alumni Group and support newly recruited leadership with an event designed to attract a broader target group of alumni.

August 13

Purpose:

Blossom Festival Picnic and Concert

Strengthen alumni attachment for both local and Cleveland area alumni.

August 18

Purpose:

Las Vegas Alumni Dinner

Effort to attract new members to the Las Vegas Regional Alumni Group with a "Tastes of Youngstown" shared dinner.

September 2

Purpose:

Floating Tailgate on the Gateway Clipper at Penguin Football Season Opener in Pittsburgh

Show support for an exciting season of Penguin football through this collaborative effort with the Penguin Club. Alumni and Penguin Club members were invited.

September 2

Purpose:

Savannah/Hilton Head Alumni Watch Party

Attract more members to this newly created Regional Alumni Group and support the newly recruited leadership.

September 9, 16, 30

Purpose:

YSU Alumni Showcase Tent/Home Games

Engage a broad range of Alumni with these "drop-in" tailgates.

Pete's Pride Activities for First Quarter, July 1 through September 30, 2017

Through July 28, 2017, Pete's Pride has 1,346 registered volunteers from 33 states who have contributed a total of 4,975 volunteer hours.

July 7, 8, 9

Purpose:

YSU Summer Festival of the Arts

Pete's Pride members register artists and staff Alumni Engagement and Admissions to provide recruitment information and engage the

community in the Alumni Society, Pete's Pride and other alumni activities.

July 21, 24, 25

Purpose:

Orientation

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

**July 27;
August 1 & 16**

Purpose:

College Credit Plus Orientation

Pete's Pride members staff a table at the Resource Fair to promote YSU and share experiences with CCP students and families. Assist CCP staff with logistics and mingling.

August 10 & 11

Purpose:

Transfer Student Orientation/Orientation

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

August 21

Purpose:

IGNITE

Pete's Pride members help new students get acclimated to campus life.

Friday, September 1

Purpose:

United Way Day of Caring

Pete's Pride members engage in community service on behalf of YSU.

Saturday, September 2

Purpose:

Gateway Clipper Floating Tailgate

Pete's Pride assist with event logistics and welcome guests during this event prior to the YSU vs. Pitt football game.

**September 8;
October 12, 13 & 27**

Purpose:

High School Football Games

Pete's Pride members assist Admissions Office staff members by mingling and sharing positive YSU experiences with high school principals and guidance counselors when President Tressel hosts them in his loge when their teams play at Stambaugh Stadium.

September 13

Purpose:

Majors Fair

Pete's Pride members talk with students about their majors alongside current faculty members.

September 27

Purpose:

Career Fair

Welcome students and alumni. Assist students and employers with registration, room layout, booklet explanation.

Fall, 2017

Purpose:

YSU Football Season Volunteering

Pete's Pride members assist with check-in and make guests feel welcome during the alumni tailgate events before each home football game. Welcome guests and provide direction from parking to the President's Loge. Judge Homecoming floats.

Ongoing

Letter Writing Campaign

Pete's Pride members write notes to over admitted students. Members share an encouraging message about their YSU experience and 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.



Guests at *Ladies Day Out!* on July 9 included (l to r) Shannon Tirone, Dean Kristine Blair, Barbara Hierro, Nancy Sakmar, Faye Chasebi, Angela Chasebi and Valerie D'Apolito.



YOUNGSTOWN
STATE
UNIVERSITY

2016-17 Academic Year in Review

WHERE WE RANK

YSU ranks first in the Buckeye State and 21st in the nation in RecycleMania, a national reduce, reuse and recycle contest.

The **online master's degree in Business Administration program** is named a “Best Online MBA Program: Top 20 Deal” by Great College Deals.

The **Penguin Intercollegiate Moot Court program** ranks 11th in the nation, above schools such as Duke University, University of Virginia and University of Chicago.

Great College Deals places **Youngstown** at the top of its new list of Ohio's 20 Most Affordable College Towns.

The **online master's degree in Financial Economics** is among the top nine Affordable Online Master's Degrees in the nation, according to AffordableColleges.com.

College Choice places the **online bachelor's degree in Public Health** seventh best in the nation.

YSU listed a “Best for Vets: College 2017” by *Military Times*.

