



**YOUNGSTOWN  
STATE  
UNIVERSITY**

**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**James E. "Ted" Roberts, Chair**

**Allen L. Ryan, Jr., Vice Chair**

**All Trustees are Members**

**Wednesday, December 1, 2021  
2:30 p.m. or immediately following  
previous meeting**

**Kilcawley Center  
Presidents' Suites**

**AGENDA**

**A. Disposition of Minutes for Meeting Held September 1, 2021**

**B. Old Business**

**C. Committee Items**

**1. Consent Agenda Item\***

**Tab C.1.a. = Tab 1    b. Resolution to Modify Policy 3356-5-11 University Publications**  
Shannon Tirone, Associate Vice President University Relations will report.

**2. Institutional Engagement Action Item**

**Tab C.2.a. = Tab 2    a. Resolution to Accept WYSU Memberships**  
The Board of Trustees will accept 307 memberships from WYSU totaling \$49,827 through the first quarter of Fiscal Year 2022.  
Shannon Tirone, Associate Vice President University Relations will report.

**3. Institutional Engagement Discussion Items**

**Tab C.3.a. = Tab 3    a. YSU Foundation Quarterly Gift Report**  
The YSU Foundation received 595 outright gifts and 10 pledges totaling \$6,445,354.41, pledge payments totaling \$512,356.94 and 6 new planned gift commitments totaling \$1,630,000.00 for the first quarter of Fiscal Year 2022.  
Paul McFadden, President YSU Foundation will report.

**Tab C.3.b. = Tab 4    b. Division of Workforce Education & Innovation Update**  
Jennifer Oddo, Executive Director, Strategic Workforce Education and Innovation 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.

**Tab C.3.c. = Tab 5    c. Integrated Marketing and Enrollment Strategy**

Ross Morrone, Chief Marketing Officer, Marketing and Communications, and Elaine Ruse, Associate Vice President, Student Enrollment and Business Services, and Christine Hubert, Director, Undergraduate Admissions will report.

**D. New Business**

**E. Adjournment**



**RESOLUTION TO MODIFY  
UNIVERSITY PUBLICATIONS POLICY, 3356-5-11**

**WHEREAS**, the Institutional Policies are being reviewed and reconceptualized on an ongoing basis; and

**WHEREAS**, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

**WHEREAS**, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies;

**NOW, THEREFORE, BE IT RESOLVED**, that the Board of Trustees of Youngstown State University does hereby approve the modification of the Institutional Policy governing University Publications, policy number 3356-5-11 of the *University Guidebook*, attached hereto.

Board of Trustees Meeting  
December 2, 2021  
YR 2022-

**3356-5-11 University publications.**

Responsible Division/Office: Marketing and Communications  
Responsible Officer: Associate Vice President for University Relations  
Revision History: May 1999; June 2010; June 2011;  
September 2016; December 2021  
Board Committee: Institutional Engagement  
**Effective Date: December 2, 2021**  
Next Review: 2026

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- (A) Policy statement. The office of marketing and communications serves as the clearinghouse for all tier one publications developed for distribution to external audiences. As such, this office has oversight for all printed materials that represent official university programs and services.
- (B) Parameters.
- (1) A critical part of any institution's or organization's image is the communications messages it sends out and with which it is identified. An institutional brand is established through the consistent and frequent use of distinctive images and messages in its external publications and communications media.
  - (2) The office of marketing and communications requires the cooperation of all campus offices and individuals (including the department of athletics, all academic colleges, and graphic services) to create a strong, consistent, and high-end brand for Youngstown state university ("YSU") through all its publications.
  - (3) A "tier one publication" is any printed piece directed to:
    - (a) Any external audience (e.g., alumni, the general public, prospective students, donors)
    - (b) All (or most) current YSU students
  - (4) All publications meeting tier one criteria must first be reviewed before proceeding to the design stage.

- (5) If a publication is not tier one according to the criteria above, guidelines and templates for design and printing are available through the office of marketing and communications.

(C) Procedures.

- (1) For all publications meeting tier one criteria, a “Publications Request” must be submitted by email to [creativeservices@ysu.edu](mailto:creativeservices@ysu.edu) and processed by the marketing and communications team. For the review to be done in a timely and efficient manner, the request must be submitted at least two weeks prior to the beginning of the design phase.
- (2) The marketing and communications team will arrange a meeting to discuss the needs, exchange ideas, and establish time lines. Budget sources for the project will be discussed at that time.
- (3) The office of marketing and communications may contract the publications to new internal or external sources as appropriate and expedient.
- (4) The requesting unit will be responsible for furnishing suggested text for the publication.
- (5) Appropriate artwork or photographs will be prepared in cooperation with the requesting unit.
- (6) After a first-draft proof of the publication is prepared, the requestor will review the proof, note any changes, and return the publication for preparation of a final proof.
- (7) The final proof will be submitted to the requesting unit, who assumes primary responsibility for the content, accuracy, and completeness of information in the publication. Marketing and communications assumes primary responsibility for grammar, punctuation, and overall appearance.
- (8) Additional procedures for using university symbols and related publication information can be found in the “Visual Identity

**Standards” available through the office of marketing and communications.**

**3356-5-11 University publications.**

~~Previous Policy Number: 5012.01~~

Responsible Division/Office: Marketing and Communications

Responsible Officer: Associate Vice President for University Relations

Revision History: May 1999; June 2010; June 2011;  
September 2016; [December 2021](#)

Board Committee: Institutional Engagement

Effective Date: ~~September 15, 2016~~ [December 2, 2021](#)

Next Review: ~~2021~~ [2026](#)

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- (8) Additional procedures for using university symbols and related publication information can be found in the “Visual Identity Standards” available through the office of marketing and communications.



