



**YOUNGSTOWN
STATE
UNIVERSITY**

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Molly S. Seals, Chair
Charles T. George, Vice Chair
All Trustees are Members**

**Wednesday, December 4, 2019
12:30 p.m. or immediately following
previous meeting**

**Kilcawley Center
President's Suites**

AGENDA

- A. Disposition of Minutes for Meeting Held September 4, 2019**
- B. Old Business**
- C. Committee Items**

1. Consent Agenda Items*

Tab C.1.a. *a. Resolution to Accept WYSU Memberships
The Board of Trustees will accept 736 memberships from WYSU totaling \$95,161 through the first quarter of Fiscal Year 2020.
Ms. Shannon Tirone, Associate Vice President University Relations will report.

Tab C.1.b. *b. Resolution to Modify Advertising/Sponsorship Policy, 3356-5-02
Ms. Shannon Tirone, Associate Vice President University Relations will report.

2. Institutional Engagement Action Item

Tab C.2.a. a. Resolution to Take Charge of Our Future: A Plan for Strategic Action
Ms. Molly Seals, Board of Trustees member will report.

3. Institutional Engagement Discussion Items

a. ETC/MVICC Report
Atty. David Sipusic, Associate General Counsel for Research and Executive Director – Excellence Training Center will report.

**Tab C.3.b. b. External Affairs and Government Relations Engagement Matrix -
September through November**
Mr. Michael Hripko, Associate Vice President External Affairs and Government Relations 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.

c. Baldrige Communities of Excellence Status

Mr. Michael Hripko, Associate Vice President External Affairs and Government Relations will report.

Tab C.3.d.

d. YSU Foundation Quarterly Gift Report

The YSU Foundation received 560 outright gifts and 14 pledges totaling \$2,187,211.34; pledge payments totaling \$1,401,793.23; and 2 new planned gift commitments totaling \$285,000.00 for the first quarter of Fiscal Year 2020.

Mr. Paul McFadden, President YSU Foundation will report.

D. New Business

1. Fire Safety Report

E. Adjournment



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 5, 2019
YR 2020-**

**UNIVERSITY MEMBERSHIPS
EXECUTIVE SUMMARY
Fiscal Year 2019-2020
July 1, 2019-September 30, 2019**

Memberships Received	Number of Members	Amount
WYSU-FM	736	\$ 95,161
Total University Members	736	\$ 95,161

**UNIVERSITY MEMBERSHIPS
EXECUTIVE SUMMARY
Fiscal Year 2018-2019
July 1, 2018-September 30, 2018**

Memberships Received	Number of Members	Amount
WYSU-FM	551	\$ 61,211
Total University Members	551	\$ 61,211



**YOUNGSTOWN
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**RESOLUTION TO MODIFY
ADVERTISING/SPONSORSHIP POLICY, 3356-5-02
(PREVIOUS POLICY NUMBER 5002.01)**

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 Advertising/Sponsorship Policy number 3356-5-02 (Previous Policy Number 5002.01) of the *University Guidebook*, shown as Exhibit __ attached hereto. A copy of the policy indicating changes to be made is also attached.

**Board of Trustees Meeting
December 5, 2019
YR 2020-**

3356-5-02 Advertising/sponsorship policy.

Responsible Division/Office: University Relations
Responsible Officer: Associate Vice President of University Relations
Revision History: September 1997; June 2010; June 2015;
December 2019
Board Committee: Institutional Engagement
Effective Date: December 5, 2019
Next Review: 2024

- (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) Definition. 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, \$1500.00 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 benefiting 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.

3356-5-02 Advertising/~~sponsorship procedures~~policy.