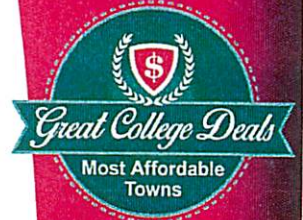
YSU identified as having one of the nation's best master's degree programs in **Student Affairs and College Counseling**.

Affordable Schools ranks the **bachelor's degree in Physics and Astronomy** sixth in the nation for affordability.

Value Colleges says the **online master's degree in Criminal Justice** is one of the 50 best in the nation.

The **master's in Health and Human Services online degree** ranks 27th in the nation by College Values Online.

Williamson College of Business Administration ranks 11th nationally in a recent list of the most affordable undergraduate business schools developed by *College Choice*.



STUDENT SUCCESS



For the second consecutive year, the **Penguins Ethics Bowl team**, right, places second in the nation in the Intercollegiate Ethics Bowl in Dallas.

Jenna Wise receives prestigious Graduate Research Fellowship from the National Science Foundation that finances her PhD studies at Carnegie Mellon University.



Student **Elizabeth Urig**, left, earns a grant from the Honor Society of Phi Kappa Phi to study abroad in Budapest, Hungary.

The **Penguin Steel Bridge Team** grabs first place in regional Steel Bridge Competition in Columbus.

Two teams of students win Meritorious awards at the Mathematical Contest in Modeling, placing in the top 9 percent of nearly 9,000 teams worldwide.

The Jambar places first in General News Reporting in the Society of Professional Journalists Excellence Awards.



Sarah Newman ranks among the top 12 collegiate equestrians nationwide.

Andrik Massaro and Jacob Shriner-Briggs place first out of 38 teams in the Great Lakes Regional Moot Court Tournament.

Opoku Minta-Afari from Ghana, takes first place in the LewerMark "Make Your Mark" scholarship contest.

Megan Evans receives top honors at a national sociology conference for her research presentation.



Whitney Miller, left, wins Best of Show at the Pittsburgh AIG Annual Design Competition.

Ashley Orr, YSU's first-ever Rhodes Scholar, also earns the prestigious Marcus L. Urann Fellow award from the Honor Society of Phi Kappa Phi.

Since 2012, 19 YSU students have been selected **Gilman study abroad scholars**, receiving nearly \$60,000 in scholarships and studying around the world.

A team of **senior respiratory care students** win the state Sputum Bowl.



Mariah DeFuria and Elizabeth Rogenski take first place at the Conference of the National Collegiate Honors Council in Seattle.

Seventeen freshmen named to the inaugural class of **Navarro Executive Fellows**, left.

CAMPUS ACHIEVEMENTS

Standard & Poor's upgrades YSU's bond rating to A+, citing increased enrollment demand, a strong financial profile and solid management policies.

Enrollment increases 2.3 percent, the first Fall-to-Fall increase since 2010.

The number of students earning degrees in the 2016-17 academic year is the second highest in university history.

The Fall 2016 freshmen class boasts the highest standardized test scores and high school GPAs in YSU history.

University residence halls, YSU Courtyard Apartments, and the new University Edge apartments are at capacity.

The new YSU Barnes & Noble College bookstore and Phase II of University Edge apartments near completion and will open for the 2017-18 academic year.

Construction continues on major improvements to Wick Avenue through campus.

A 100-foot high wind turbine is installed on campus as part of a U.S. Department of Energy research program.

Faculty and staff receive \$7.5 million in grants, the largest amount in five years.

YSU becomes the first university in the eastern U.S. with equipment for all seven methods of 3D printing.

The Dana Chorale embarks on the university's first-ever performance tour in Asia.

YSU signs agreements with nearly a dozen Asian universities and explores partnerships in Israel.

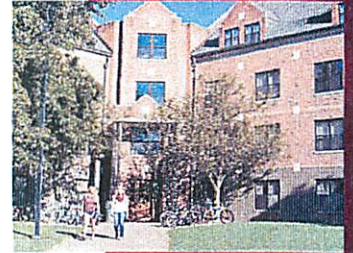
Anderson Cooper, Gloria Steinem, Margaret Atwood and Kamau Bell visit campus.

