



**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, September 1, 2021
3:00 p.m. or immediately following
previous meeting**

**Kilcawley Center
Presidents' Suites**

AGENDA

A. Disposition of Minutes for Meeting Held June 2, 2021

B. Old Business

C. Committee Items

1. Institutional Engagement Action Item

C.1.a. = Tab 1

a. Resolution to Accept WYSU Memberships

The Board of Trustees will accept 1,334 memberships from WYSU totaling \$338,771 through the fourth quarter of Fiscal Year 2021.

Shannon Tirone, Associate Vice President University Relations will report.

Tab C.1.b. = Tab 2

b. Resolution to Accept Gift of Real Estate

Greg Morgione, Associate General Counsel will report.

2. Institutional Engagement Discussion Items

Tab C.2.a. = Tab 3

a. Integrated Marketing & Communication Strategy

Shannon Tirone, Associate Vice President University Relations and Ross Morrone, Chief Marketing Officer will report.

Tab C.2.b. = Tab 4

b. Inaugural Compilation of Centers and Institutes – Next Steps

Brien Smith, Provost and Vice President Academic Affairs and Amy Cossentino, Associate Provost and Dean of the Sokolov Honors College will report.

Tab C.2.c. = Tab 5

c. Update – Division of Workforce Education and Innovation

Jennifer Oddo, Executive Director Strategic Workforce Education and Innovation, Mahoning Valley Innovation and Commercialization Center and David Sipusic, Associate General Counsel for Research and Executive Director Excellence Training Center will report.

C.2.d. = Tab 6 d. YSU Foundation Quarterly Gift Report

The YSU Foundation received 801 outright gifts and 14 pledges totaling \$2,165,950.50, pledge payments totaling \$1,045,007.65 and 3 new planned gift commitments totaling \$130,000.00 for the fourth quarter of Fiscal Year 2021. Paul McFadden, President YSU Foundation will report.

D. New Business

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
September 2, 2021
YR 2022-

**University Memberships
Executive Summary
Fiscal Year 2020-2021
July 1, 2020 - June 30, 2021**

Memberships Received	Number of Members	Amount
WYSU-FM	1,334	\$338,771
Total WYSU-FM	1,334	\$338,771
** \$15,912 in Annual Fund Gifts to WYSU are not included in these totals.		

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

Memberships Received	Number of Members	Amount
WYSU-FM	1,325	\$ 233,250
Total University Members	1,325	\$ 233,250



**YOUNGSTOWN
STATE
UNIVERSITY**

RESOLUTION TO ACCEPT GIFT OF REAL ESTATE

WHEREAS, Youngstown State University Board of Trustees policy provides that the Board of Trustees may be the recipient of gifts of real estate as determined by the President and as recommended to the Institutional Engagement Committee of the Board of Trustees; and

WHEREAS, the Youngstown State University Foundation owns real estate located within the University's campus as identified on the property map ("Real Estate") attached hereto as Exhibit A; and

WHEREAS, the Youngstown State University Foundation seeks to gift the Real Estate to the Board of Trustees for use by the University; and

WHEREAS, the President recommends that the Board of Trustees accept the gift of Real Estate from the Youngstown State University Foundation.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees does hereby accept the gift of Real Estate from the Youngstown State University Foundation.

**Board of Trustees Meeting
September 2, 2021
YR 2022-**

Gift Declaration Property
to be Gifted from
YSU Foundation to YSU

- YSU Foundation to YSU
- YSU-Owned Property
- Other Property

Madison Avenue Fwy

Service

Part YCL 914
Bryson St
Property

Bryson St

Wick Ave

Exhibit A



0 12.5 25 50



Feet

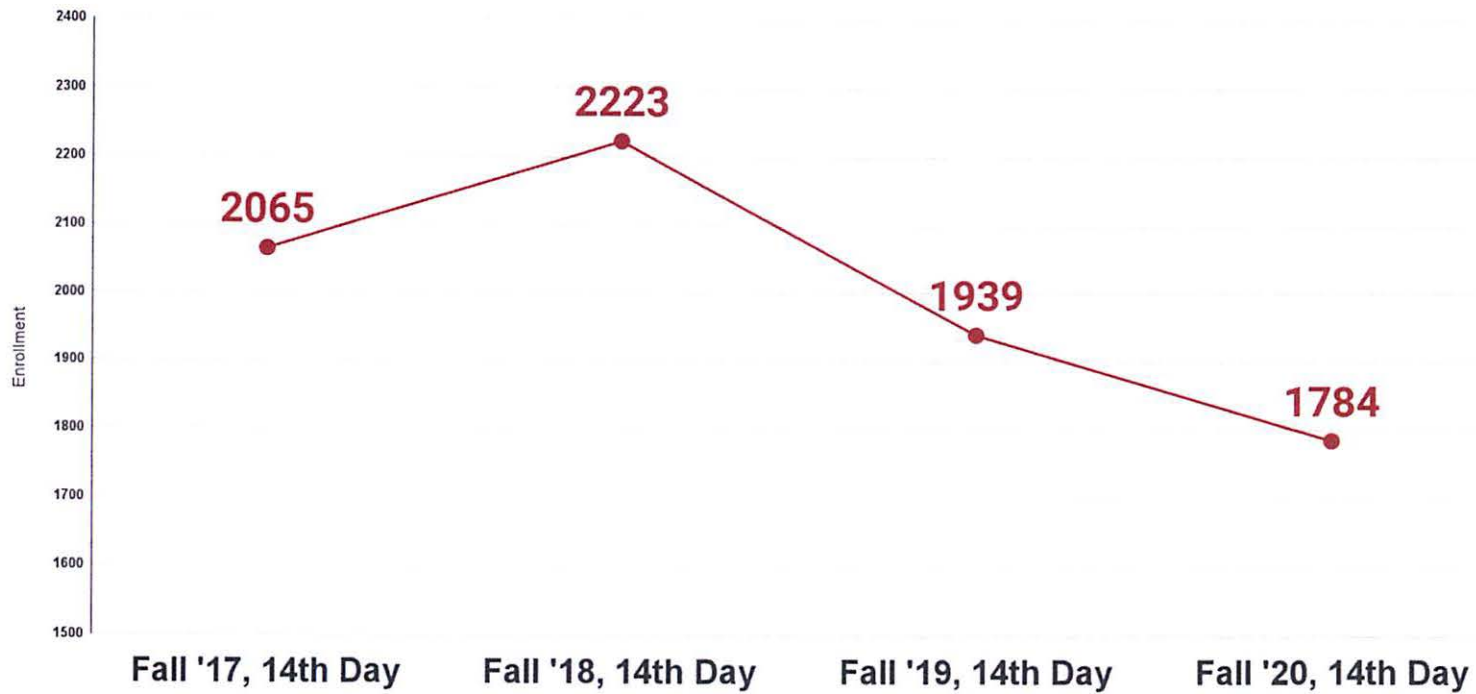
Prepared by
Youngstown State University
Department of Humanities
and Social Sciences
Geography and Urban-
Regional Studies Program
Source: Mahoning County
Enterprise GIS files,
2017 orthophoto
7/19/2021

