



**YOUNGSTOWN
STATE
UNIVERSITY**

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Anita A. Hackstedde, Chair
Allen L. Ryan, Jr., Vice Chair
All Trustees are Members**

**Wednesday, December 11, 2024
2:30 p.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

- A. Disposition of Minutes for Meeting Held September 18, 2024**
- B. Old Business**
- C. Committee Items**

1. Institutional Engagement Consent Item*

Tab C.1.a. = Tab 1 a. Resolution to Modify Advertising/sponsorship, Policy 3356-5-02

2. Institutional Engagement Discussion Items

Tab C.2.a. = Tab 2 a. YSU Foundation Quarterly Gift and Requested Philanthropic Naming's
The YSU Foundation received 375 outright gifts and 10 pledges totaling \$1,997,160.86, pledge payments totaling \$973,863.23 and 3 new planned gift commitments totaling \$3,800,000.00 for the first quarter of Fiscal Year 2025. Naming memo for December 6, 2024.
Paul McFadden, President YSU Foundation will report.

Tab C.2.b. = Tab 3 b. Government Affairs
Sarah Keeler, Vice President Government Relations will report.

Tab C.2.c. = Tab 4 c. Enrollment: Fall and Spring, 2024-2025
Mike Sherman, Vice President Student Affairs, Institutional Effectiveness, and Board Professional and Jeanne Herman, Associate Vice President Institutional Effectiveness will report.

Tab C.2.d. = Tab 5 d. Strategic Communications
Tim Harrington, Special Assistant to the President for Strategic Communications will report.

*Item listed under the Consent Agenda requires Board approval; however it may be presented without discussion as this item includes only non-substantive changes.

D. New Business

E. Adjournment

3356-5-02 Advertising/sponsorship policy.

Responsible Division/Office: University Relations
Responsible Officer: Associate VP of University Relations
Revision History: September 1997; June 2010; June 2015;
December 2019
Board Committee: Institutional Engagement
Effective Date: December ~~512, 2019~~2024 (reviewed; no changes)
Next Review: ~~2024~~2029

- (A) Policy statement. Institutional publications, statements, and advertisements must represent the highest professional standards for design and content, shall be truthful, informative and constructive, and avoid misleading or exaggerated impressions with respect to the university.
- (B) Purpose. To maintain the consistency of the university's public image and to ensure appropriate use of the university's name and brand, the efficient use of university resources, and to provide information regarding the use of university funds in support of community activities and events.
- (C) Scope. This policy applies to all advertising, including sponsorships, done by the university. Adherence to the highest professional content, design, and production standards is required to ensure that core institutional messaging, imaging and branding is accurately and effectively expressed and presented to the public in all media.
- (D) "Sponsorship." The use of university funds for the betterment of agencies/ community partners that work in collaboration with the university but are not a part of the university system. Sponsorship includes underwriting, advertising, or attendance sponsorship, such as a seat or table fifteen hundred dollars and above.
- (E) Guidelines.
 - (1) The success and public acceptance of effective advertising is dependent on a strategy built upon research, credibility and consistency; and it must be based on a well-planned and executed

program. The office of marketing and communications is responsible for assuring that these standards are met.

- (2) The YSU contact that requests or receives table seats as part of sponsorship is responsible to assure the table is full and provides a great opportunity for faculty, students, or administrators to appropriately represent the university and expand their learning experiences while mutually benefitting the partner organization.

(E) Procedures.

- (1) University departments and offices wishing to use university resources for a sponsorship to advertise in any medium (e.g., internet websites, print publications, outdoor media, radio, television) must do so in consultation with the office of marketing and communications.
- (2) A written request for advertising or sponsorship planning, design and/or placement services must be submitted to the office of marketing and communications prior to the commitment of any university funds at least three weeks in advance of the advertisement or sponsorship deadline. At that time, the office of marketing and communications will provide the requester with final production and placement cost estimates before proceeding.
- (3) Once a final design and budget are agreed upon, the office of marketing and communications will be responsible for quality control in the design, content, and timely placement of the final advertisement or sponsorship.
- (4) With respect to the department of intercollegiate athletics, the college of creative arts and communication, and employment advertising by the department of human resources, written requests for advertising are not required to be submitted to the office of marketing and communications. However, the marketing and/or advertising of these units must adhere to the guidelines and intent of this policy. The office of marketing and communications will monitor practices to ensure appropriate professional standards.

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Revision History: September 1997; June 2010; June 2015;
December 2019
Board Committee: Institutional Engagement
Effective Date: December 12, 2024 (reviewed; no changes)
Next Review: 2029

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Youngstown State University Foundation
Gift Processing Summary

	First Quarter			Year-to-Date		
	<u>FY'25</u>	<u>FY'24</u>	<u>Difference FY25/FY24</u>	<u>FY'25</u>	<u>FY'24</u>	<u>Difference FY25/FY24</u>
Development (New Gifts and New Pledges):						
YSU	\$960,847.00	\$1,391,002.89	-\$430,155.89	\$960,847.00	\$1,391,002.89	-\$430,155.89
YSUF	\$1,036,313.86	\$1,043,264.39	-\$6,950.53	\$1,036,313.86	\$1,043,264.39	-\$6,950.53
Total Development (New Gifts and New Pledges)	\$1,997,160.86	\$2,434,267.28	-\$437,106.42	\$1,997,160.86	\$2,434,267.28	-\$437,106.42
Planned Giving/Charitable Gift Annuities	\$3,800,000.00	\$290,000.00	\$3,510,000.00	\$3,800,000.00	\$290,000.00	\$3,510,000.00
Pledge Payments (For Pledges Currently or Previously Included as Development):						
YSU	\$814,955.83	\$261,091.15	\$553,864.68	\$814,955.83	\$261,091.15	\$553,864.68
YSUF	\$158,907.40	\$67,343.28	\$91,564.12	\$158,907.40	\$67,343.28	\$91,564.12
Total Pledge Payments	\$973,863.23	\$328,434.43	\$645,428.80	\$973,863.23	\$328,434.43	\$645,428.80
Number of Gifts						
New Gifts	375	440	-65	375	440	-65
Pledges	10	8	2	10	8	2
Payments	82	77	5	82	77	5
Planned Gifts/Charitable Gift Annuities	3	2	1	3	2	1