## RESOLUTION TO ACCEPT 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  
December 2, 2021  
YR 2022-

**UNIVERSITY MEMBERSHIPS  
EXECUTIVE SUMMARY  
Fiscal Year 2021-2022  
July 1, 2021-September 30, 2021**

<b>Memberships Received</b>	<b>Number of Members</b>	<b>Amount</b>
WYSU-FM	307	\$ 49,827
<b>Total University Members</b>	<b>307</b>	<b>\$ 49,827</b>
<b>** \$60 in Annual Fund Gifts to WYSU are not included in these totals.</b>		

**UNIVERSITY MEMBERSHIPS  
EXECUTIVE SUMMARY  
Fiscal Year 2020-2021  
July 1, 2020-September 30, 2020**

<b>Memberships Received</b>	<b>Number of Members</b>	<b>Amount</b>
WYSU-FM	344	\$ 143,305
<b>Total University Members</b>	<b>344</b>	<b>\$ 143,305</b>
**\$2,570 in Annual Fund Gifts to WYSU are not included in these totals		

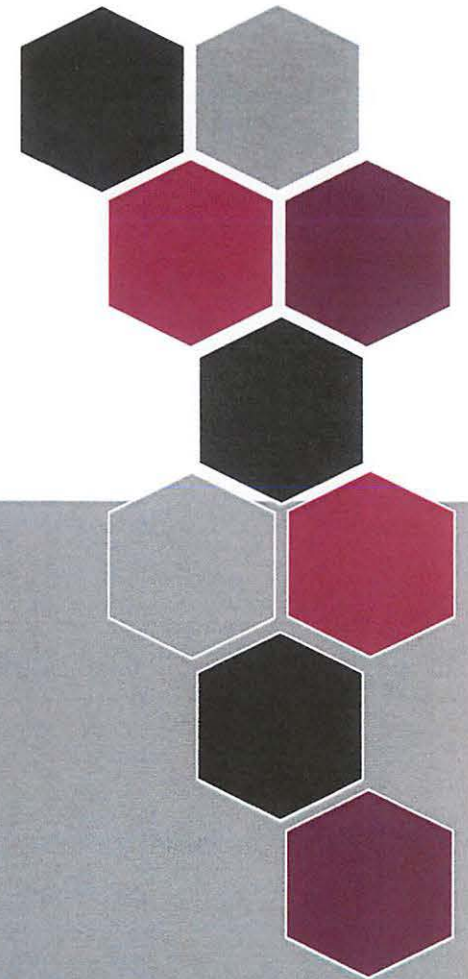
**YSUF Gift Processing Summary - July, 2021 - Sept., 2021 Vs. July, 2020 - Sept., 2020**

	<u>Total July, 2021 - Sept., 2021</u>	<u>Total July, 2020 - Sept., 2020</u>	<u>Difference 2021/2020</u>
<b>Development (New Gifts and New Pledges):</b>			
YSU	\$3,151,343.96	\$187,246.48	\$2,964,097.48
YSUF	\$3,294,010.45	\$2,060,639.44	\$1,233,371.01
Total Development (New Gifts and New Pledges)	\$6,445,354.41	\$2,247,885.92	\$4,197,468.49
Planned Giving/Charitable Gift Annuities	\$1,630,000.00	\$1,550,000.00	\$80,000.00
<b>Pledge Payments (For Pledges Currently or Previously Included as Development):</b>			
YSU	\$188,687.50	\$296,342.85	-\$107,655.35
YSUF	\$323,669.44	\$552,792.10	-\$229,122.66
Total Pledge Payments	\$512,356.94	\$849,134.95	-\$336,778.01
Non-Gift Clearing - YSU	\$0.00	\$0.00	\$0.00
Non-Gift Clearing - YSUF	\$0.00	\$0.00	\$0.00
Number of New Gifts	595	397	198
Number of Pledges	10	6	4
Number of Payments	139	115	24
Number of Planned Gifts/Charitable Gift Annuities	6	4	2
Non-Gift Clearing	0	0	0