MARKETING PLAN

FY21/22

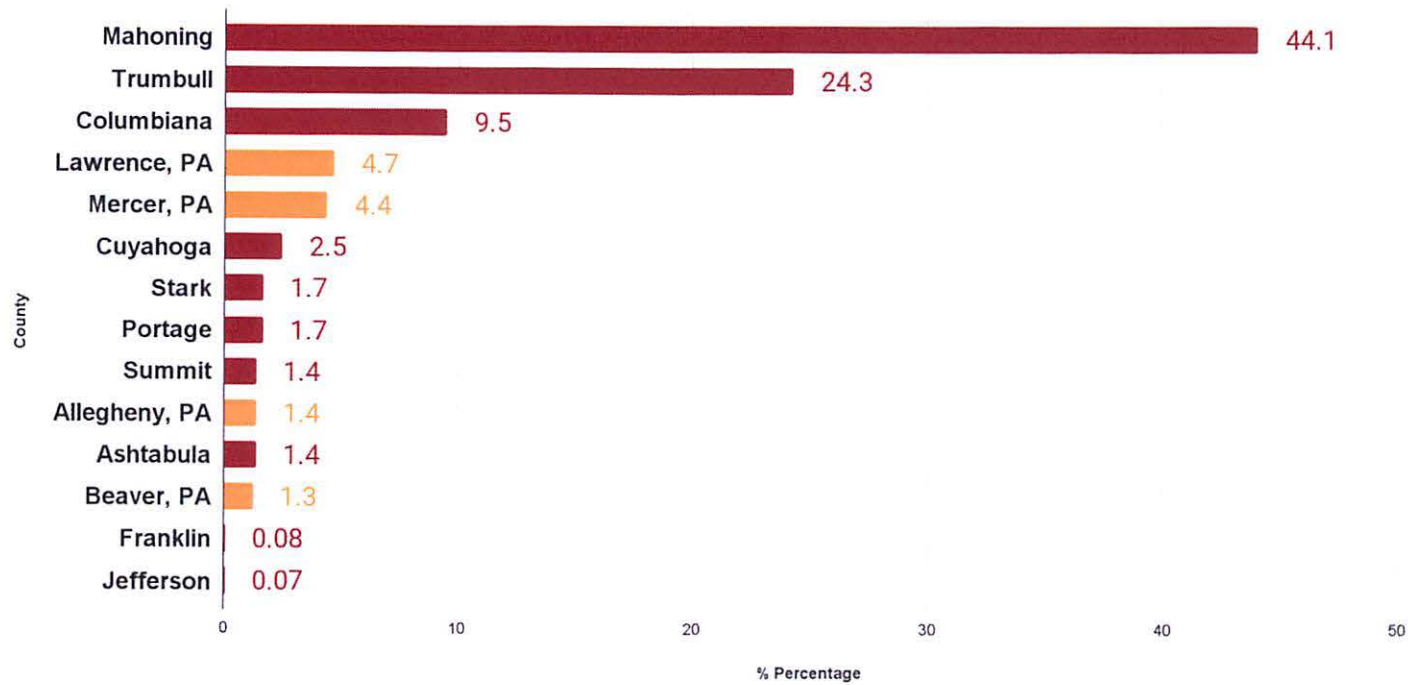


FIRST TIME, FULL TIME, DEGREE SEEKING



YOUNGSTOWN
STATE
UNIVERSITY

FALL 2020, FRESHMAN ENROLLMENT



YOUNGSTOWN
STATE
UNIVERSITY

100 MILES OF OPPORTUNITY

FALL 2022 & BEYOND

There are over 7.8 MILLION individuals living within 100 miles of Youngstown, Ohio. 790,000 are college eligible.



**YOUNGSTOWN
STATE
UNIVERSITY**

BUDGET

Budget increase from **\$300,000** to **\$1,600,000**...and beyond

GEOGRAPHIC TARGET

80 - 100 mile radius covering CLE to PITT and ERIE to AKR / CNT



MEDIA BUY

Multi-channel approach using both traditional and digital mediums.

FOCUS ON TOUCHPOINTS

Our approach is to overlap media placements with ad repetition for our audiences where we build brand recognition, trust and call to actions.

REGIONAL MEDIA RELATIONSHIPS

Engage with regional media outlets to build and maintain relationships for press opportunities.



YOUNGSTOWN
STATE
UNIVERSITY

Y YOUNGSTOWN STATE UNIVERSITY
A PLACE TO **LIVE**
A PLACE TO **LEARN**
explore.yzu.edu