Thomases Family Endowment donates videotaped testimonies of Holocaust survivors; YSU is the only place Ohio with such interviews.

YSU partners with Alta Head Start to open an award-winning preschool program on campus.

The Penguins football team scores a touchdown with 1 tick on the clock to beat Eastern Washington and advance to the national championship game.

YSU claims Horizon League titles in women's indoor and outdoor track and field (fourth consecutive year), men's indoor and outdoor track and field, men's cross country and women's tennis.



MEMORANDUM

TO: YSU Trustees
DATE: September 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.

2017:

Sunday, September 10 **Williamson College of Business Administration Honors Convocation**
Place: The Atrium at Williamson Hall
Time: 4:00 pm
Contact: Chris Shelton—330-941-2086 or cgshelton@ysu.edu

Sunday, September 10 **Centofanti Symposium presents Herman Boone, *legendary coach***
Place: Beeghly Center
Time: 7:00 pm
Contact: Jackie LeViseur—330-941-2136 or jmlevisieur@ysu.edu

Thursday, September 21 **Health and Human Services Honors Convocation**
Place: Chestnut Room
Time: 6:00 pm
Contact: Steve Katros—330-941-2139 or sfkatros@ysu.edu

Wednesday, October 4 **Skeggs Lecture Series presents Jeff Corwin, *conservationist***
Place: Stambaugh Auditorium
Time: 7:00 pm
Contact: Jackie LeViseur—330-941-2136 or jmlevisieur@ysu.edu

Saturday, October 21 **Department of Nursing 50th Anniversary Alumni Dinner**
Place: Chestnut Room
Time: 6.00 p.m.
Contact: Catherine Cala—330-941-2752 or cacala@ysu.edu

Thursday, October 26 **YSU Foundation Campaign Kick Off Event**
Place: Stambaugh Auditorium Ballroom
Time: TBD
Contact: Jackie LeViseur—330-941-2136 or jmlevisieur@ysu.edu

Friday, October 27 **Williamson College of Business Administration Alumni Banquet**
Place: The Atrium at Williamson Hall
Time: TBD
Contact: Chris Shelton—330-941-2086 or cgshelton@ysu.edu

Saturday, October 28 **YSU Homecoming Parade and Game**
Place: Stambaugh Stadium
Time: 12:00 pm Parade; 2:00 pm Game
Contact: Parade—Jackie LeViseur—330-941-2136 or jmlevisieur@ysu.edu
Loge---Erin DeBernardo—330-941-2068 or ebdebernardo@ysu.edu

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

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

Friday, November 17 **Fall Graduating BFA Exhibition Reception**
Place: McDonough Museum
Time: TBD
Contact: Mari Ann Cann—330-941-3629 or mcann@ysu.edu

Friday, November 17 **Veterans and ROTC—Alumni Awards Banquet**
Place: Ohio Room, Kilcawley Center
Time: 6:00 pm
Contact: Catherine Cala 330-941-2752 or cacala@ysu.edu

Wednesday, November 29 **WYSU Holiday Member Party**
Place: TBD
Time: TBD
Contact: Tricia Perry--330-941-1777 or tlperry01@ysu.edu

Wednesday, December 6 **Cocoa and Carols**
Place: Stambaugh Auditorium
Time: TBD
Contact: Mari Ann Cann—330-941-3629 or mcann@ysu.edu

Thursday, December 14 **Holiday Breakfast**
Friday, December 15
Place: Chestnut Room, Kilcawley Center
Time: 8:00 am

Contact: John Young --330-941-7438 or jlyoung02@ysu.edu

Sunday, December 17

Commencement

Place: Beeghly Center

Time: 2:00 pm

Contact: Jackie LeViseur—330-941-2136 or jmlevisieur@ysu.edu

2018:

- Thursday, February 15—Skeggs Lecture (Gabby Giffords & Mark Kelly, *distinguished public servants*)
- Friday, April 20—Honors College Formal/Recognition Ceremony
- Wednesday, April 11--Faculty Recognition Awards Dinner
- Wednesday, May 16-- Staff Recognition Awards Dinner
- Thursday, September 20—Skeggs Lecture (Ben Stein, *economist*)