Youngstown State University  
**Division of Workforce  
Education & Innovation**

Institutional Engagement Report  
Dec 1, 2021



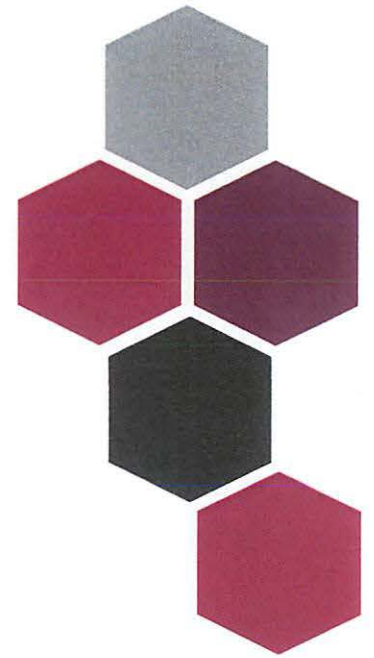
# Organizational Changes

**David Sipusic** has transitioned out of the division and into a new role as Associate General Counsel, Research, EEO and Athletic Compliance. We will not be replacing the Executive Director, ETC and will create a more integrated and focused approach to drive outcomes for our students and the community.

**Jackie Ruller** has been promoted to Director, Advanced Manufacturing Research and Commercialization and will serve as Site Operations Director for ETC.

**Lindsey Ekstrand** has been promoted to Director, Workforce Education Programs with responsibility for both ETC and our online Skills Accelerator educational programming.

Changes are effective October 2021.



# New and Active Awards and Projects

Project Name	Funding Partner	Status	Project Total	Contract Date	Performance Period	Area of Focus (WERC)
Community Workforce Initiatives	General Motors	Active	\$3.5M	3/2021	2 years	WE
Energy Storage Training and Innovation Center	General Motors	Active	\$1.5M	3/2021	2 years	WERC
Tech Prep	State of Ohio/ODE	New	\$20K	10/2021	1 year	E
Mahoning Valley Workforce Partnership	State of Ohio/ODHE	New	\$200K	11/2021	1 year	W
Aerospace Defense Storefront	NCDMM/America Makes	New	\$300K	10/2021	2 years	WE
5G Readiness Training Program	State of Ohio/QWT	New	\$180K	10/2021	1 year	E
Energy Storage Workforce Study	DOE/Oakridge National Labs	Contracts	\$1M	11/2021 (est)	6 mo	R
Hybrid Manufacturing/Mazak	NCDMM/America Makes	New	\$2.2M	8/2021		RC
Industry 4.0 Adoption in the SME Defense Supply Chain for Metal Castings	NCDMM/DLA/UNI	Contracts	\$3.7M	11/2021 (est)	1 year	WERC
RAPIDS 5	State of Ohio/ODHE		\$540k	11/2021	1 year	WE
Total New			\$6.6M			
Total Active and New			\$11.2M			



# Current Proposals

Project Name	Funding Partner	Status	Project Total	Submission Deadline	Area of Focus (WERC)
EDA Build Back Better Grant - \$25M capital for Energy Storage Training and Innovation Center	Eastgate via EDA	Submitted	\$25M	10/2021	WERC
EDA Good Jobs Challenge Grant for advanced manufacturing, information technology and energy storage	YSU via EDA	Proposal Development	\$15M	1/2022	WE
State of Ohio 5G Industry Sector Partnership Grant	State of Ohio/ODHE	Proposal Development	\$3M	12/2021	WE

## Workforce Development

544 participants registered in the online Skills Accelerator through formal affiliations established with:

- ETC at Kohli Hall
- YSU Students \*new
- Ultium Cells, LLC
- Campbell City Schools
- Core Civic
- East Palestine
- Flying High
- Insight PA Charter Schools
- NCUS
- Rtriad
- Urban City Codes
- Evanston Technology Partners
- General Enrollment

Work+ Program to launch Jan 2022.

- Students receive paid experience plus tuition reimbursement through employer payroll tax incentive.
- Eligibility – any enrolled student must commit to one year/part-time work at qualified and approved employers.

## Education

Skills Accelerator now has over 80 online technical and professional skills courses, certificates and certifications focused on advanced manufacturing, information technology, business and professional workplace skills.

YSU to deliver 5G Readiness training in partnership with Governor's Office of Workforce Transformation and Wireless Infrastructure Association. 25 YSU Student Scholarships.

ETC YSU led courses expanded to include: Fanuc, Rockwell and OSHA, Additive Manufacturing. Industrial maintenance currently being offered through EGCC.

Stackable battery courses are under development through the work of Dr. Jennifer Miller, YSU lecturer and division research scientist.

## Research

4 YSU students have been hired as interns to support research project under the UTEP Aerospace Defense partnership with YBI and America Makes. Students are working on materials analysis, data analytics, and propulsion for small satellites. 25 additional internships are available to YSU students in Spring semester 2022.

Research Scientist funding to support UTEP research/Siemens training.

Research Scientist for Additive Manufacturing posted.

DOE Energy Storage Workforce Study to kick off with a regional ecosystem workshop, in parallel with a national market study to guide the narrative of a potential national training and innovation center in Lordstown OH.