Y YOUNGSTOWN STATE UNIVERSITY
WHERE **INTERNSHIPS**
BECOME **INTERVIEWS**
explore.yzu.edu

Y YOUNGSTOWN STATE UNIVERSITY
A **VALUABLE EDUCATION**
CLOSE TO HOME
explore.yzu.edu

Y YOUNGSTOWN STATE UNIVERSITY
explore.yzu.edu

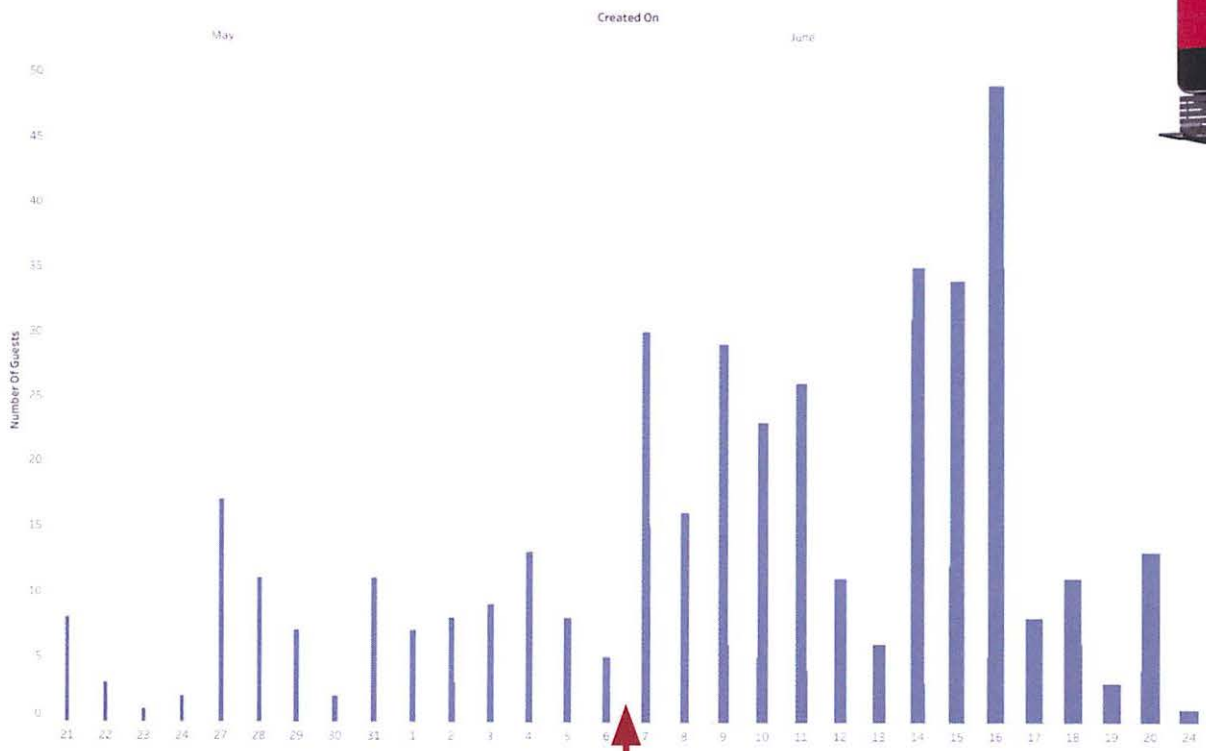
Y YOUNGSTOWN STATE UNIVERSITY
SMALL TOWN. **BIG OPPORTUNITY.**
explore.yzu.edu

AGILE MESSAGING

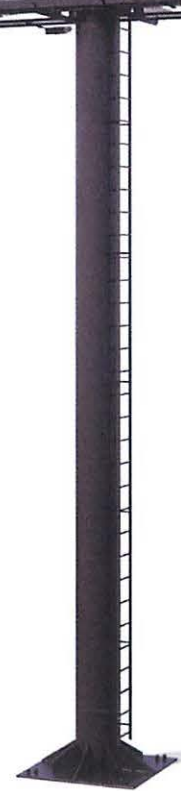
With media buys in place we are able to change our digital messaging at any time.



PENGUIN PREVIEW DAY

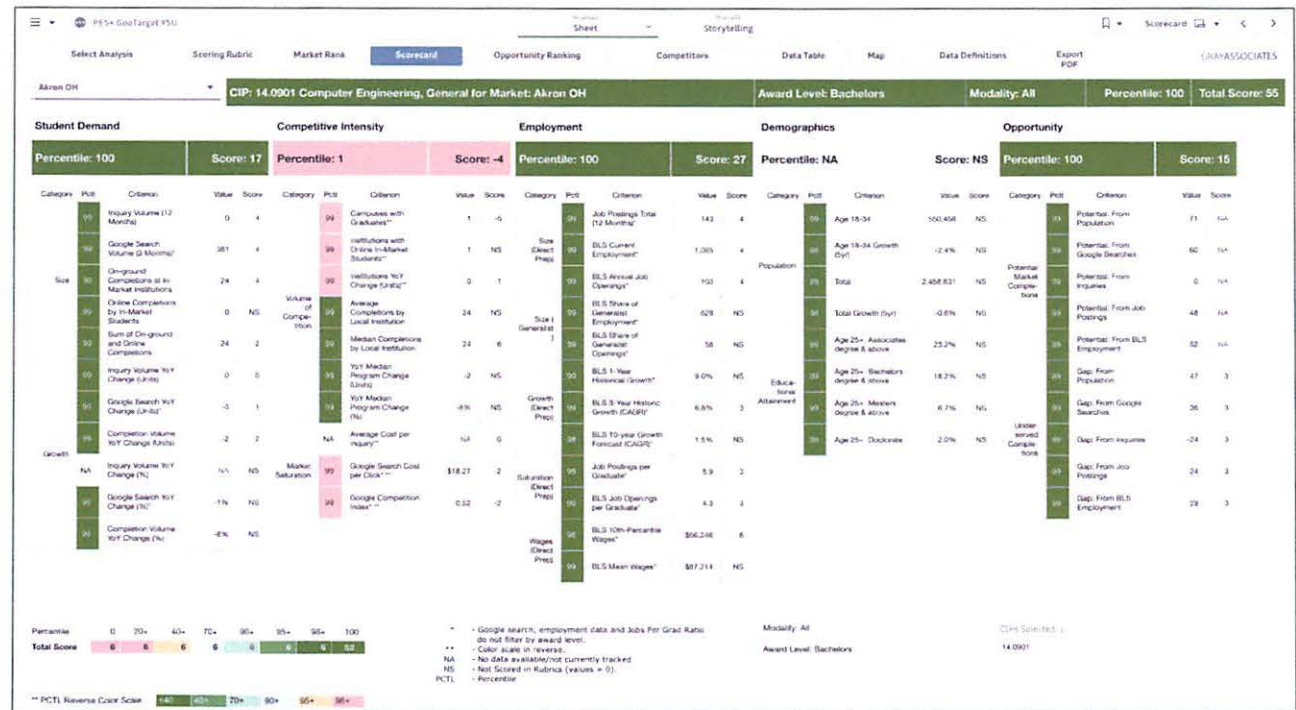


Campaign Begins



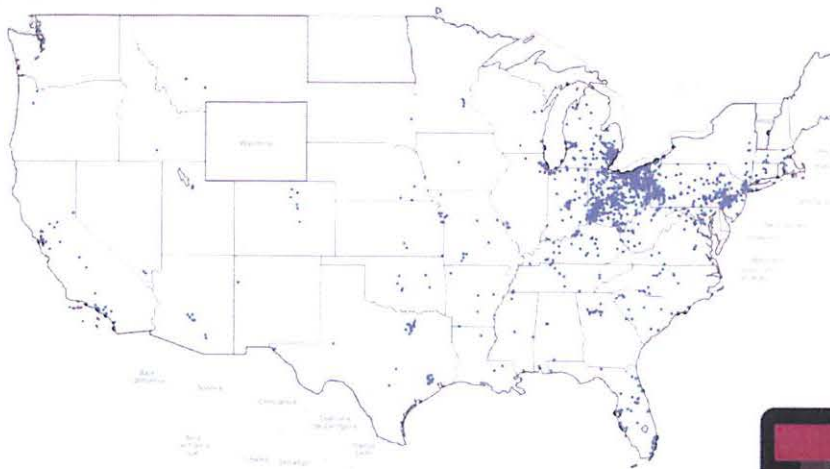
COMBINING DATA SOURCES

We utilize enrollment data from internal resources, EAB and Gray & Associates to make informed decisions on geographic ad placement, program promotion and market opportunities.



