



Board of Trustees Committee Meetings - SEPTEMBER 18, 2024

Youngstown State University - Board of Trustees

10:00 AM - 5:00 PM

Board Meeting Room, 1st Floor, Tod Hall

Agenda

GOVERNANCE COMMITTEE

11:01 AM

Michael A. Peterson, Chair

Charles T. George, Vice Chair

All Trustees Are Members

A. Disposition of the Minutes for the Previous Meeting

B. Old Business

C. Committee Items

1. Governance Discussion Item

a. The Enterprise Enrollment Strategy: Intersection of the Academic Master Plan and the evolution of a Market-share Oriented Strategic Enrollment Plan

Presenters: Jennifer Pintar, Ross Morrone, Mike Sherman

b. Resolution related to the 14th-day Enrollment Report that will be formally acted on Thursday, September 19, 2024

2. Governance Action Item

D. New Business

E. Background Materials

To view the below listed background agenda items, please visit the September 2024 - Background Material folder via the Resources folder.

1. Final Agenda, Second Annual Trustees Symposium, October 7, 2024, Ohio Statehouse

F. Adjournment

The Enterprise Enrollment Strategy

Intersection of the Academic Master Plan and the evolution of a Market-share Oriented Strategic Enrollment Plan

Youngstown State University

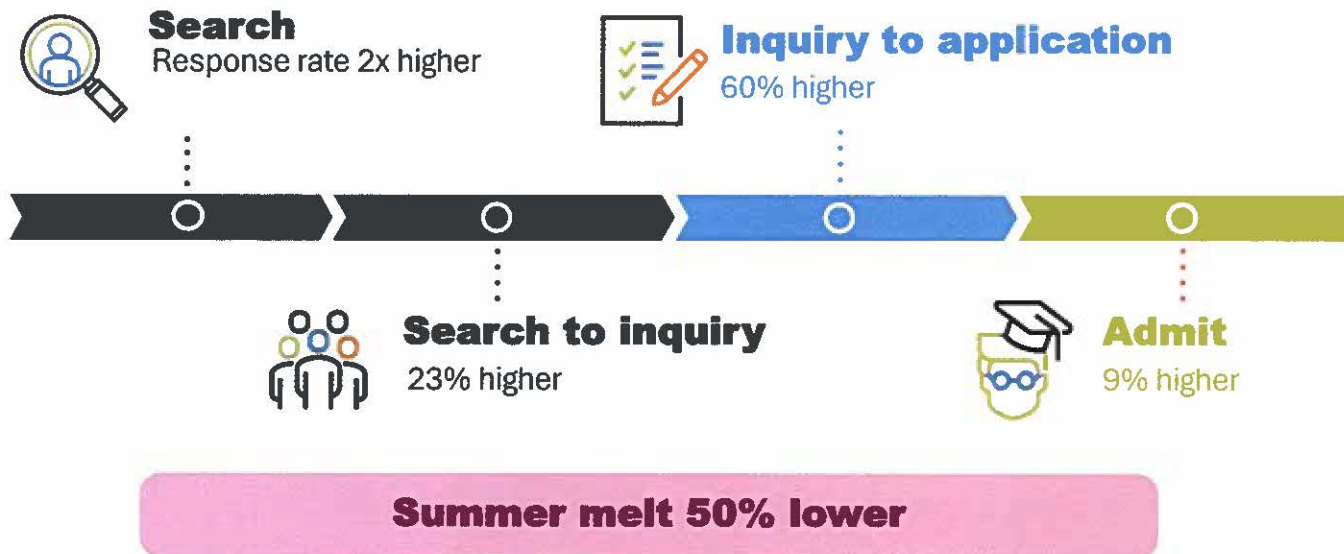
Board of Trustees

September 18, 2024

OHIO: THE HIGH SCHOOL COMPETITION FACTOR

	In-state Counts	Percentage	
2023-24 High School Seniors	132,520		
Institutions of Higher Education	199		
College Continuation	87,478	66%	
Leave the State to Go to College	14,203	11%	
Remain in Ohio for College	73,275		
	In-state Freshman	Estimated Market Share	
Top 5 Institutions for Market Share (2 CC)	20,108	28%	4-9% range
	Remaining Institutions	Students Per Institution	
Remaining Students	194	274	
53,167			

