

YSU 2020

Cornerstone on Urban Research University Transition Executive Summary September 2013

Progress continues on a number of initiatives within the Urban Research University Transition Cornerstone. These initiatives impact undergraduate and graduate education as well as international students.

Expanding online options for students is an institutional priority for YSU, and distance learning is included in the university's strategic plan as a way to improve student satisfaction with academic and non-academic experiences. Five YSU graduate programs are now available online: Master of Business Administration, Master of Science in Criminal Justice—Criminal Justice Management and Program Planning, Master of Science in Education—Early Childhood Education, Master of Science in Engineering—Management Option, and Master of Respiratory Care. Four additional master's-level degrees and one additional bachelor's degree are under consideration for an online start in fall 2013. With the addition of these new programs, the University has also invested in the distance education infrastructure through its Office of Distance Education. The office serves as a one-stop service location, providing student support from point of inquiry through graduation for YSU's distance learners. Additionally, the office houses an instructional designer who provides course design and development support to ensure that online courses are media-rich, unique, and pedagogically strong.

Emphasis has been placed on the initiative to develop marketing and recruitment strategies targeting highly-able undergraduate students. As part of this initiative, the Provost Scholarship will be offered for the first time in fall 2013. This renewable scholarship provides up to \$4,000 toward YSU's out-of-state tuition surcharge for high-achieving out-of-state first-year high school students. Students applying for the scholarship must demonstrate high academic achievement in high school. The Provost Scholarship, which can be combined with YSU's other merit scholarships, was established to attract high-achieving students from outside Ohio and YSU's traditional recruiting areas. With limited publicity for the 2013-2014 academic year, YSU was able to award \$44,000 to qualifying students. Message and marketing information is currently being prepared for the 2014-2015 recruitment cycle. For that cycle, YSU will target Chicago, Philadelphia, New Jersey, and Buffalo/Rochester. A web page has been constructed at: [provost Scholarship](#). Using Facebook and Google Adwords, YSU's marketing department will target students who are juniors and seniors in high schools in the target areas. Marketing will also work with the admissions staff to purchase lists of students' names for direct mailings. Provost Scholarship information will be included in the printed admissions marketing booklet for 2014-2015.

The University's strategic plan calls for increasing international student enrollment. From 2011 to 2012, the number of international undergraduate students increased by 15.5%, from 97 to 112 students. YSU was ranked second among Ohio's public universities in the number of students who were awarded prestigious Gilman Foundation scholarships for study abroad in 2011-2012, with four students receiving the award. Despite the fact that International

Student enrollment at YSU has roughly doubled in the past six years, it still lags behind most Ohio institutions, and the current rate of increase is insufficient to meet the target international student enrollment. At Provost Khawaja's request, Jef Davis, Director of the Center for International Studies and Programs, submitted a Proposal for Recruitment of International Students on July 24, 2013. Davis' proposal calls for increased recruitment and advertising materials and efforts as well as the intent to begin offering merit-based scholarships for international undergraduate students.

Two positions have been filled recently to support faculty research at YSU. Dr. Sal Sanders was selected from a pool of highly-qualified candidates to serve as YSU's new Associate Dean of Graduate Studies. This associate dean position is a new position created to support the research agenda of an Urban Research institution. Dr. Sanders' responsibilities will include coordination, management, and oversight of the daily operational processes of the School of Graduate Studies and Research. The overall leadership position, Associate Provost for Research and Dean of Graduate Studies, will be filled through a national search conducted during the 2013-2014 academic year. Until this position is filled, the responsibilities associated with research enhancement and sponsored programs will be overseen by Dr. Scott Martin as Interim Associate Dean for Research. This associate dean position will be eliminated once the overall leadership position is filled.