## Commercialization

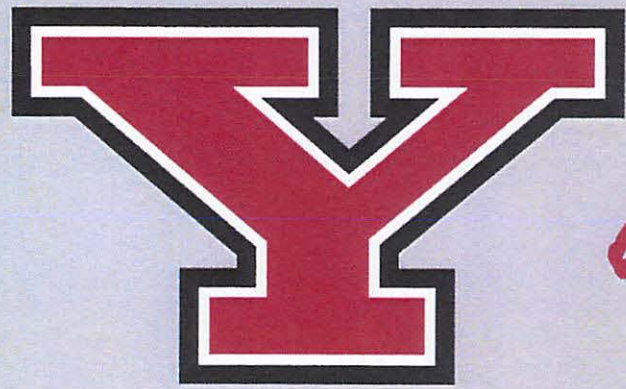
Site visit with MAGNET, TeamNEO, YBI, SBDC, America Makes to showcase the ETC and discuss broader collaboration opportunities to expand commercialization opportunities.

YSU to be included in MAGNET regional lighthouse model.

Regional asset mapping around advanced manufacturing to better demonstrate the strength of the regional ecosystem.

YSU to re-engage with MAGNET/TeamNEO on monthly manufacturing cluster meetings and events.

WERC@YSU



*and proud.*

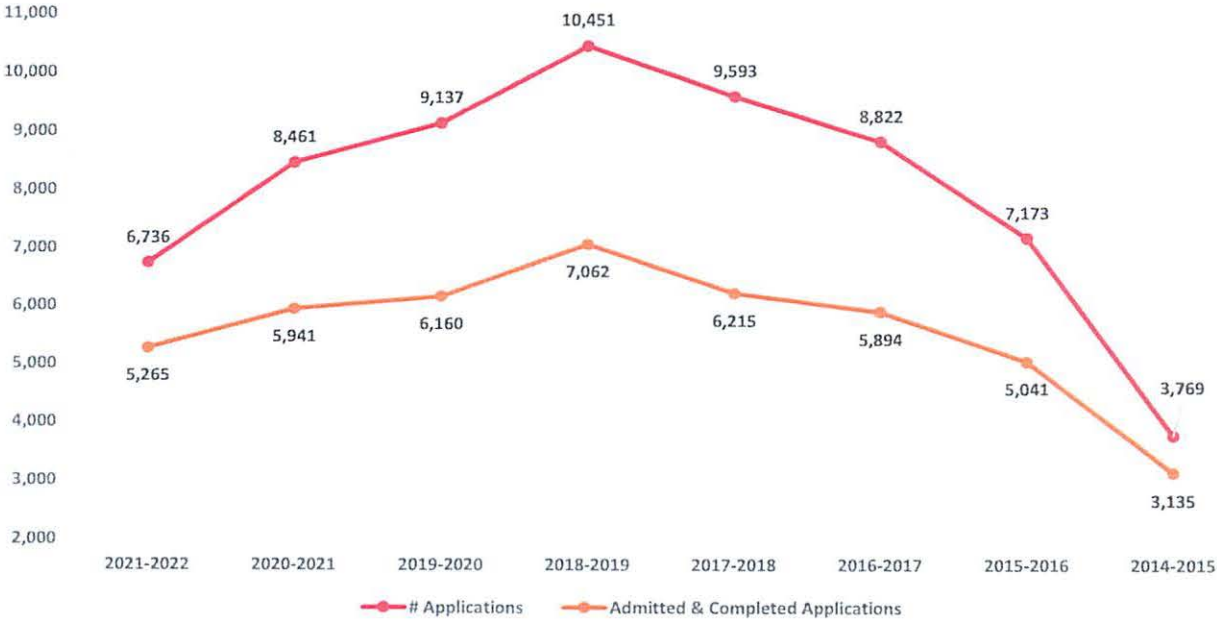


# INTEGRATED MARKETING & ENROLLMENT YIELD STRATEGY



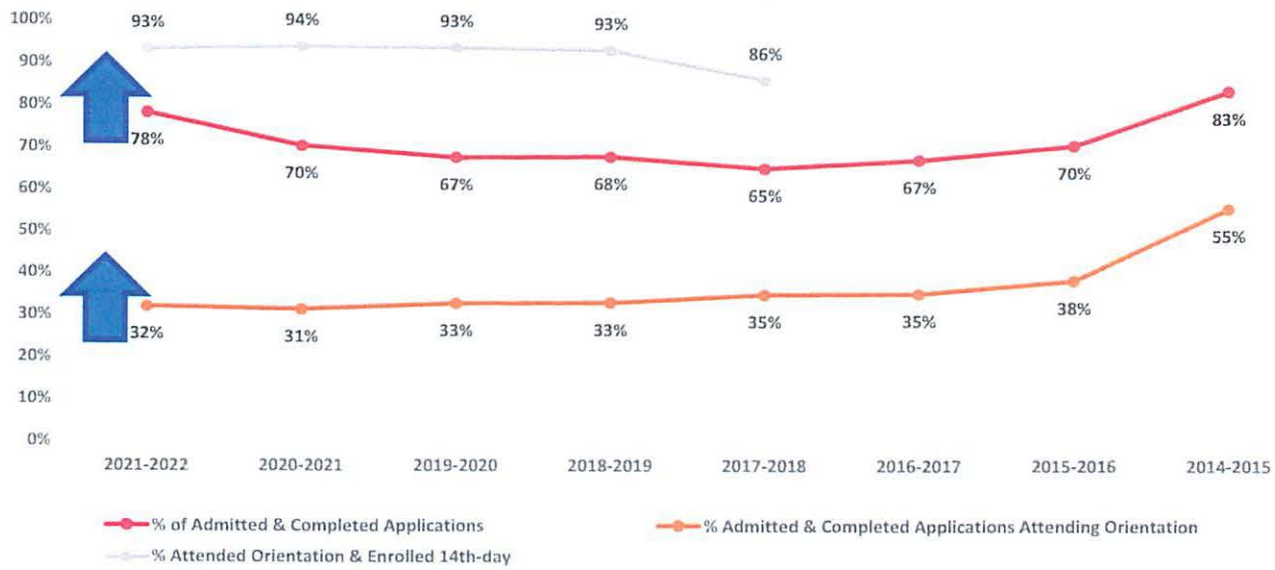
Inspiring individuals, enhancing futures, enriching lives.