ACADEMIC PARTNERSHIPS

Heat Map Leads -



Program Page

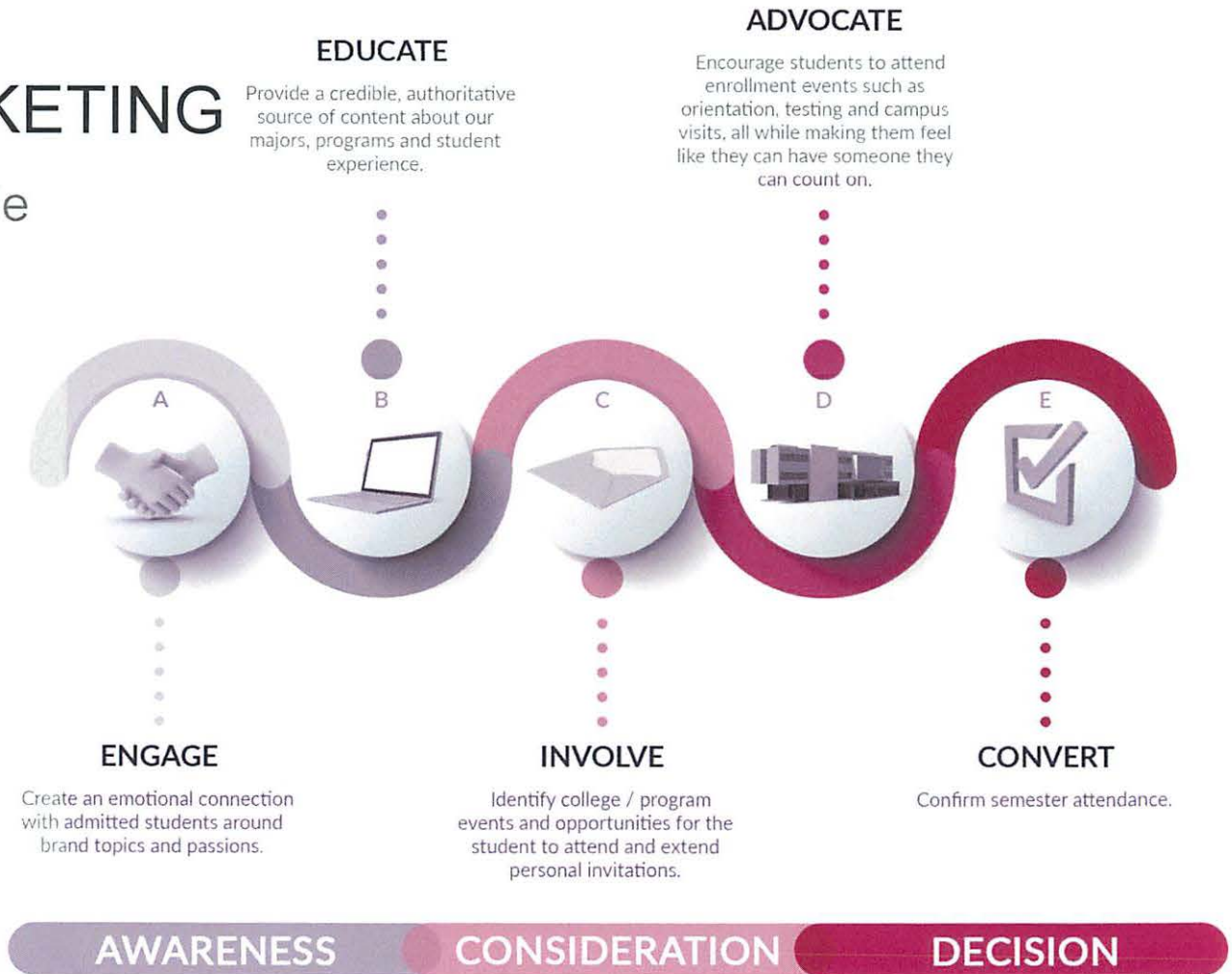
Article

Student Profile



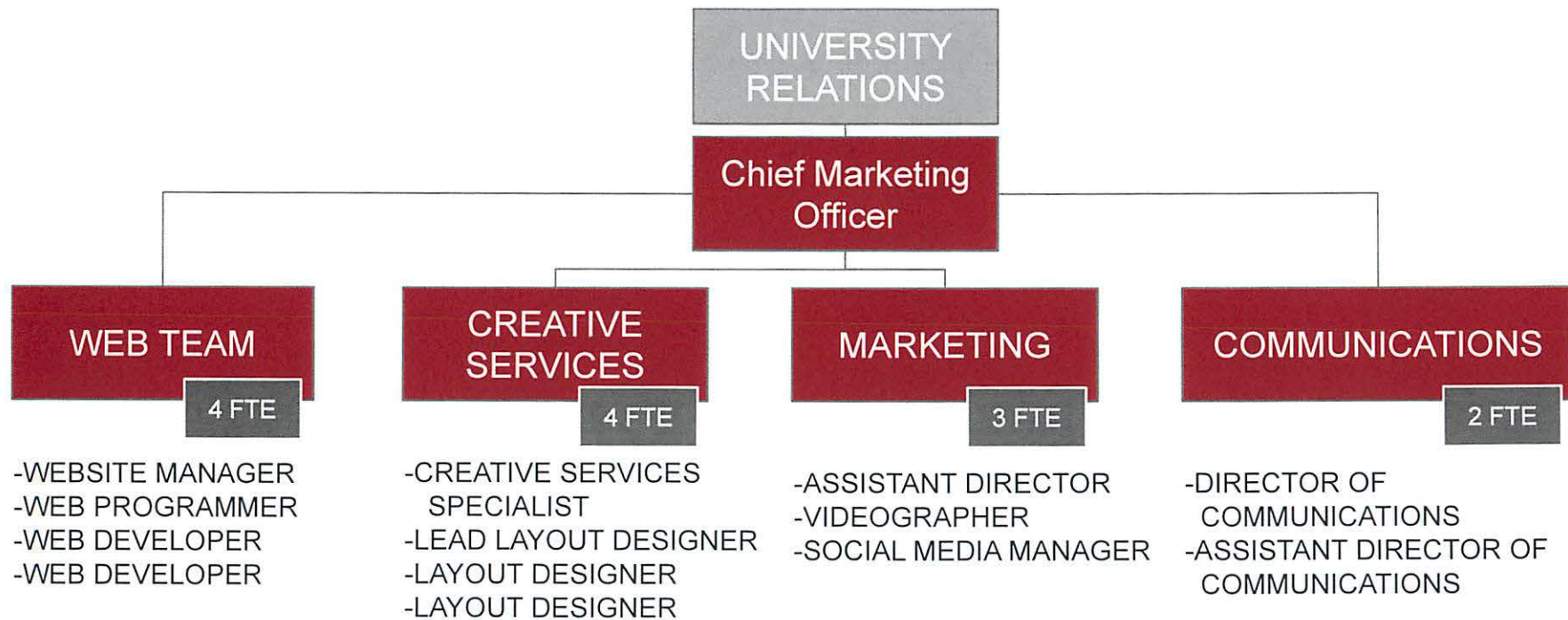
ENROLLMENT MARKETING

We support the top and middle portions of the enrollment funnel by using tools that support one on one student engagement.