STUDENT & PARENT LIFT CONVERSIONS



CAMPUS ESP FAMILY PORTAL

Engaging parents and families of current YSU students to increase retention

Targeted communication to family members:

- Family member identify communities of interest
- YSU pushes content to families of specific student populations
- YSU pushes content to families at key points

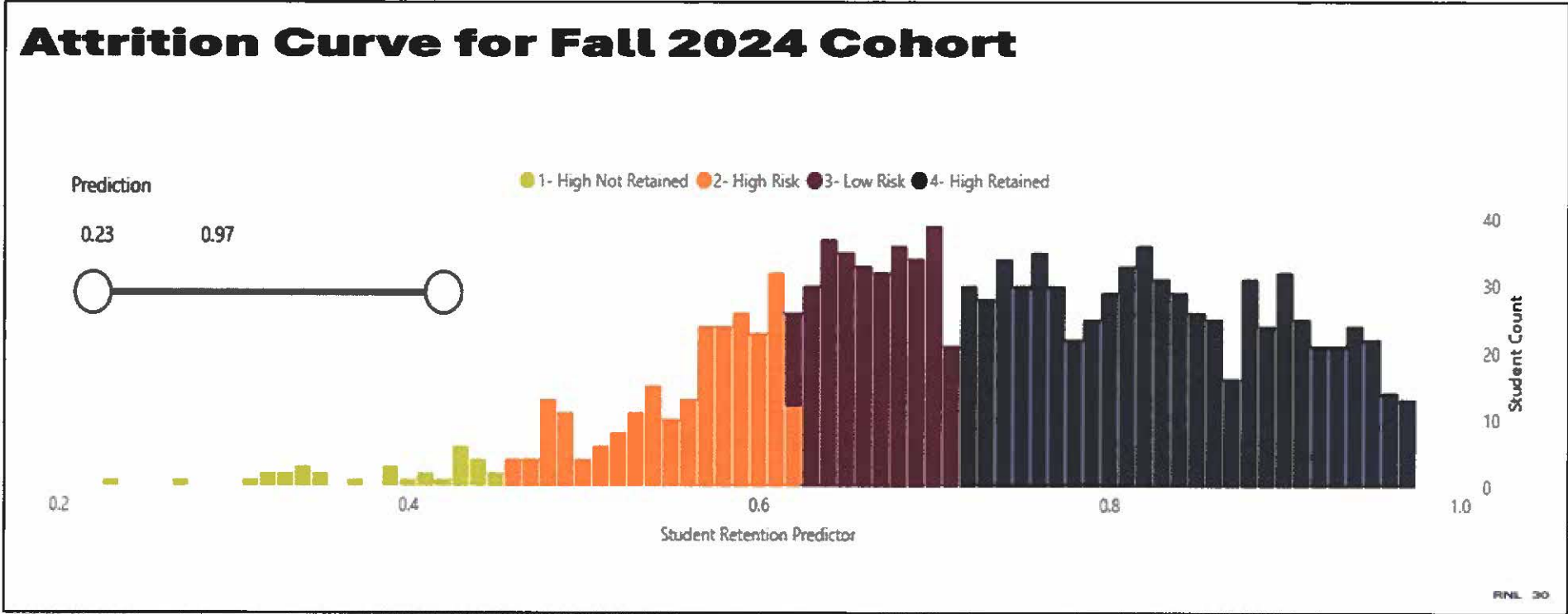
STUDENT RETENTION PREDICTOR MODEL

Measures students' likelihood of attrition based on historical risk factors

1. Model based on YSU historical data
2. Identify variables most likely to contribute to attrition
3. Cohort scored according to combination of risk factors
- 4. Develop targeted goals and strategies to increase retention**

YSU ATTRITION CURVE – FALL 2024 COHORT

PRELIMINARY



The curve is based on the historical attrition rate of students in each risk band
Strategy: Identify retention goals and strategies by risk band