### Critical Enrollment Yield Opportunities



Inspiring individuals, enhancing futures, enriching lives.

### Critical Enrollment Yield Opportunities



Inspiring individuals, enhancing futures, enriching lives.

	% Yield	# Yield	# Yielded Achieving Various Yield Outcomes	# Yielded @ \$10,000/yr
Fall 2021	32%	1,685		
7-y Average	34%	1,777	92	\$920,000
7-y High	38%	2,001	316	\$3,160,000
5,265 admitted with complete applications				



Inspiring individuals, enhancing futures, enriching lives.



<ul style="list-style-type: none"> <li>• Name Buys</li> <li>• Student Search</li> <li>• Direct Mail</li> </ul>	<ul style="list-style-type: none"> <li>• Billboards</li> <li>• Radio</li> <li>• Television</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Media</li> <li>• Social Media</li> <li>• OTT</li> </ul>	<b>AWARENESS</b>
<ul style="list-style-type: none"> <li>• Paid Search (PPC)</li> <li>• Social Media Ads</li> <li>• Display Retargeting</li> <li>• OTT</li> </ul>	<ul style="list-style-type: none"> <li>• Referral Strategy</li> <li>• Search Engine Optimization</li> <li>• Conversion Rate Optimization</li> </ul>		<b>CONSIDERATION</b>
<ul style="list-style-type: none"> <li>• Awareness Training</li> <li>• CRM Utilization</li> <li>• Enrollment Process Optimization</li> <li>• College Marketing</li> </ul>			<b>YIELD</b>



GREATEST OPPORTUNITY FOR GROWTH



ENROLLMENT



Inspiring individuals, enhancing futures, enriching lives.