To: Bill Johnson – President, Youngstown State University
From: Paul McFadden – President, YSU Foundation
Date: December 6, 2024
Subject: Requested Philanthropic Namings

Below is a list of requested philanthropic namings with the corresponding donor and gift amount. All these gifts comply with the University naming menu approved by the Board of Trustees.

Student Center

Meeting Room on Lower Level, in the Student Center. Gift \$100,000. Donors, Jim and Ellen Tressel.

Lounge on the Second level, in the Student Center. Gift \$100,000. Donors, Jim and Ellen Tressel, Lounge name, Frank and Norma Watson Lounge.

Student Government Office, in the Student Center. Gift \$100,000. Donor, Scott Schulick.

Beeghly Center

Premium Seating, in Beeghly Center. Gift \$250,000. Donors, Eric and Doreen Spiegel.

Men's Head Coach Office, in Beeghly Center. Gift \$100,000. Donor, Atty. John Daliman.

Dana School of Music

Director of the Dana School of Music, in the Cliffe College of Creative Arts. Gift \$5,000,000. Donor Mr. Bruce Zoldan.

Community Music Project, for the Dana School of Music in the Cliffe College of Creative Arts. Gift, \$300,000. Donors, Shorty and Elba Navarro.

BOT Report
Sarah Keeler, Vice President
Office of Government Affairs
Dec. 11-12, 2024

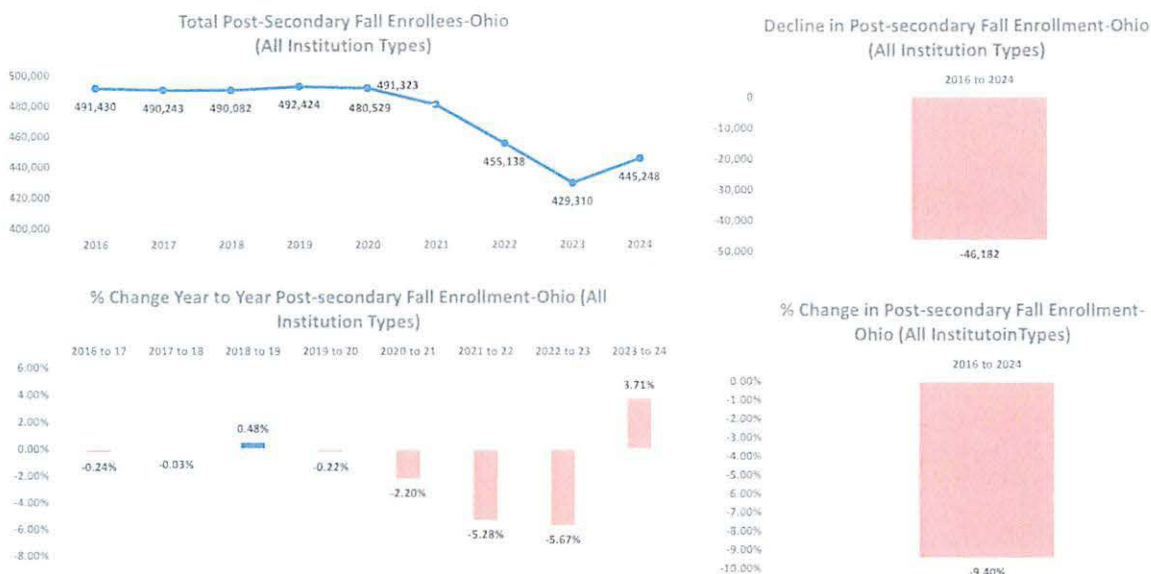
- State Capital Budget
 - \$10.8 million directly in the state capital budget
 - Nearly \$10 million for the Student Center project
 - Nearly \$1 million for IT upgrades
 - Working on the Operating Budget process
- Federal Appropriations Requests (pending)
 - \$10 million in the NDAA for the ManTech program at the Excellence Training Center – likely to pass
 - \$258,000 in the Labor Health and Human Services appropriations bill in the U.S. Senate – passing a CR so no CDS will be in this spending bill.
- Elected Officials
 - Constant communication with our state delegation and our Congressional and Senate offices.
 - Generated 25 letters of support for six campus projects
- Grants
 - Three months into our contract with KO and they have developed a plan to secure money for the Student Center renovations.
 - Awarded \$50,000 from the Norfolk Southern foundation for the purchase of a cart that can transport people who are in electric wheelchairs.
 - Working with federal and state elected officials on support for our workforce funding initiatives
 - In initial discussions with five major corporations to help fund the Student Center renovation
- Greater Community Objectives
 - YBI application for an innovation hub – worked with the YSUF to commit to \$3.54 million in programmatic, scholarship and internship funding to strengthen the local support for the project.
 - Youngstown Warren Regional Chamber's Public Policy Agenda
 - Strengthen community outreach and partnerships with prominent organizations within the Mahoning Valley and moving into the Upper Ohio Valley.
 - Western Reserve Port Authority, Columbiana County Port Authority, Eastgate Regional Council of Governments, America Makes

- Liaison for active research and business organizations
 - Youngstown Business Incubator, America Makes, BRITE Energy Incubator
 - Active member of the YWRC's Government Affairs Council
- Chairing campus committee to review Joint Use Agreements with community partners.