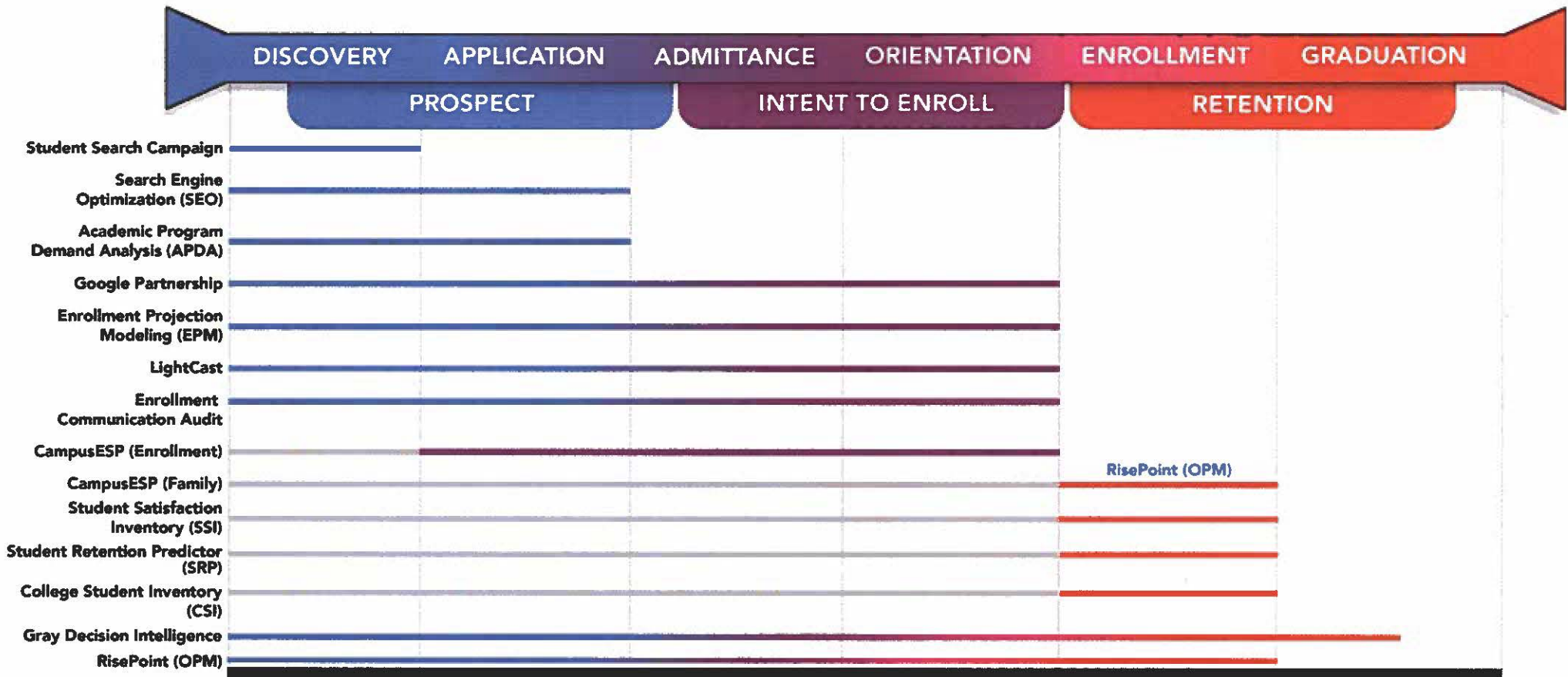
PLANNING ACADEMIC MARKETING & STRATEGIC ENROLLMENT



STRATEGIC ENROLLMENT PLANNING SUPPORT



ENROLLMENT ENTERPRISE COMPONENTS





**RESOLUTION RELATED TO THE FALL 2024 14th-DAY PRELIMINARY
ENROLLMENT REPORT**

WHEREAS, after significant campus involvement in the process, the Board of Trustees in June 2020 endorsed and in September 2023 renewed the Plan for Strategic Actions to Take Charge of Our Future (“Plan”);

WHEREAS, the Board via various Resolutions and via topics of discussion has consistently stressed the importance of tailoring the academic portfolio in consideration of serving the region and beyond, including the accountability structures currently in place and that are emerging regarding state and federal support of higher education;

WHEREAS, while academic excellence and student success are foundational to the success of the university, athletics and the physical environment are important assets associated with the viability and vitality of the university, as previously resolved during the development of the Plan and via BOT Bylaws related to the governing of athletics;

WHEREAS, the Board considered the 14th-day Preliminary Enrollment Report for fall 2024 (attached), as identified in Article 13 of the Collective Bargaining Agreement.