~~Previous Policy Number: 5002.01~~

Responsible Division/Office: University Relations

Responsible Officer: Associate Vice President of University Relations

Revision History: September 1997; June 2010; June 2015;
December 2019

Board Committee: Institutional Engagement

Effective Date: ~~June 17, 2015~~December 5, 2019

Next Review: 20204

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**YOUNGSTOWN STATE UNIVERSITY
BOARD OF TRUSTEES'
RESOLUTION TO TAKE CHARGE OF OUR FUTURE: A PLAN FOR
STRATEGIC ACTION
COMMUNITY ENGAGEMENT AND VALUES/MISSION/VISION**

WHEREAS, Youngstown State University will Take Charge of its Future through a campus-involved creation of a Plan for Strategic Action that has been informed by prior Board Resolutions (December 6, 2018; March 7, 2019; June 6, 2019; September 5, 2019); and

WHEREAS, both during and prior to the Fall, 2019 Semester, significant engagement with the academic areas via the leadership of the Provost has taken place via engaging conversations and interactions with the deans, department chairs, and department faculty, including conversations regarding academic excellence, student success, and interdisciplinary collaborations; and

WHEREAS, also during the Fall, 2019 Semester, significant engagement with academic support areas has occurred resulting in the creation of “unit-specified mission, quality, and attributes statements” along with outlines of topical areas for “unit-specified procedures”, finalized through consultation with faculty and staff in both the academic and non-academic areas, constituting a major step in the development of President-endorsed procedures as anticipated by the June 6, 2019 Board Resolution; and

WHEREAS, an important component of the Plan for Strategic Action will include optimizing our Collective Impact with the Region that intersects in significant and substantial ways with Academic Distinction and Discovery of Knowledge, Student Futures and Lifelong Learning and Collective Impact with the Region as illustrated by the President at an April 2019 Town Hall meeting; and

WHEREAS, it is important to ensure that the substantial and collective energies of the institution’s faculty, staff and students via the departments, colleges, clubs, student groups and other collectives of individuals and groups be categorized and organized so as to optimize our Collective Impact with the Region;

NOW, THEREFORE, BE IT RESOLVED, that a framework for an optimized Collective Impact with the Region focused on what helps regions and communities thrive, in particular Prosperity and Equity; Health; Education; and Arts & Culture is hereby endorsed through the development of a mutually beneficial Plan for Strategic Action, so as to include as part of the University’s visioning, consideration of an institutional focus on our mission-critical role as an anchor institution; and



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The Office of Academic Affairs and other identified institutional stakeholders most involved in community engagement will develop an approach to catalog such activities and initiatives and to develop appropriate policies and procedures including an approach to assess and prioritize mutually beneficial Collective Impact with the Region and will annually update the Board's Institutional Engagement Committee on the initiatives, actions and outcomes of implementing such an approach; and

BE IT FURTHER RESOLVED that Faculty, Students and Staff will continue to be engaged so as to inform and enhance the mission, vision, and values statements of the University as it continually adapts to changing times for the benefit of academic excellence, student success, and mutually beneficial community engagement.

**Board of Trustees Meeting
December 5, 2019
YR 2020-**

Key Government and Business Engagement (September-November, 2019)

Organization	Scope	Topic	Academic Connection
Drive Ohio "Technology Takes the Wheel"	Regional	Youngstown Autonomous Vehicle Overview Session	STEM
Kohler, International	National	Introduction to YSU Advanced Manufacturing Capabilities	STEM
Space Foundation Boulder CO	National	National non-profit supporting small business engagement and innovation in support of the space industry	STEM; Economic Development
Community of Excellence, Baldrige Foundation Nashville, TN	National	YSU to lead the region in deployment of a national model for a structured community strategic planning	Regional Economic Development
Univ. of Northern Iowa Washington DC Advocacy	National	Joint proposal for Advanced Manufacturing Funding	STEM
Superlative Group	Regional	National Sponsorships/ Philanthropy	NA
Wright State Applied Research Corporation	National	APEX, Board Meeting; Research opportunities in Micro-electronics	HHS STEM
Natural Gas Industry/ Academia Collaboration	Regional	Establish industry funded research funding for Appalachian regional universities	STEM
Oak Ridge National Labs	National	YSU Designation as "Spoke" for Hybrid Manufacturing	STEM
Ohio Additive Manufacturing Cluster	Regional	Network of providers, clients, and experts in additive manufacturing	STEM
Regional Chamber of Commerce	Regional	State support for Advanced Manufacturing initiatives	STEM
Impact Ohio	Regional	Panelist on Advanced Manufacturing	STEM
TBEIC (Brite) Conference	Regional	Lordstown Motors, Tesla, Hyperion	STEM
US DOT BUILD Grant Public Meeting	Regional	Public Review of plans for BUILD Grant implementation	Economic Development
Ohio Defense Forum	Regional	YSU role in Ohio's economic development and defense strategies	HHS/ STEM; Economic Development
MMX, America Makes Conference	National	National Convening of Additive Manufacturing experts	STEM
Ohio Federal Research Network RFP Review Committee	Regional	Review proposals and recommend funding	STEM