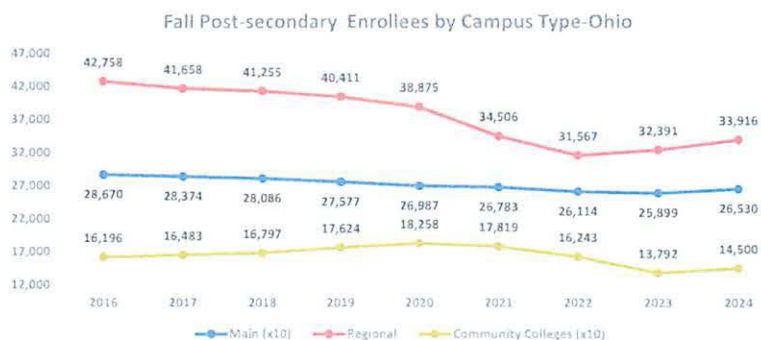
- IUC Objectives
 - Be a voice for Youngstown State at the IUC regarding policy and funding decisions
 - Work with the IUC on policy language that is favorable to YSU
 - SB 104 Regarding College Credit Plus
 - HB 660 Regards College Athlete Compensation for Name, Image, Likeness
 - HB 606 The CAMUS Act

- Campus Community Objectives
 - Advocate for legislative priorities, as per the President and the Board of Trustees

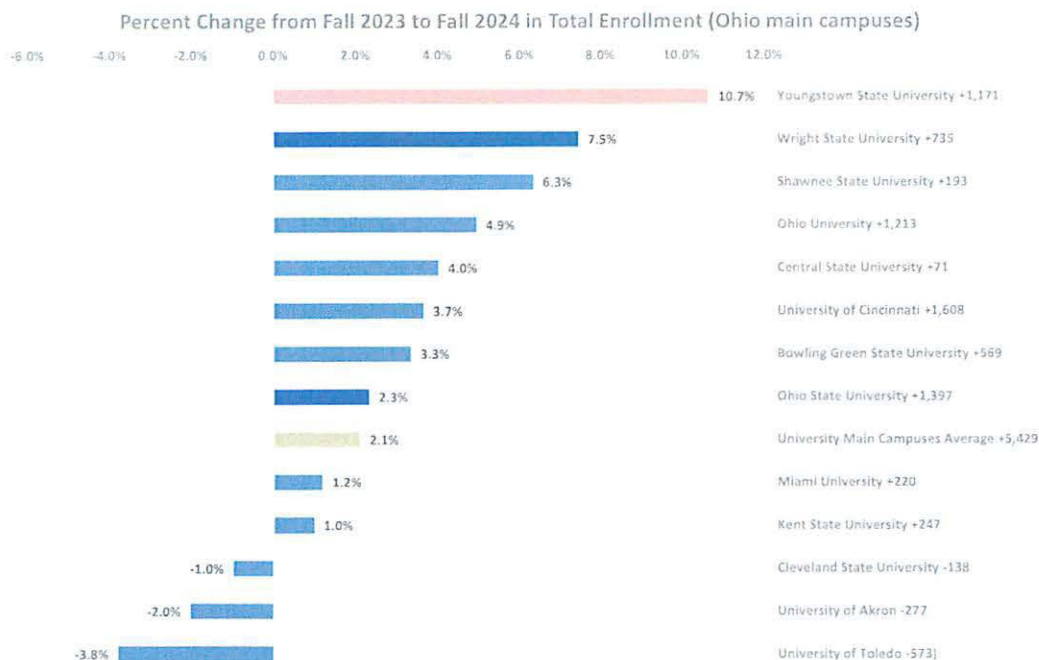
ENROLLMENT AT OHIO MAIN CAMPUSES FALL 2016 TO FALL 2024