YOUNGSTOWN
STATE
UNIVERSITY

ORGANIZATIONAL CHART



THANK YOU



3356-10-22 Partnerships, centers, and related arrangements.

Responsible Division/Office: Academic Affairs
Responsible Officer: Provost and Vice President for Academic Affairs
Revision History: September 2017
Board Committee: Academic and Student Affairs
Effective Date: September 7, 2017
Next Review: 2022

- (A) Policy statement. The president is authorized and encouraged to pursue, develop, and expand partnerships, cooperative programs, contractual arrangements, and similar relationships that support and promote the mission of the university; and subject to approval by the board of trustees, establish, alter, or abolish centers, institutes, or laboratories that advance those goals.
- (B) Purpose. In striving to fulfill its teaching/learning, research/scholarship, and community service goals, the university actively becomes involved in the establishment of mutually beneficial partnerships or similar arrangements with a broad range of public and private entities and may establish centers, institutes, or laboratories (referred to as CIL/CILs) to strengthen and enrich the educational (teaching and learning), research (and scholarship), and public service activities of faculty and students.
- (C) Procedures.
- (1) The chairperson of a department, council, committee or task force, or an individual member of the university community, may submit to the provost/vice president for academic affairs, after review by the appropriate academic dean(s) or executive director, proposals to establish partnerships, CILs, or related arrangements between the university and private or public entities.
- (2) Proposals will include:
- (a) Statement of need and purpose;
- (b) Description of partnership or CIL and manner in which the arrangement will meet the stated need;

- (c) Statement of the relationship between outside entity[s] and the university as outlined in the agreement;
 - (d) Identification of personnel/departments to be involved;
 - (e) Delineation of responsibilities of the university and other involved parties;
 - (f) Estimation of needs for fiscal resources, space, and equipment;
 - (g) A description of how these needs will be met;
 - (h) Work plan and budget for three years, including the sources of fiscal commitments; and
 - (i) A description of where administrative responsibility is housed and the lines of responsibility.
- (3) Proposals will be circulated to all entities or individuals that might be involved for review and feedback prior to submission to the provost/vice president for academic affairs. All approvals to commit resources will be in writing and appended to the proposal during this process.
- (4) The provost/vice president for academic affairs will determine whether review of the statement of partnership by the office of the general counsel is required.
- (a) When the proposal involves research and/or sponsored programs, the office of research services must be contacted, and review by the associate vice president for research is required, including written recommendation/determination about whether the proposed agreement/partnership is allowable under grants policies.
 - (b) When the proposal involves international collaboration, the international programs office must be contacted, and review by the associate provost for international and global initiatives is required, including a written statement

indicating potential issues or concerns regarding immigration or other international affairs issues.

- (c) When the proposal involves graduate programs, the graduate college must be contacted and review by the dean of the graduate college is required.
 - (d) When there are issues of ownership of intellectual property arising from the research or service mission of a proposed CIL, the general counsel will review the proposal.
- (5) Upon the completion of this consultative process, the provost/vice president for academic affairs may authorize implementation of the partnership or program or establishment of the center.
- (6) All relationships and CILs established under this policy will be evaluated no less frequently than every five years, with newly established relationships evaluated within three years of their creation.



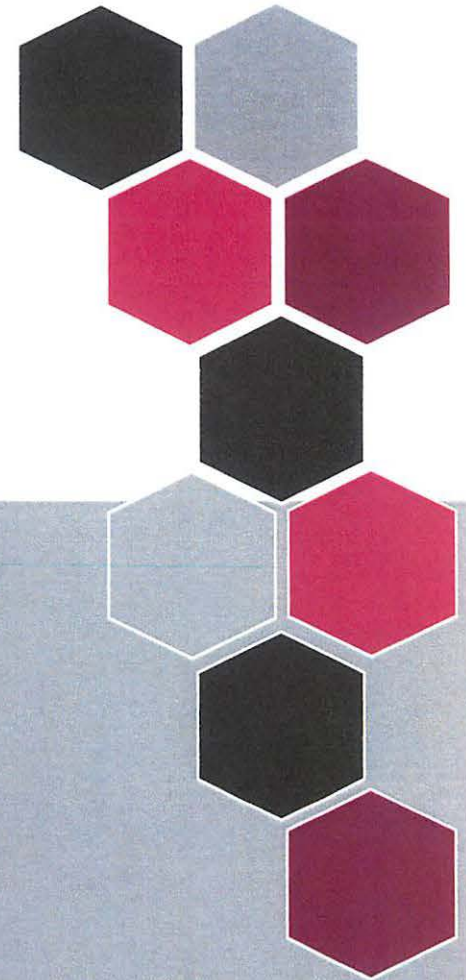
Youngstown State University
**Division of Workforce
Education & Innovation**

Board of Trustees
Institutional Engagement Committee Report
September 1, 2021

**Excellence
Training
Centers**

**Workforce
Innovation
Services**

**Workforce
Education**




Excellence Training Center – Main Campus

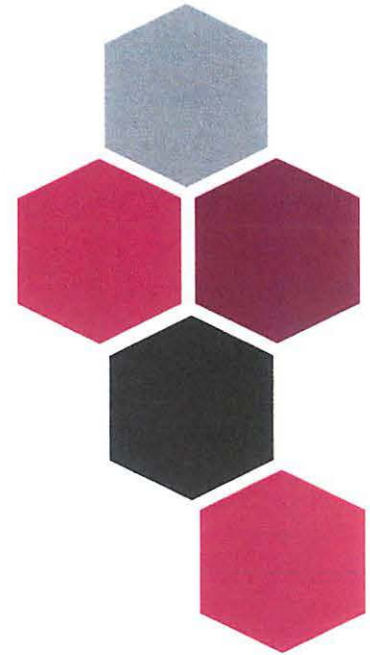


Excellence
Training
Center

ETC BOT Update – September 1, 2021

Project	Details	Revenue/Award
ETC Summer Youth Camps	100 youth certificates issued to members of The Red Zone, Kool Boiz and Youngstown City Schools in basic additive manufacturing.	\$12,000
Ex-One Tech Transfer	Joint patent filing on 3D powder cyclonic vacuum process.	\$10,000
RJT/Eastgate Additive Grant	Education funding to provide support for training opportunities, programming and administration of hands-on ETC certificate programs in advanced manufacturing.	\$250,000
 Ohio Controlling Board award for purchase of Fanuc Robotics equipment and iRvision software in support of ETC robotics certification programming.		\$258,735
ETC Programming Support	Choffin Career Center donation of hand tools and measuring instruments for use in ETC training programs.	\$100,000* (In-kind)
Programming Update	Industrial Maintenance, CNC Machining, Robotics and Automation programs launching August/September 2021. Humtown Products first industry partner to lease space in ETC. 13 companies have met with and toured the ETC and are in discussions on education, training and research/commercial opportunities.	\$3,800
Revenue/Award Totals	For the period of July 1, 2021 – August 14, 2021	<u>\$634,535</u>