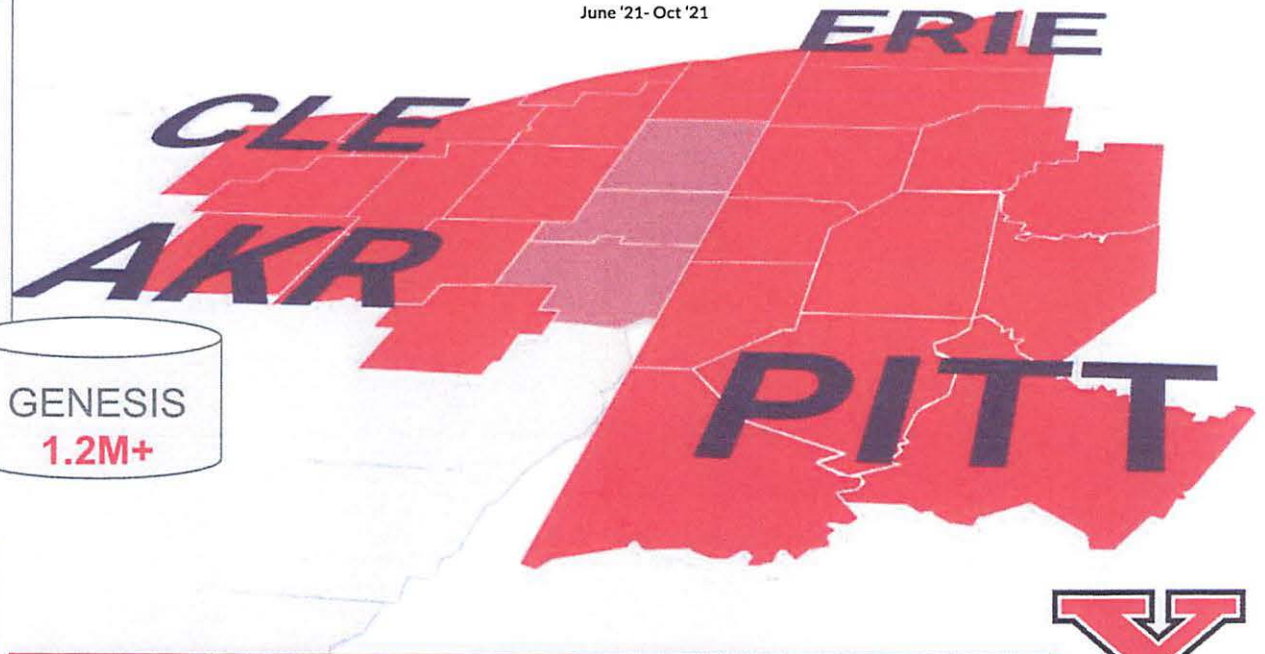
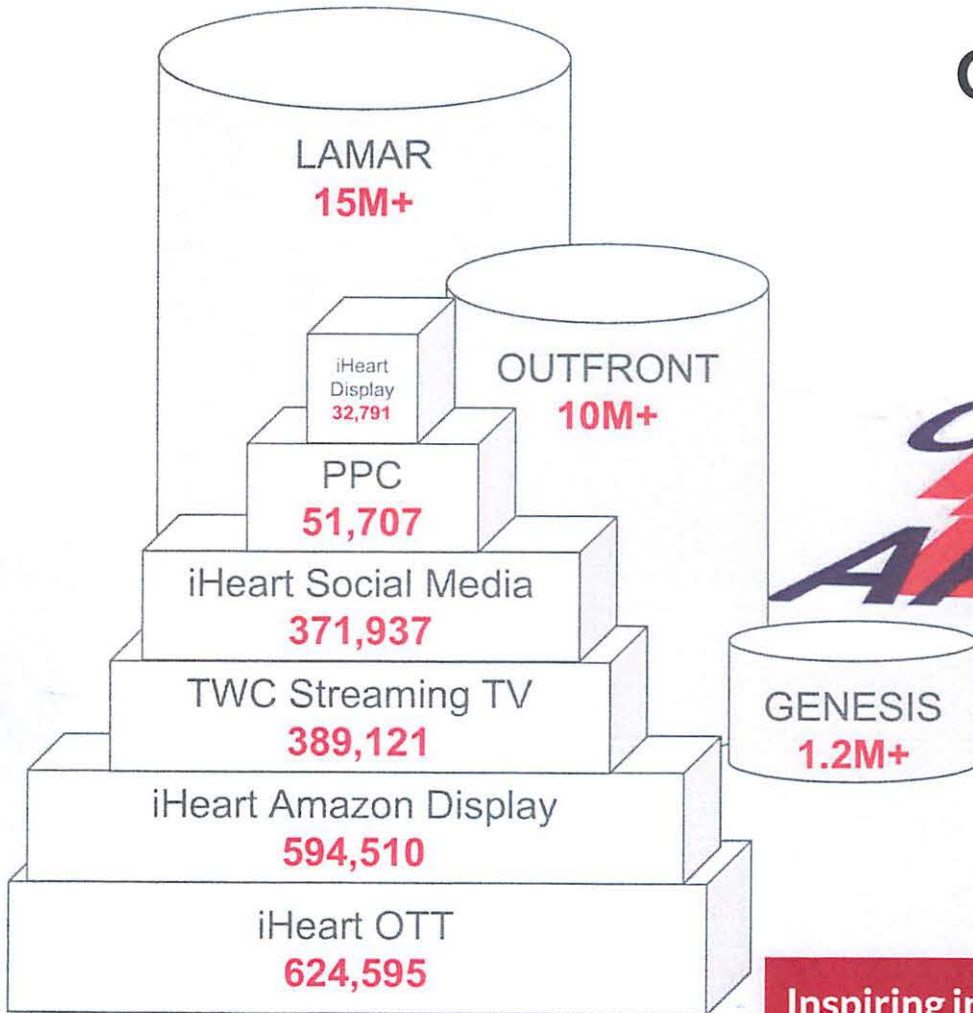