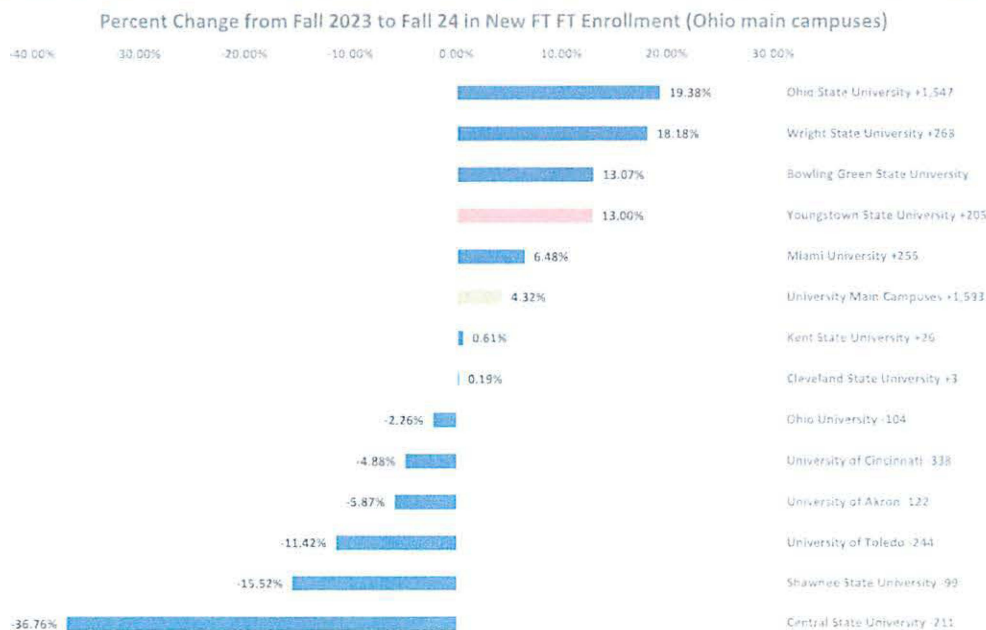
Fall term total enrollment at Ohio post-secondary institutions of all types (main and regional campuses and community colleges) was relatively steady between 2016 and 2020 after which there was an annual decline through 2023 with an increase in enrollment in 2024. From 2016 to 2024 enrollment decreased -9.4%. The actual decline was from 491,430 to 445,248 or -46,182.



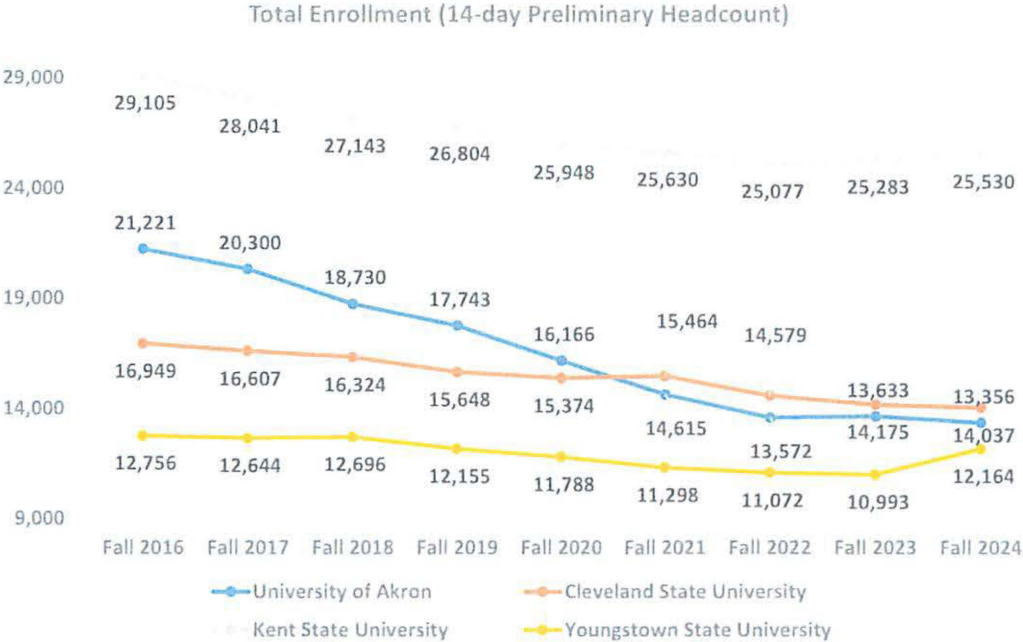
Enrollment in the entire Ohio post-secondary sector has decreased since 2016, with variation across the type of institution. Compared to 2016, in Fall 2024 regional campus enrollment is down by -21% (-8,842), community college is down by -10% (-16,960), and main campus' enrollment is down -7% (-21,400). All sectors experienced an increase in enrollment Fall 2024 compared to Fall 2023.



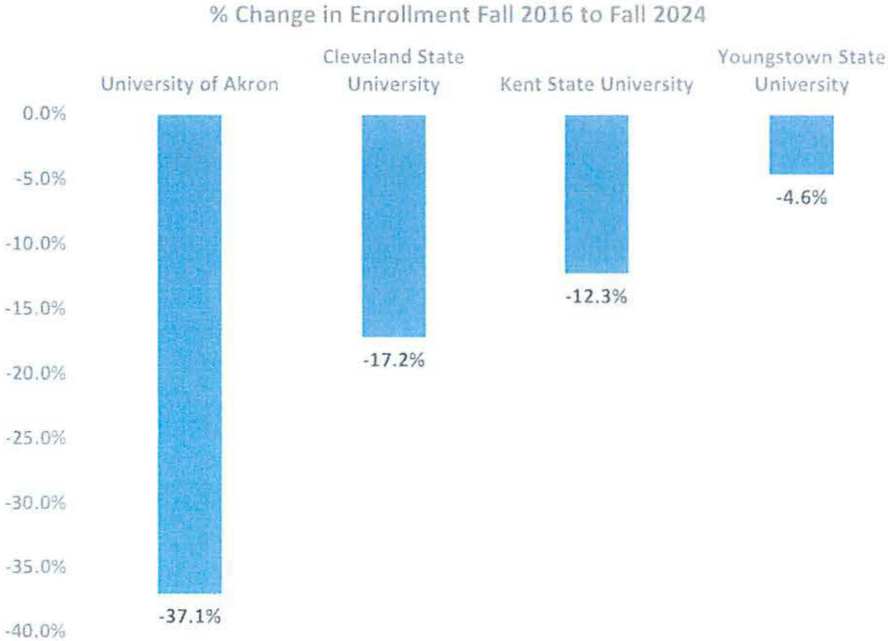
From Fall 2023 to Fall 2024, YSU's total enrollment increased 10.7%, while the average increase for main campuses was +2.3%, with the largest decline of -3.8% for the University of Toledo. The headcount changes were +1,117, +1,397, and -573, YSU, the main campus average, and Toledo, respectively. Total enrollment at the main campuses increased by +5,429.