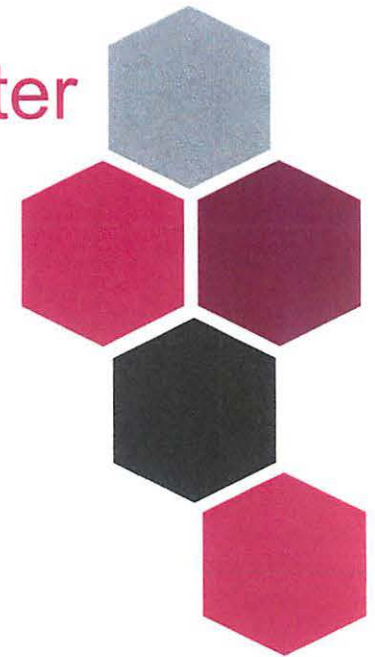
David J. Sipusic - Executive Director



Energy Storage Training and Innovation Center

Youngstown State University has actively engaged with Eastern Gateway Community College and BRITE Energy Innovators on site selection, programming and delivery of training through this center concept.

Separately, the US Department of Energy awarded Youngstown State University a project to assess the regional and national workforce needs of the energy storage industry. This project and final study, in partnership with BRITE Energy Innovators and Oak Ridge National Labs, will help guide the vision and broader needs of the training and innovation center and is expected to kick off in late Q2 2021.



Workforce Innovation Services

Virtual Career Fairs

- YSU, in partnership with JobsOhio and OhioMeansJobs has hosted two virtual career fairs (VCF) to connect career explorers to the region's employers.
- VCF #1 was held on April 28 and featured Ultium Cells as the single employer.
- VCF #2 was held on June 16 and featured 22 regional employers.
- Aggregate data can be found on page 6.

Community-Based Organization

- YSU has established active partnerships with several community-based organizations to conduct outreach to our underserved population.
- The YSU workforce staff has attended several events to engage with our underserved including Youngstown Now events and Juneteenth festivities.
- ½ page Vindicator/Chronical ad to promote and thank our gracious partners for their support.

High Schools

- The YSU Division of Workforce Education has hired workforce development staff to lead direct outreach and engagement with high schools and career and technical centers.
- The YSU staff engaged with all school districts within the tri-county area to promote the new emerging jobs and alternative educational pathways for workforce ready youth.
- High school numbers are reflected in the aggregate data on page 6.

Media

- WKBN virtual career fair digital marketing campaign had over 500,000 impressions.
- YSU Social media reached over 13,000 throughout Northeast Ohio.
- YSU digital marketing campaign with outreach to over 20,000 unique users.
- Additional promotion of the event through various local media sources and interviews.

Workforce Innovation Services – Virtual Career Fairs

YSU Workforce in collaboration with JobsOhio, Ultium Cells and through the GM Community Investment launched two virtual career fairs. Aggregate data for both career fairs illustrated below.

Figure 1

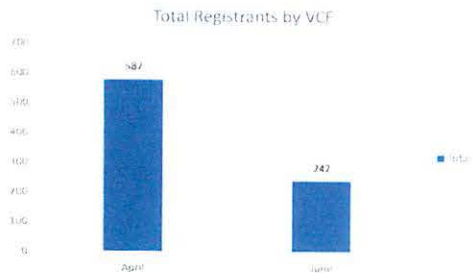


Figure 2

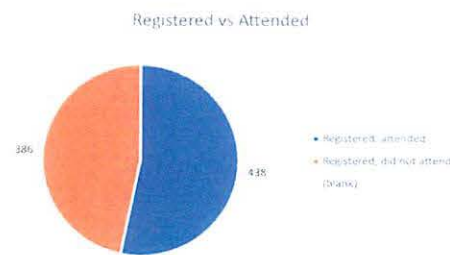


Figure 3

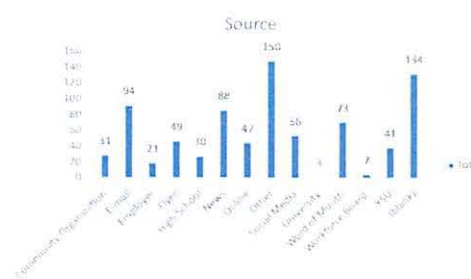


Figure 4

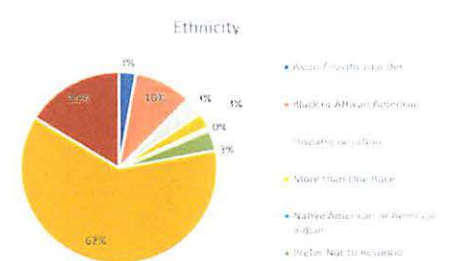


Figure 5

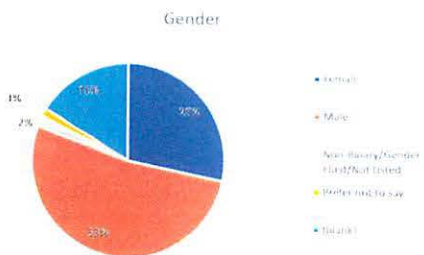


Figure 6

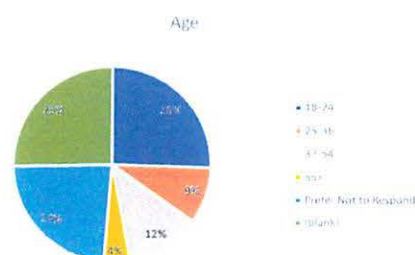


Figure 7

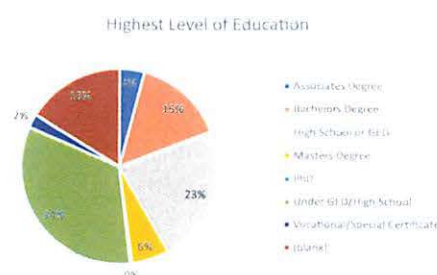
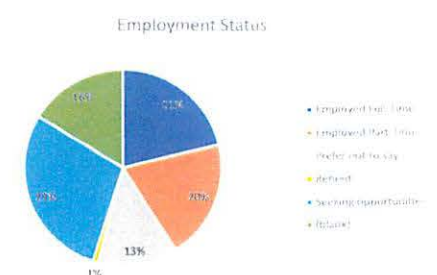
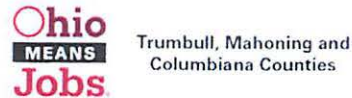


Figure 8



Workforce Innovation Services - Partnerships

YSU has established partnerships with local, regional and national organizations to advance the mission and outcomes of our workforce initiatives.