# GAINING MARKET SHARE

# 28M+

## IMPRESSIONS

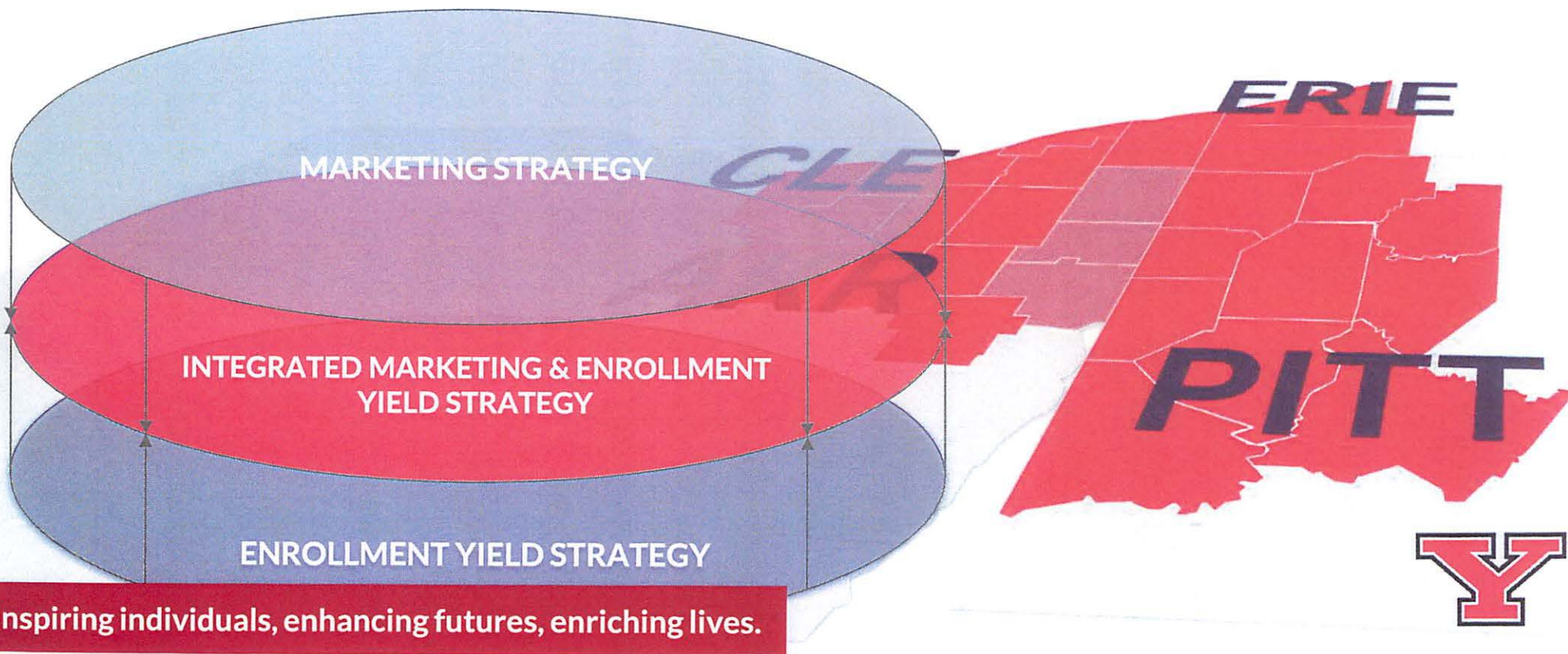
June '21- Oct '21



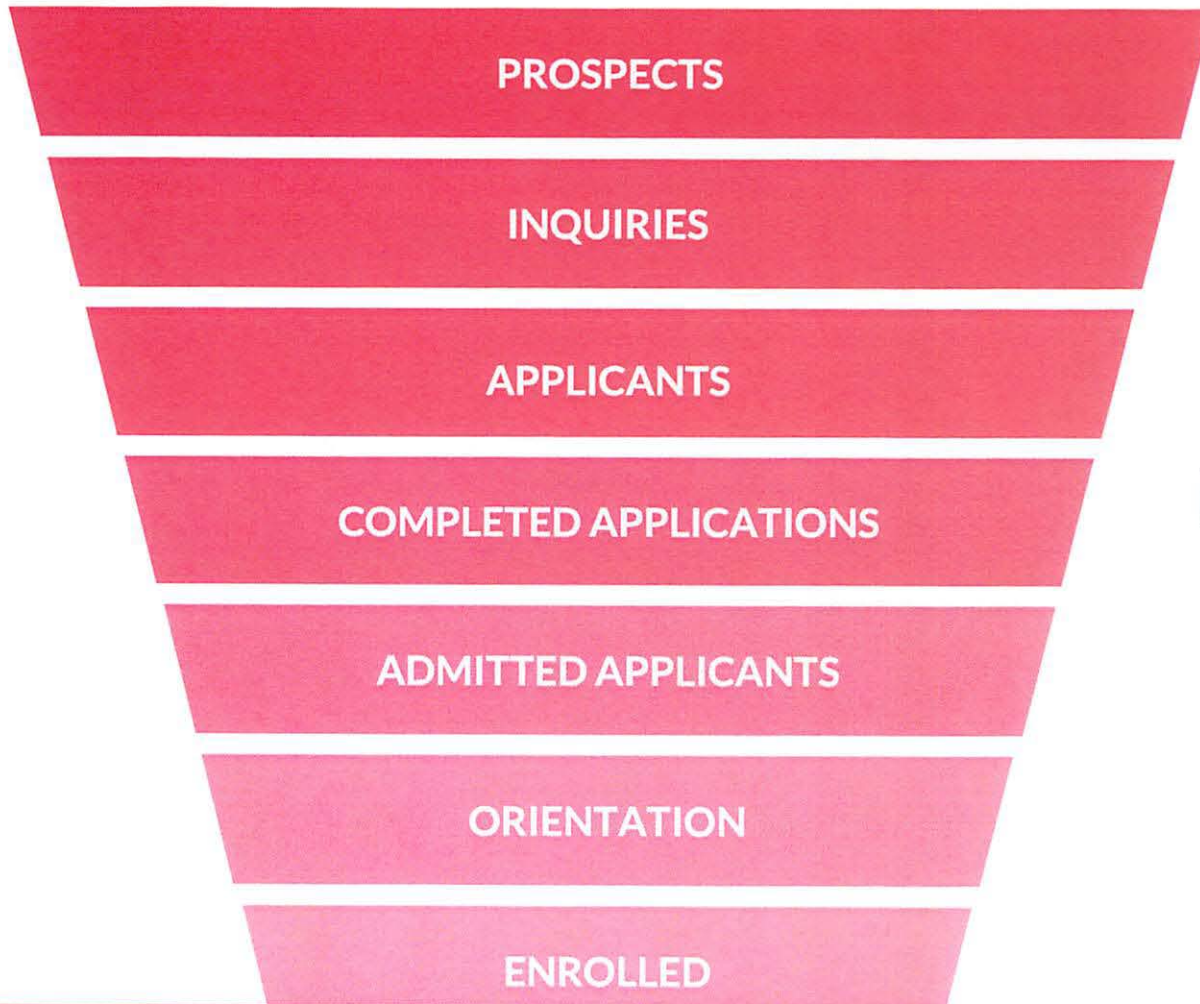
Inspiring individuals, enhancing futures, enriching lives.