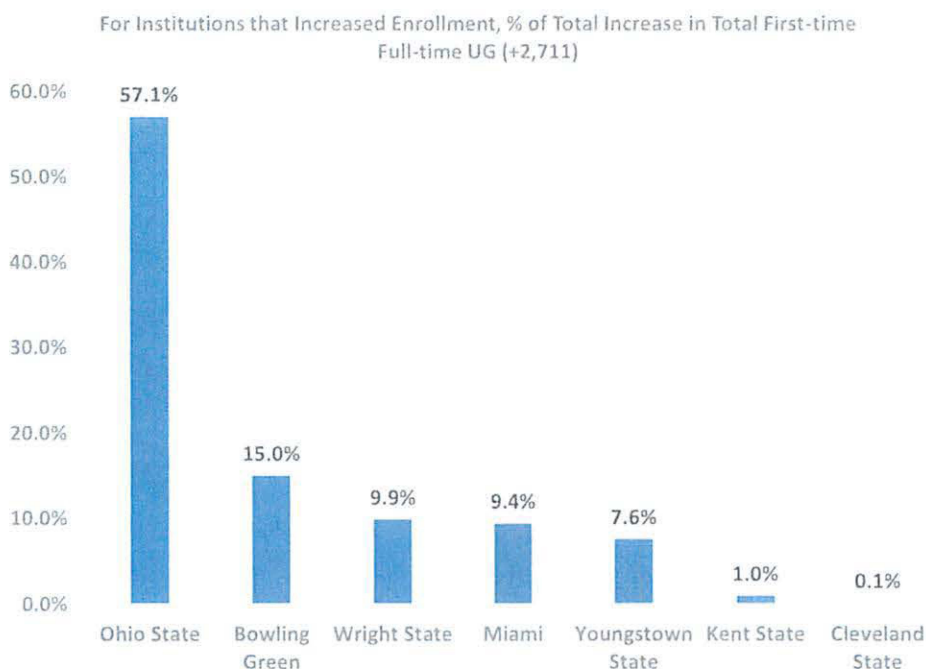
From Fall 2023 to Fall 2024, YSU's first-time full-time enrollment increased by +13.0%, while the main campus average was +4.3%, with the largest decline being Central State -36.8%. The headcount changes were +205, +1,593, and -211, for YSU, main campus average and Central State, respectively. New first time full time undergraduate student enrollment increased across the main campuses by 1,593.



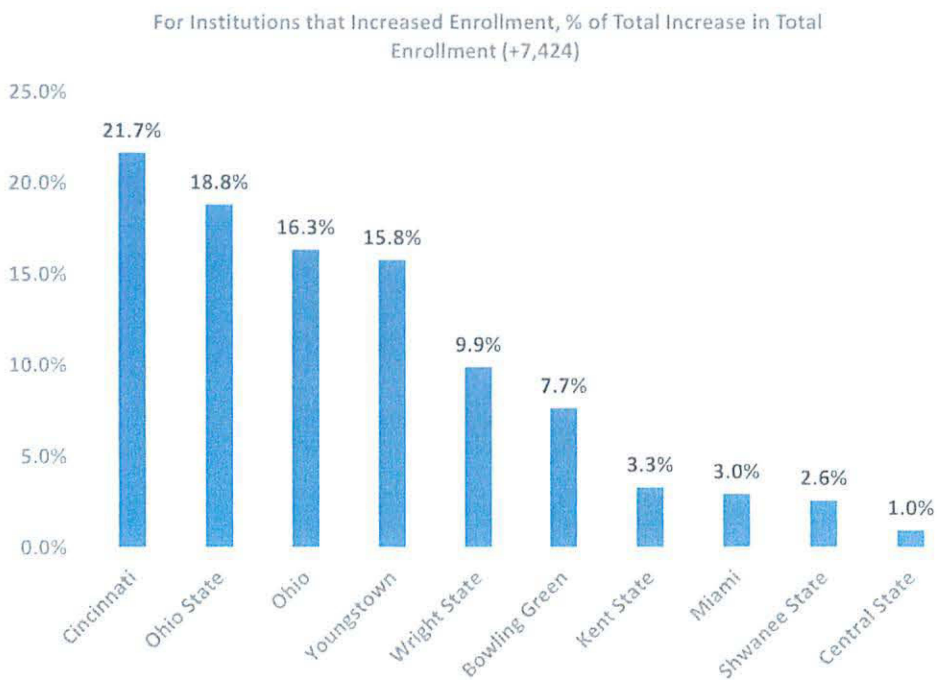
Between Fall 2016 and Fall 2024, total enrollment at the four NE Ohio main campuses declined. The decline was -3,575, -7,184, -3,593, and -592 for Kent, Akron, Cleveland State, and YSU, respectively. YSU benefited from an increase in enrollment by 1,171 in Fall 2024 compared to Fall 2023. YSU budgeted for a 4% increase in enrollment that would have projected Fall 2024 enrollment at 11,433. With that increase in enrollment, compared to 2016, YSU enrollment would be at -1,323, still substantially less than the -3,600 to -7,000 decline in enrollment for the other Northeastern Ohio institutions.