NOW THEREFORE, BE IT RESOLVED that in consideration of the 14th-day Preliminary Enrollment Report for Fall 2024, the Board of Trustees anticipates the Academic Program Effectiveness and Enhancement initiative will continue in consideration of two categories, the first being continuous quality improvement, and the second being Focus+ that require additional direction for adjustments to preferably eventually rate as continuous quality improvement without which the potential to suspend and end the program is a possible eventual outcome;

BE IT ALSO RESOLVED, the leadership team will present a framework for an Academic Master Plan at the Governance Committee meeting in December, 2024;

IT IS FURTHER RESOLVED, that after considering all relevant factors, administration does not feel retrenchment is necessary this academic year.

Board of Trustees
September 19, 2024
YR 2025-

**YOUNGSTOWN STATE UNIVERSITY
PRELIMINARY ENROLLMENT SUMMARY
14TH DAY**

HEADCOUNT STATISTICS

	Fall 2022			Fall 2023			Fall 2024			% PREVIOUS YEAR	3-Year Average
	Undergrad	Grad	TOTAL	Undergrad	Grad	TOTAL	Undergrad	Grad	TOTAL		
Beeghly College of Lib Arts, Soc Sci & Educ.	2,211	573	2,784	1,949	644	2,593	2,130	657	2,787	107.5	2,721
Bitonte College of Health & Human Svc.	2,079	725	2,804	2,069	754	2,823	2,517	891	3,408	120.7	3,012
Cliffe College of Creative Arts	428	26	454	447	27	474	403	19	422	89.0	450
Science, Technology, Engineering & Math	2,371	265	2,636	2,312	488	2,800	2,483	492	2,975	106.3	2,804
Williamson College of Business Administration	1,478	555	2,033	1,525	585	2,110	1,768	632	2,400	113.7	2,181
Student Success (Exploratory Majors)	353		353	190		190	160		160	84.2	234
College of Graduate Studies~ (Non Degree)		8	8		3	3		12	12	400.0	8
University Total	8,920	2,152	11,072	8,492	2,501	10,993	9,461	2,703	12,164	110.7	11,410
All terms reflect the 2020-2021 college reorganizations											
	Men	Women	TOTAL	Men	Women	TOTAL	Men	Women	TOTAL		
First-Time Undergraduates¹	691	871	1,562	753	824	1,577	859	923	1,782	113.0	1,640
Freshmen	350	304	654	362	322	684	354	428	782	114.3	707
Sophomore	719	830	1,549	655	715	1,370	749	916	1,665	121.5	1,528
Junior	706	875	1,581	694	842	1,536	691	847	1,538	100.1	1,552
Senior	1,067	1,389	2,456	982	1,240	2,222	961	1,284	2,245	101.0	2,308
*Not Classified Undergraduates	453	665	1,118	483	620	1,103	591	858	1,449	131.4	1,223
Undergraduate Total	3,986	4,934	8,920	3,929	4,563	8,492	4,205	5,256	9,461	111.4	8,958
Graduate	715	1,133	1,848	874	1,261	2,135	874	1,429	2,303	107.9	2,095
*Grads with <= 34 Semester Hours Completed	4	6	10	1	7	8	1	12	13	162.5	10
*Grads > than 34 Semester Hours Completed	0	0	0		1	1	0	1	1	N/A	1
Professional	55	112	167	73	103	176	83	89	172	97.7	172
Doctorate	53	74	127	72	109	181	86	128	214	118.2	174
Graduate~ Total	827	1,325	2,152	1,020	1,481	2,501	1,044	1,659	2,703	108.1	2,452
University Total	4,813	6,259	11,072	4,949	6,044	10,993	5,249	6,915	12,164	110.7	11,410
YSU's Full-Time-Equivalent (FTE)			8,673			8,474			9,106	107.5	8,751

* These students have no immediate degree goal.