Outreach Partners
 Girl Scouts of Northeast Ohio, Veteran's Service Commission, Mahoning County Trumbull County Career and Technical Center, Columbiana County Career and Technical Center, Urban Scholars, Mahoning County Juvenile Court, Mahoning County Career and Technical Center, Youngstown City Schools Parent University, Finer Things Academy Respect Basketball League, Flying High Raymond John Wean Foundation, Inspiring Minds Youngstown and Warren, & My Brother's Keeper Alliance



Workforce Education Programs

YSU Skills Accelerator

On-demand learning for in-demand jobs.

- IBM Blockchain
- IBM Chatbot
- IBM Design Thinking
- IBM Big Data
- IBM Cloud
- Professional Skills
- AWS Developer
- Salesforce
- Microsoft Cloud
- Fanuc
- OSHA
- Project Manager
- Business Analyst
- Certified Manufacturing Associate (CMFGa)
- YSU IT Programs (in process)

- Employer hosted and customized learning management system

IBM IT Workforce Accelerator

- Powered by YSU Skills Accelerator
- IBM IT Pre-apprenticeship program approved for YSU PLA Credit (3-6 credits)
- Submitted to ODE/ODHE for industry recognition under ITAGs, high school incentives.
- See Slide 4 for detailed data

TechCred

- Powered by the YSU Skills Accelerator
- Training program funded by Governor's Office of Workforce Transformation.
- YSU is now an approved TechCred training provider for advanced mfg, IT and other professional business certificates.
- Employers eligible for training reimbursements up to \$2000 per credential or \$30,000 per employer per application period.



SkillsAccelerator

Youngstown State University

The YSU Division of Workforce Education and Innovation has launched the [YSU Skills Accelerator](#) for individuals and businesses. The Skills Accelerator is an online community of learning designed to accelerate the development of in-demand industry skills centered around advanced manufacturing, information technology, business and professional skills.

In simple terms, ***on-demand learning for in-demand jobs.***

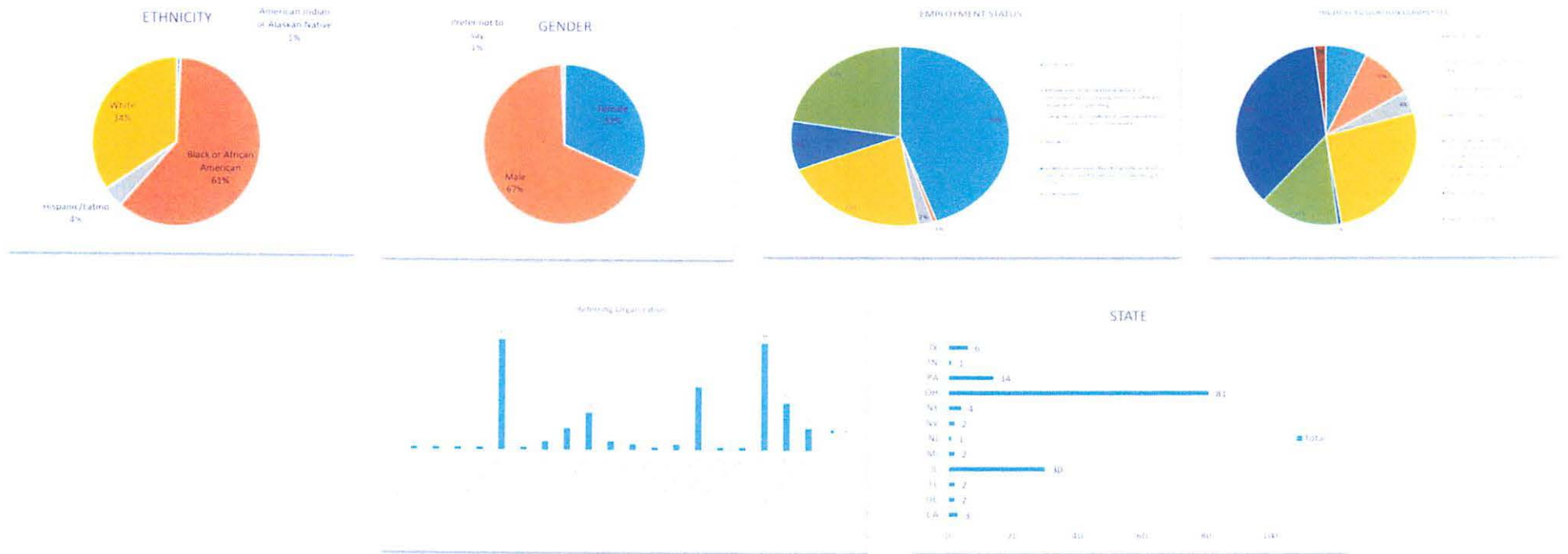
The Skills Accelerator, made possible in part through the General Motors Community Investment, offers a wide variety of free and paid courses and stackable industry credentials designed to help usher in the next generation of skilled workforce for industry and for the region.

Individuals who complete courses, certificates and certifications offered through the YSU Skills Accelerator will receive a YSU issued and/or industry recognized digital credential upon completion.

Businesses can also leverage the YSU Skills Accelerator as a learning management system with customized learning content designed to upskill or reskill current employees.

128 new participants since June 16, 2021

IBM IT Workforce Accelerator



2021 NET NEW = 148

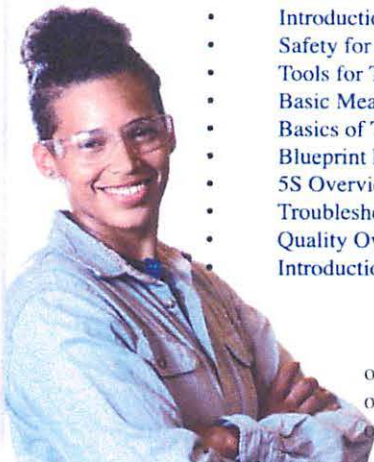
Advanced Manufacturing Foundations Credential

YSU in partnership with Tooling-U/SME is now offering the Certified Manufacturing Associate (CMFGa) certificate. Leveraging the GM Community Support Funds, this online training program plus exam costs will be fully subsidized and available at no cost to members of the community. Completers will receive an industry recognized certificate upon completion and passing of the exam. This program will also be eligible for high school credit beginning in the 2022-2023 academic year.