The percent decline in total enrollment between Fall 2016 and Fall 2024 was the greatest for Akron and the least for YSU. The actual headcount for each of these declines is provided in the caption for the previous graph.



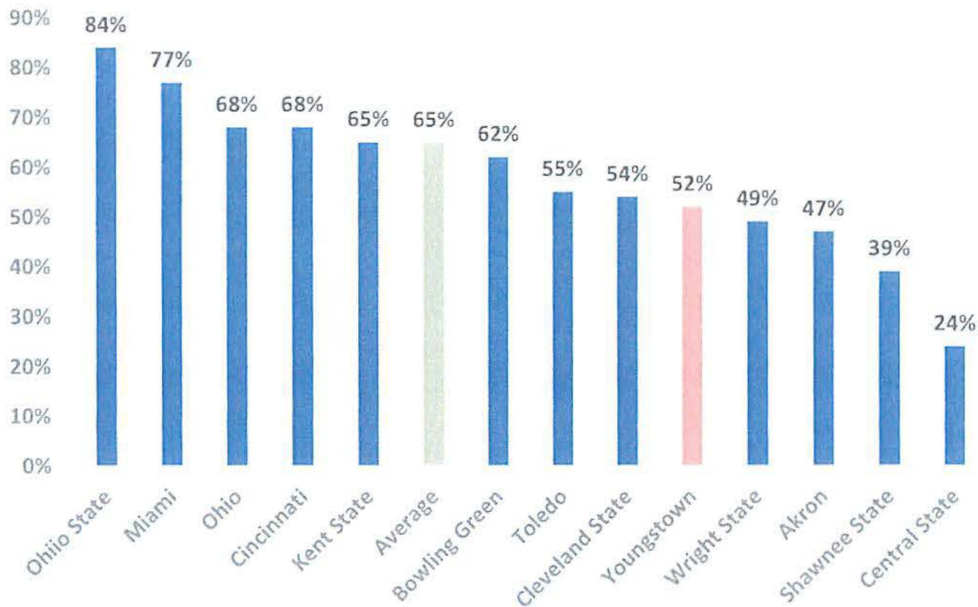
Seven of 13 main campuses (54%) reported increased total enrollment of first time full time UG students. This graph illustrates each institution's "share" of that increase. In other words, Ohio State had 57.1% of the increase (2,711 students), while Youngstown had 7.6% of the increase.



Ten of 13 main campuses (77%) reported increased total enrollment. The graph above illustrates each institution's "share" of that market share increase. In other words, Cincinnati had 21.7% of the increase (7,424 students), while YSU had 15.8% of the increase.

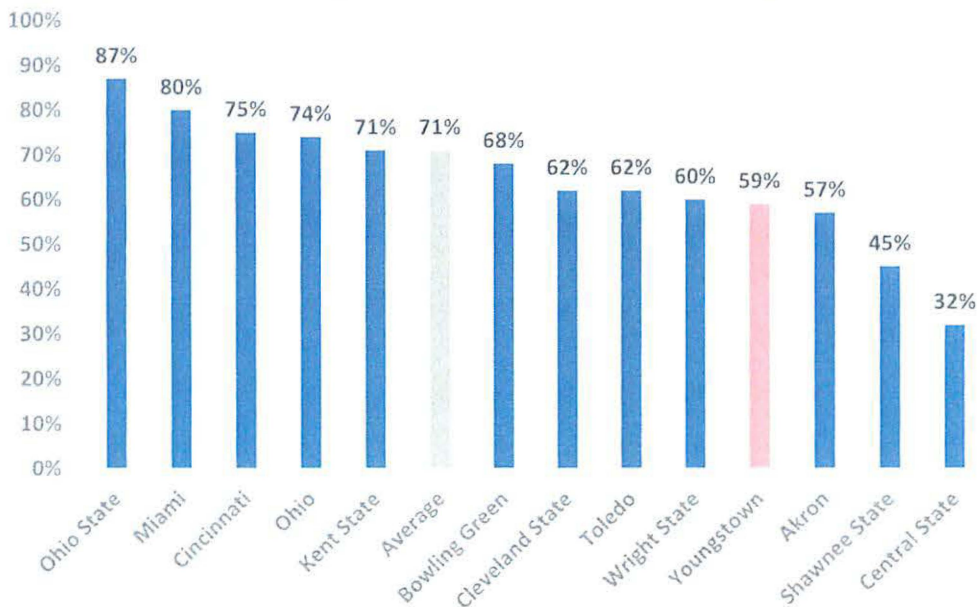
SIX-YEAR COMPLETION RATES FOR OHIO PUBLIC HIGHER EDUCATION MAIN CAMPUS INSTITUTIONS (2017 COHORT)