KEY	
	Ongoing; successful resolution
	Progress Continuing
	New Engagement
	Progress Stalled; Initiative ended

communities *of excellence* 2026

**A Systematic Approach to Excellence in
Communities: Using a Baldrige-based Framework
to Lead Transformation**



communities of excellence 2026

Excellence

- Excellence is aspirational, a frame of mind, a feeling, a desired state.
- It's a "forever" JOURNEY of continuous improvement.
- Leads to a COMMUNITY CULTURE OF EXCELLENCE.
- Starts with a vision "to be the best", "to be all you can be".
- Requires preparation, capacity building, perseverance, patience, collaboration, inclusiveness, trust, and support.
- Requires comprehensive systems thinking.
- Seeks out best practices; benchmarks results against the best.
- Requires a commitment and focus on intergenerational involvement and preparation to maximize long term sustainability.
 - Aligns with YSU student involvement goals.
 - Requires rigorous discipline; is academically relevant.

communities of excellence 2026

Year One Objectives

Build and engage the community excellence group.

Develop the initial Baldrige-based Community Profile and understand its relationship to the Baldrige framework.

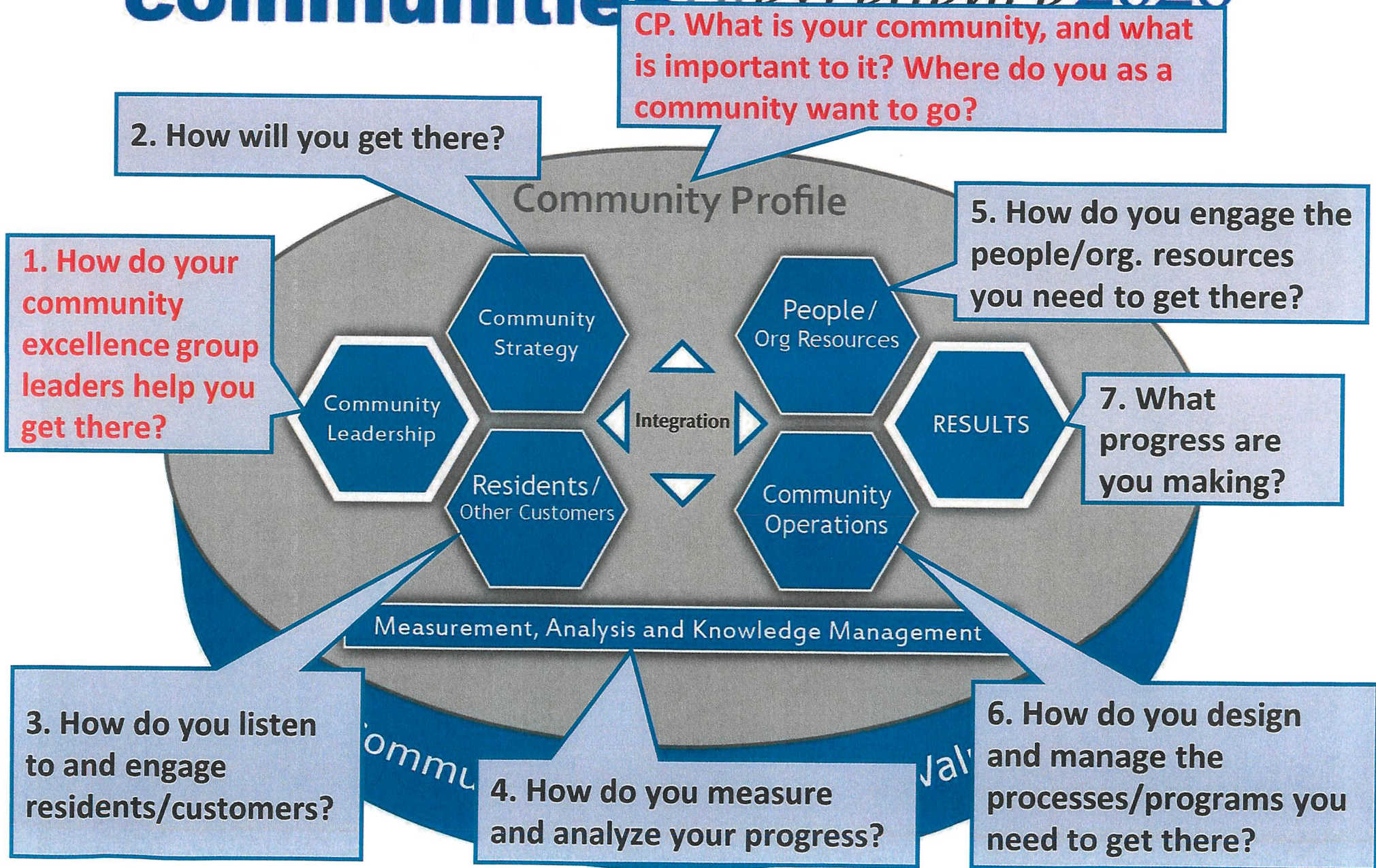
Use the information in the Community Profile to identify the next steps towards the Community of Excellence journey.