A pre-apprenticeship certificate program is currently under development and will be available in Summer 2021.

The CMFGa and additional training is powered by the YSU Skills Accelerator.

CMfgA Program: 25 Online Courses



- Introduction to Additive Manufacturing 111
- Introduction to CNC Machines 201
- Introduction to Assembly 101
- Safety for Assembly 211
- Tools for Threaded Fasteners 235
- Basic Measurement 101
- Basics of Tolerance 121
- Blueprint Reading 131
- 5S Overview 151
- Troubleshooting 181
- Quality Overview 111
- Introduction to Robotics 201
- Robot Safety 211
- Bloodborne Pathogens 161
- Intro to OSHA 101
- Ergonomics 102
- Personal Protective Equipment 111
- Lockout/Tagout Procedures 141
- SDS and Hazard Communication 151
- Hand and Power Tool Safety 201
- Fire Safety and Prevention 181
- Math Fundamentals 101
- Math: Fractions and Decimals 111
- Units of Measurement 112
- Lean Manufacturing Overview 101

About Each Course:

- o 1-hour to complete
- o Pre-Assessment
- o Final Exam

"Orientation" Courses:

- Manufacturing 101
- Careers in Manufacturing 102





and proud.

GOVERNMENT/RESEARCH/BUSINESS ENGAGEMENT (JUNE 2021 – AUGUST 2021)

PROJECT	PARTNER(S)	FUNDING SOURCE	DESCRIPTION
YSU IBM ITWA	IBM	IBM IN-KIND (\$625,000)	WORKFORCE DEVELOPMENT: PRE-APPRENTICE AND APPRENTICESHIPS
GM ETC/WORKFORCE CENTER	GM/ULTIUM/LG CHEM	GM (\$5M)	DEVELOPMENT OF WORKFORCE TRAINING CENTER
LORDSTOWN RECOVERY GRANT	KENT STATE UNIVERSITY CLEVELAND URBAN DESIGN COLLABORATIVE	U.S DEPT. OF COMMERCE (EDA)/EASTGATE REGIONAL COUNCIL OF GOVERNMENTS (\$435,000)	DEVELOPMENT OF LORDSTOWN ECONOMIC RECOVERY PLAN
COMMUNITIES OF EXCELLENCE	MALCOLM BALDRIGE FOUNDATION/YSU/MERCY HEALTH/WEAN/YOUNGSTOWN FOUNDATION/EASTGATE REGIONAL COUNCIL	MALCOLM BALDRIDGE FOUNDATION/EASTGATE REGIONAL COUNCIL/WEAN/MERCY HEALTH/YOUNGSTOWN FOUNDATION (\$20k)	ECONOMIC RECOVERY STRATEGIC PLANNING AMONGST MAHONING VALLEY ORGANIZATIONS
DEFENSE LOGISTICS AGENCY (DLA) CASTING PROJECT	YSU/UNIVERSITY OF NORTHERN IOWA/AMERICA MAKES	3DP DEFENSE APPROPRIATION REQUEST (\$5M proposed)	INTEGRATION OF INDUSTRY 4.0 TECHNOLOGY INTO SME FOUNDRY/CASTING DEFENSE SUPPLY CHAIN
HYBRID MANUFACTURING HUB & SPOKE DESIGNATION	OAK RIDGE NATIONAL LABS	ORNL/DEPARTMENT OF ENERGY (\$2M proposed)	DESIGNATION OF YSU AS A HYBRID MANUFACTURING R&D SPOKE
ENERGY STORAGE RESEARCH CENTER STUDY	YSU/BRITE ENERGY INNOVATORS	DEPARTMENT OF ENERGY (\$1M)	EV/ENERGY STORAGE RESEARCH AND INNOVATION STUDY
LORDSTOWN ENERGY STORAGE RESEARCH	YSU/EGCC/DOE/BRITE ENERGY INNOVATORS/ORNL	DEPARTMENT OF ENERGY/ORNL (\$10M)	LORDSTOWN HUB ENERGY STORAGE CENTER
AUTONOMOUS VEHICLE CONFERENCE	YSU/EASTGATE REGIONAL COUNCIL OF GOVERNMENTS	DRIVE OHIO	ESTABLISH STATE AUTONOMOUS VEHICLE CONFERENCE IN YOUNGSTOWN 2021
LORDSTOWN SMART LOGISTICS HUB	YOUNGSTOWN WARREN REGIONAL CHAMBER/WESTERN RESERVE PORT AUTHORITY/EASTGATE REGIONAL COUNCIL	U.S. DEPARTMENT OF TRANSPORTATION (\$25M proposed)	LORDSTOWN INTERMODAL TRANSPORTATION HUB
RAPIDS 5 EQUIPMENT GRANT	YSU/EGCC/TRUMBULL COUNTY TECHNICAL CENTER	OHIO DEPARTMENT OF HIGHER EDUCATION (\$725,000 proposed)	WORKFORCE EDUCATION EQUIPMENT IN THE AREAS OF ROBOTICS, ADDITIVE MANUFACTURING and HEALTH CARE
	STATUS: Active		
	STATUS: Contract Discussions Ongoing		
	STATUS: Proposal Submitted		
	STATUS: New Engagement		

YSUF Gift Processing Summary - April, 2021 - June, 2021 Vs. April, 2020 - June, 2020

	<u>Total April, 2021 - June, 2021</u>	<u>Total April, 2020 - June, 2020</u>	<u>Difference 2021/2020</u>
Development (New Gifts and New Pledges):			
YSU	\$631,038.25	\$1,182,194.80	-\$551,156.55
YSUF	\$1,534,912.25	\$1,342,849.66	\$192,062.59
Total Development (New Gifts and New Pledges)	\$2,165,950.50	\$2,525,044.46	-\$359,093.96
Planned Giving/Charitable Gift Annuities	\$130,000.00	\$401,815.50	-\$271,815.50
Pledge Payments (For Pledges Currently or Previously Included as Development):			
YSU	\$734,489.65	\$792,592.00	-\$58,102.35
YSUF	\$310,518.00	\$651,833.97	-\$341,315.97
Total Pledge Payments	\$1,045,007.65	\$1,444,425.97	-\$399,418.32
Non-Gift Clearing - YSU	\$0.00	\$0.00	\$0.00
Non-Gift Clearing - YSUF	\$0.00	\$0.00	\$0.00
Number of New Gifts	801	606	195
Number of Pledges	14	5	9
Number of Payments	124	161	-37
Number of Planned Gifts/Charitable Gift Annuities	3	4	-1
Non-Gift Clearing	0	0	0