% of 2017 Cohort that earned degree at same institution by FY 2023



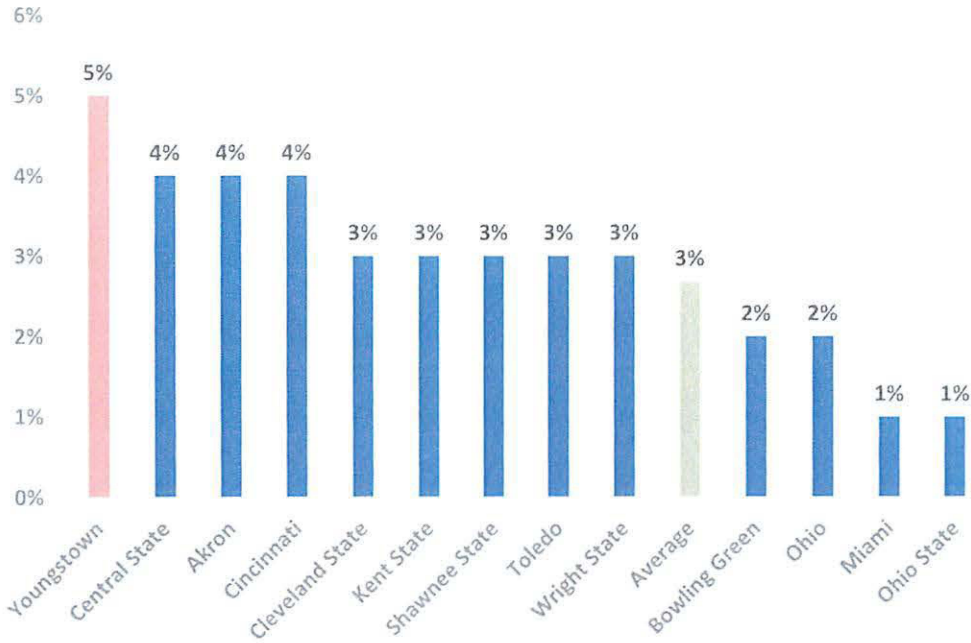
The 6-y graduation rate at the same institution ranges between 84% and 24% for Ohio State and Central State, respectively. The average is 65% with YSU's graduation rate at 52% having risen from 35% for the 2005 cohort, a 17% increase.

% Total 6-year success rate for 2017 cohort in FY 2023 (includes persisting at the same or different institution)



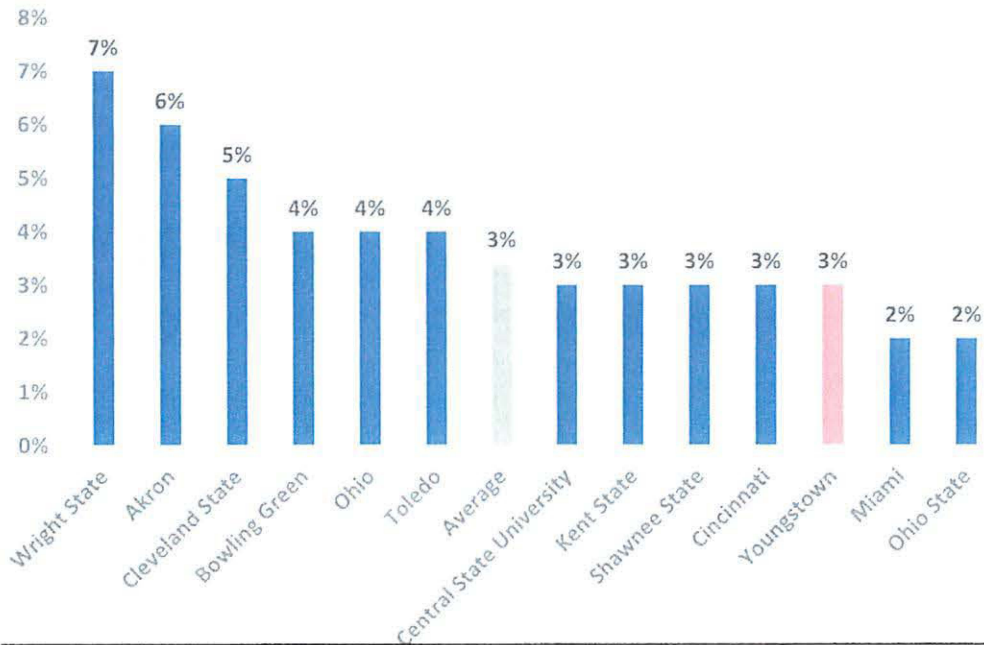
When the graduation rate is calculated for any student in the cohort persisting at any campus, the graduation rate increases slightly with 87% and 32% at the highest and lowest for Ohio State and Central State, respectively. The average is 71% with YSU's graduation rate at 59%.

% 2017 Cohort persisting at same institution in FY 2023



5% and 1% of the 2017 cohort are persisting at the same institution for YSU and Ohio State, respectively. The average is 3%.

% 2017 Cohort persisting at a different institution in FY 2023



7% and 3% of the 2017 cohort are persisting at a different institution for Wright State and YSU, respectively. The average is 3%. Thus, very few of the YSU 2017 cohort transferred to another institution. Regardless, the annually reported Fall to Fall attrition analysis for most recent years, is focused on reducing attrition and increasing the overall graduation rate.

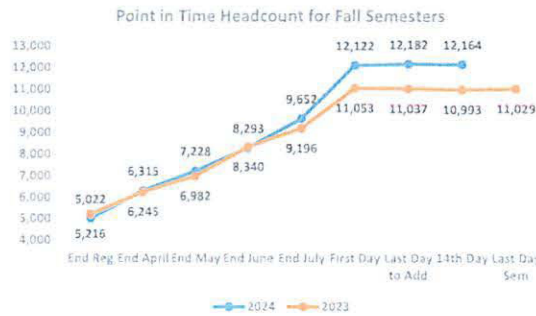
YOUNGSTOWN STATE UNIVERSITY
 BOARD OF TRUSTEES
 INSTITUTIONAL ENGAGEMENT COMMITTEE
 DECEMBER 11, 2024