# INTEGRATED MARKETING & ENROLLMENT YIELD STRATEGY



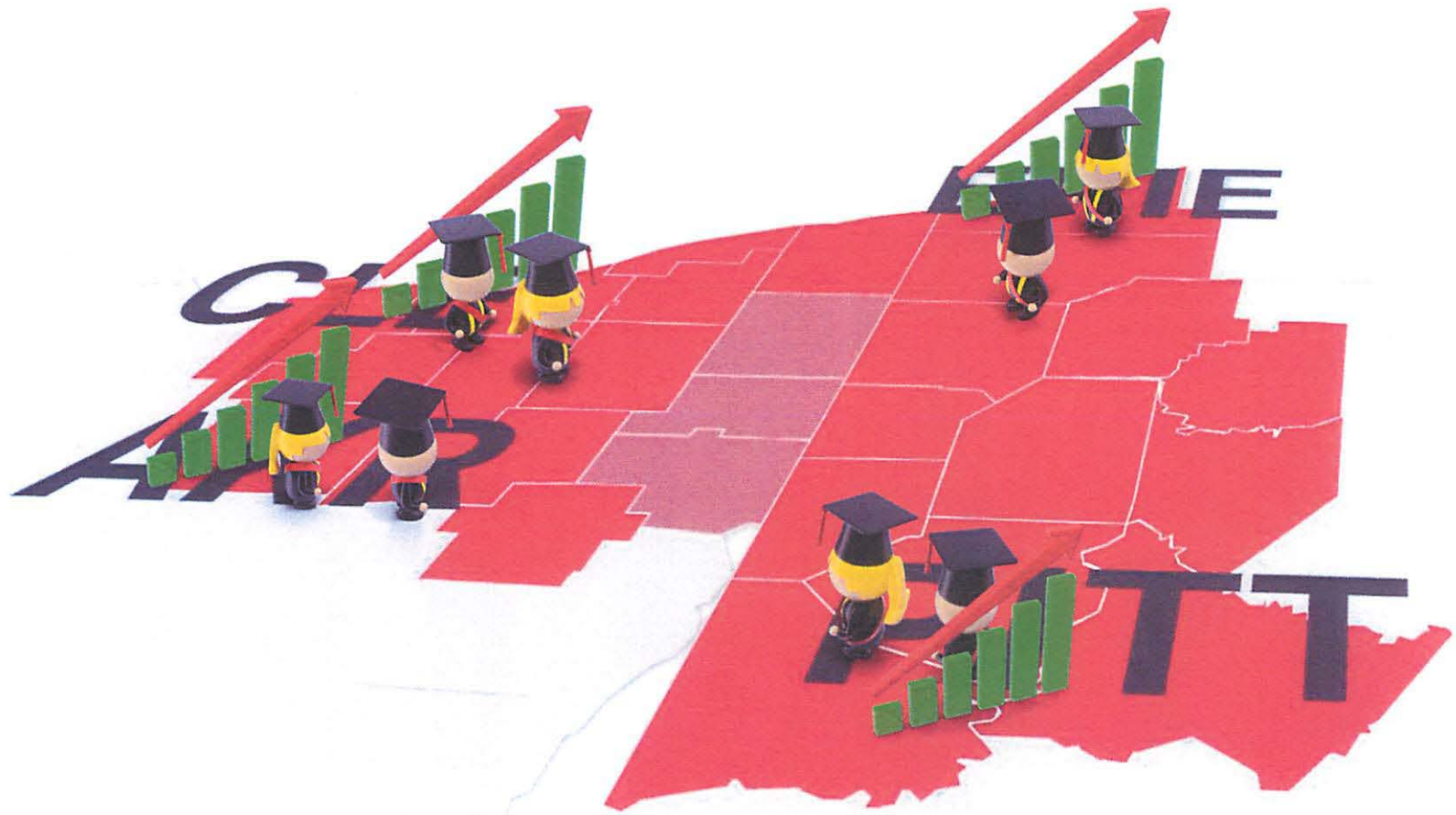
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## PROSPECT TO YIELD FUNNEL



Inspiring individuals, enhancing futures, enriching lives.



Inspiring individuals, enhancing futures, enriching lives.