YSU's Full-Time-Equivalent (FTE) = Student credit hours divided by 15.

~ College of Graduate Studies enrollment data is not complete until the end of the term due to irregular registration periods necessary for processing workshops and flexibly scheduled course enrollments.

¹ First-Time Undergraduates in this section reflect degree-seeking students enrolled in higher education for the first time after high school graduation.

RESIDENCY AND STUDENT LOAD

	Fall 2022			Fall 2023			Fall 2024			% PREVIOUS YEAR	3-Year Average
	Full-Time*	Part-Time	TOTAL	Full-Time	Part-Time	TOTAL	Full-Time	Part-Time	TOTAL		
In State~	6,775	2,141	8,916	6,372	2,153	8,525	6,418	2,647	9,065	106.3	8,835
Out of State	1,951	205	2,156	2,244	224	2,468	2,642	457	3,099	125.6	2,574
Total	8,726	2,346	11,072	8,616	2,377	10,993	9,060	3,104	12,164	110.7	11,410
%	78.8	21.2	100	78.4	21.6	100	74.5	25.5	100		

*Full-Time Graduates = graduate students enrolled for 6 or more credit hours (prior to Fall 2019, 9 or more credit hours); Undergraduates = undergraduates students enrolled for 12 or more credit hours.

~ Includes Forever Buckeye, out-of-state students who are charged in-state tuition rates.

**YOUNGSTOWN STATE UNIVERSITY
PRELIMINARY ENROLLMENT SUMMARY
14TH DAY**

RACIAL/ETHNIC BACKGROUND

	Fall 2022			Fall 2023			Fall 2024			% PREVIOUS YEAR	3-Year Average
	Men	Women	TOTAL	Men	Women	TOTAL	Men	Women	TOTAL		
American Indian/Alaskan Native	6	9	15	7	15	22	8	12	20	90.9	19
Asian	77	96	173	85	89	174	91	108	199	114.4	182
Black/African American	318	578	896	339	553	892	389	634	1,023	114.7	937
Hawaiian/Pacific Islander	1	5	6		3	3	0	6	6	200.0	5
Hispanic/Latinx	207	290	497	223	277	500	206	354	560	112.0	519
Minorities	609	978	1,587	654	937	1,591	694	1,114	1,808	113.6	1,662
White	3,532	4,617	8,149	3,367	4,293	7,660	3,400	4,676	8,076	105.4	7,962
Multi-Racial	146	221	367	153	215	368	150	256	406	110.3	380
International	311	250	561	562	391	953	763	609	1,372	144.0	962
Unspecified	215	193	408	213	208	421	242	260	502	119.2	444
TOTAL	4,813	6,259	11,072	4,949	6,044	10,993	5,249	6,915	12,164	110.7	11,410

Due to minor changes in the permanent records system, the above distribution may vary slightly from distributions reported elsewhere. International students with Permanent Resident, Refugee, or Political Asylum visas are listed under appropriate racial/ethnic background for term specified.

HEADCOUNT AND FTE ENROLLMENT - Fall Terms

YEAR	Total Headcount	YSU's FTE			FTE % OF HEADCOUNT
		Undergrad	Graduate	Total	
2014	12,551	9,499 +	650 =	10,149	80.9
2015	12,471	9,342 +	692 =	10,034	80.5
2016	12,756	9,640 +	749 =	10,389	81.4
2017	12,644	9,722 +	710 =	10,432	82.5
2018	12,696	9,901 +	665 =	10,566	83.2
2019	12,155	9,519 +	666 =	10,185	83.8
2020	11,788	8,975 +	764 =	9,739	82.6
2021	11,298	8,052 +	979 =	9,031	79.9
2022	11,072	7,568 +	1,105 =	8,673	78.3
2023	10,993	7,206 +	1,267 =	8,474	77.1
2024	12,164	7,780 +	1,326 =	9,106	74.9

YSU's Full-Time-Equivalent (FTE) = Student credit hours by rank of student (undergraduate vs. graduate) divided by 15.