PERSPECTIVES ON FALL 2024 ENROLLMENT

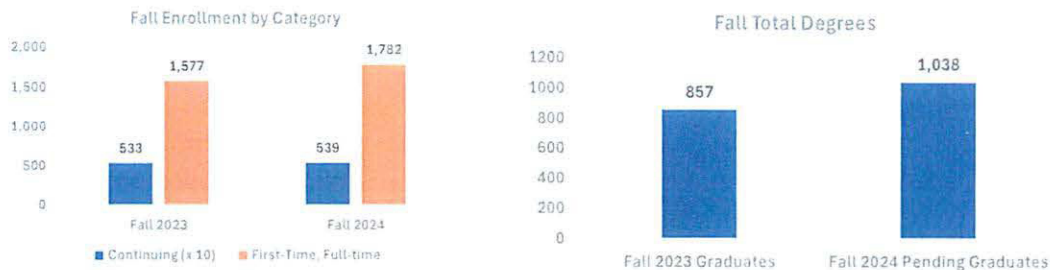
FITCH RATING OF HIGHER EDUCATION

- The higher education sector is expected to face “a deteriorating credit environment,” according to a [2025 outlook report](#) from Fitch Ratings, a major credit ratings provider.
- The report noted that rising pressures, including “uneven” enrollment trends, growing costs and flat state funding, are likely to financially hurt U.S. higher ed institutions—especially those with already tight budgets that heavily depend on tuition dollars. Fitch predicted modest net tuition growth, between 2 percent and 4 percent, for most colleges and universities.
- The report highlighted that while undergraduate enrollment over-all has rebounded since the pandemic, freshman enrollment has [significantly declined](#), particularly at four-year colleges and universities. International student enrollment has been flat for the past two years, and the report predicted that it will continue to be “fragile,” given that the group is “highly susceptible to unfavorable shifts in both geopolitical sentiment and policy.”
<https://www.insidehighered.com/news/quick-takes/2024/12/04/fitch-predicts-deteriorating-outlook-higher-ed>

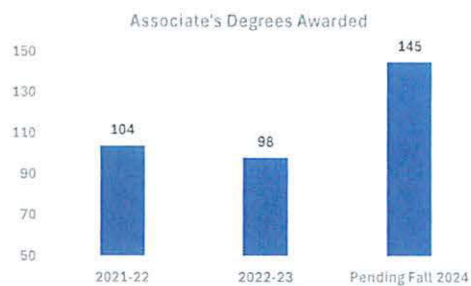
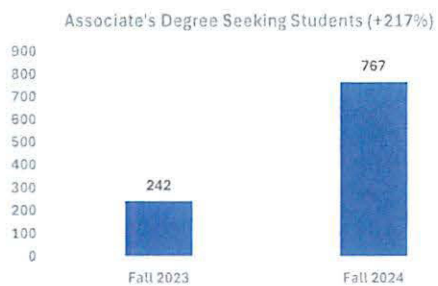
ENROLLMENT FALL 2024



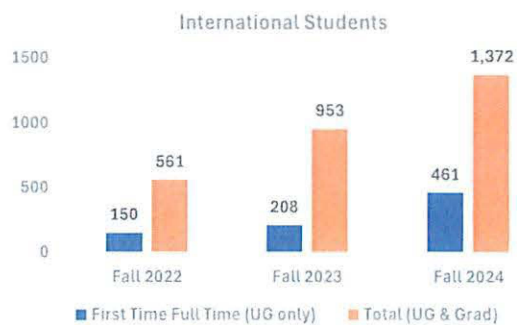
CONTINUING ENROLLMENT AND DEGREES AWARDED



ASSOCIATE DEGREE SEEKING STUDENTS



INTERNATIONAL STUDENT ENROLLMENT



BOT Report

Tim Harrington, Special Assistant

Strategic Communications

Dec 11-12, 2024

- **Strategic Communications Priorities**
 - Enhance YSU's brand impact and continue to strengthen our reputation by effectively and authentically telling the YSU story.
 - Create connections with both our internal and external audiences that highlight YSU achievements that will continue to positively influence enrollment, student and faculty success, donors, and funding.
 - Continue to build our marketing strategies – we are working across different colleges and departments on campus to more effectively tell the YSU story.

- **Kilcawley Center Campaign**
 - University Relations and Communications Team has provided critical support for the kick-off of the campaign.

- **Fall Commencement / Lecture Series events**
 - Fall commencement is ready for this weekend. Preparation for Spring commencement has already started.
 - YSU Lecture Series update.
 - Centofanti Lecture Series – The next lecture will be Steven van Zandt on March 11, 2025.

- **Alumni Relations**
 - Continued push to enhance and increase YSU Alumni efforts to promote YSU locally, in the state and around the country.

- **Media Communications**
 - Campus Communicators Network (CCN) was established in September 2024. The CCN's goal is to better inform and share best communications and social media practices across colleges, departments, staff and students.

- **Social Media and Earned Media**
 - YSU's 5 main social media accounts update.
 - Earned Media update.

- **Redesign of the YSU Website** and update of our content management system.

- **YSU Marketing – Digital Billboard Management** – coordinated with Office of Academic Affairs and will be highlighting specific academic programs and key events on digital billboards in Youngstown, New Castle and Steubenville.

- **President's Thought Leader Lecture Initiative** – introducing a lecture series that is 2-3 times a year that will provoke communications, stimulate discussion/reflection.

- **IUC Objectives** – working with the IUC Media Relations group and a marketing company to develop a comprehensive media relations campaign to enhance the visibility and value proposition of Ohio's public universities.