communities of excellence 2026



- What is your community, and what is important to it? **Community Profile**
- Where do you want to go? **Vision**
- How will your community prepare for the future? **Community Strategic Planning**
- What are the gaps and how do you as a community engage to prioritize which ones to focus on first, next?
- How will you know when you get there? **Results**

communities of excellence 2026

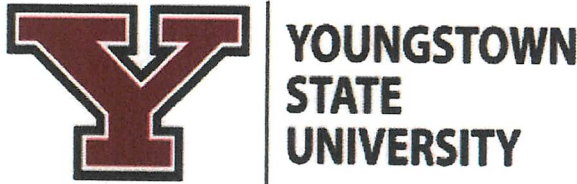


communities of excellence 2026

Community Excellence Group

- Drives the communities of excellence journey.
- Can either be a new or pre-existing leadership group/coalition.
- Includes those community leaders and key community groups able to make and influence decisions.
- Represents various community sectors (e.g., business, education, government, health care, and nonprofit).
- Reflects community diversity.
- Welcomes different ideas, thinking, academic disciplines, and perspectives.

Initial Community Excellence Group Members



YSUF Gift Processing Summary - July, 2019 - September, 2019 Vs. July, 2018 - September, 2018

	<u>Total July, 2019 - Sept., 2019</u>	<u>Total July, 2018 - Sept., 2018</u>	<u>Difference 2019/2018</u>
Development (New Gifts and New Pledges):			
YSU	\$1,021,021.64	\$2,186,758.06	-\$1,165,736.42
YSUF	\$1,166,189.70	\$4,279,730.56	-\$3,113,540.86
Total Development (New Gifts and New Pledges)	\$2,187,211.34	\$6,466,488.62	-\$4,279,277.28
Planned Giving/Charitable Gift Annuities	\$285,000.00	\$1,138,399.00	-\$853,399.00
Pledge Payments (For Pledges Currently or Previously Included as Development):			
YSU	\$881,958.07	\$556,286.49	\$325,671.58
YSUF	\$519,835.16	\$1,486,827.25	-\$966,992.09
Total Pledge Payments	\$1,401,793.23	\$2,043,113.74	-\$641,320.51
Non-Gift Clearing - YSU	\$0.00	\$3,740.00	-\$3,740.00
Non-Gift Clearing - YSUF	\$0.00	\$0.00	\$0.00
Number of New Gifts	560	389	171
Number of Pledges	14	27	-13
Number of Payments	204	230	-26
Number of Planned Gifts/Charitable Gift Annuities	2	7	-5
Non-Gift Clearing	0	39	-39