

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Harry Meshel, Chair
Carole S. Weimer, Vice Chair
All Trustees are Members
Cynthia E. Anderson, Ex-Officio**

**BACKGROUND MATERIALS
Thursday, November 29, 2012**

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| 3. WYSU-FM Fall 2012 Fund Drive Summary | Tab 3 |

THE OFFICE OF ALUMNI AND EVENTS MANAGEMENT

Schedule of Events

Saturday, November 24 **University Scholars Alumni Reunion Dinner/Dance**
Purpose: All-Scholars alumni reunion to celebrate 20 years of the program
Place: The Georgetown in Boardman
Time: 6:00 p.m.
Contact: Mollie Hartup – 330-941-3086 or mahartup@ysu.edu

Saturday, December 1 **Youngstown Holiday Parade**
Purpose: Celebrate the season with YSU alumni and friends
Place: Downtown Youngstown
Time: TBD
Contact: Heather Belgin – 330-941-1591 or habelgin@ysu.edu

Sunday, December 16 **Fall Commencement**
Purpose: Celebrate academic achievement of YSU graduates
Place: Beeghly Center
Time: 2:00 p.m.
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

2013

Friday, January 25 **YSU Night with Phantoms Hockey**
Purpose: Host YSU Night at local hockey game
Place: Covelli Centre
Time: 6:00 p.m. - Doors Open, 7:15 p.m. - Game
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Sunday, March 3 **Youngstown Day**
Purpose: Gathering of YSU alumni and friends
Place: Hyatt Sarasota
Time: 11:30 a.m.
Contact: Erin DeBernardo – 330-941-2068 or ebdebernardo@ysu.edu

Thursday, April 4 **Skeggs Lecture Series presents Bob Woodward**
Purpose: Free community lecture and student presentation by world-renowned investigative reporter
Place: Stambaugh Auditorium
Time: 4:30 – 5:00 p.m. WYSU interview
5:15 – 6:00 p.m. Student program
6:00 – 7:15 p.m. Private dinner
7:30 – 8:30 p.m. Woodward's remarks
8:30 – 9:30 p.m. Book signing
Contact: Jackie LeViseur – 330-941-2136 or jmlevisueur@ysu.edu

Tuesday, April 23

Purpose:

Place:

Time:

Contact:

Honors Convocation

Celebrate academic achievements of current students

Ceremony in the Chestnut Room, Kilcawley Center

7:00 p.m.

Reception to immediately follow in the Ohio Room

Jackie LeViseur – 330-941-2136 or jmlevisieur@ysu.edu

Saturday, May 18

Purpose:

Place:

Time:

Contact:

Spring Commencement

Celebrate academic achievement of YSU graduates

Beeghly Center

10:00 a.m. - Undergraduate Ceremony

2:30 p.m. - Graduate Ceremony

Jackie LeViseur – 330-941-2136 or jmlevisieur@ysu.edu

THE OFFICE OF ALUMNI AND EVENTS MANAGEMENT REPORT

December 2012

Office of Alumni and Events Management Updates:

- Since April 2012, 267 people have joined or renewed their membership to the Alumni Society as part of the “*Your Membership Matters*” campaign.
- Youngstown Day in Colorado took place on September 29 with 35 alumni members in attendance. This was our first event in Colorado. An alumni chapter is currently under development.
- The *Alumni Lecture Series* wrapped up its inaugural year. The series proved to be a success, averaging about 50 guests per lecture with topics ranging from X-planes and hypersonic transport to organized crime.
- During Homecoming weekend, November 2-4, Alumni and Events Management hosted 37 graduates from the 1962 engineering class for a cocktail reception, campus tour, tailgating and a dinner; 180 people to the Terrace Dinner; nearly 150 guests in the president’s loge; and 82 alumni members, including 21 from the class of 1962, and friends at the Half Century luncheon.
- The annual Life Member event took on a new approach in 2012. We began a “*Discover the Hidden Treasures of the Mahoning Valley*” theme with a behind-the-scenes tour of Stambaugh Auditorium. 158 people were in attendance.
- The first YSU Veterans and ROTC Alumni Reunion dinner was held on November 16. This will be an annual event to honor our veterans and ROTC members and help them stay connected with the University.
- Bob Woodward is scheduled to be the Skeggs Family Foundation featured speaker on April 4, 2013. Mr. Woodward will do a student presentation, followed by a private dinner and community presentation, all in Stambaugh Auditorium.
- We have a new tool for use in the Alumni and Events Management area to reconnect lost alumni, former students, and friends with the University. It is currently being used to update mailing lists and code event registrants.
- On December 10, the office will hold YSU’s first-ever “*Graduation Central*.” Representatives from on-campus and off-campus groups will be present at a one-stop shop during the cap and gown pickup for the convenience of graduating students. Career Services, the YSU Bookstore, Graduate Studies and Research, Records Office, and Balfour Company have signed up to participate.
- Fall Commencement will take place on December 16. Alumni and Events Management will coordinate this ceremony in which 642 students will receive their diplomas. Alumni Society board members will pin each graduate before the ceremony.
- Planning is underway for alumni receptions in several cities across the country including New York City, Pittsburgh, Dallas, and multiple cities in Florida.

WYSU-FM FALL 2012 FUND DRIVE REPORT

DRIVE OVERVIEW:

WYSU-FM raised **\$115,759** in pledges from **1,082** donors (including **98 new members**) during its fall fundraising campaign, which took place October 16 through October 19, 2012.

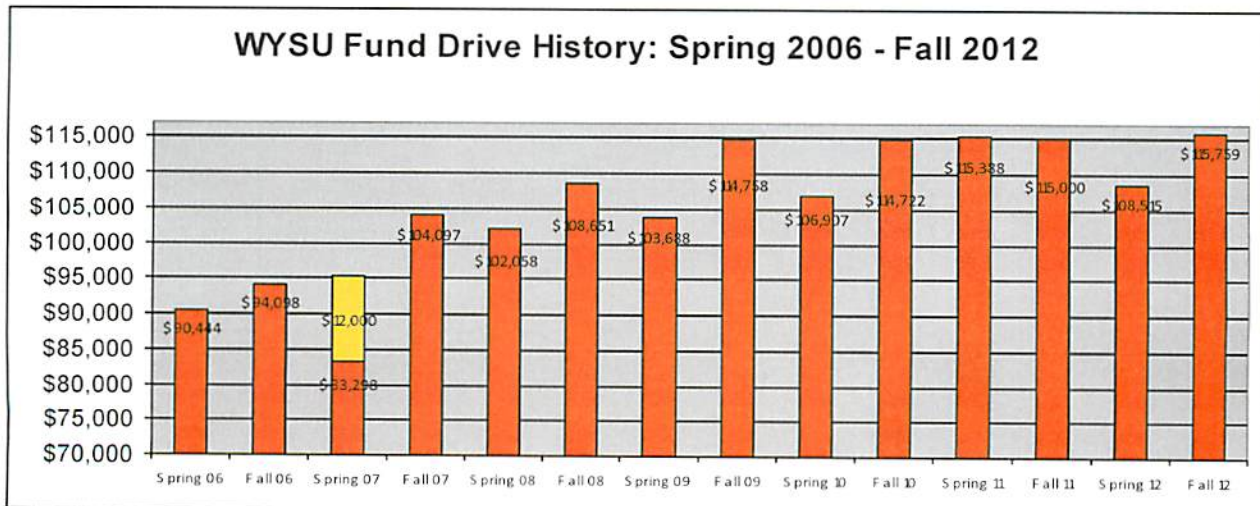
Generous listener support came from across the entire WYSU listening area. Additionally, pledges were received from 13 different states. Corporate and Foundation support for the drive was provided by Internet Data Management Inc., The Law Firm of Mansell & Andrews, YSU's new Master's Degree in Interdisciplinary Communication, Park Vista Retirement Community, Go Ahead Tours, Stambaugh Auditorium, The Frances and Lillian Schermer Charitable Trusts, The Youngstown Symphony, and The Nathalie and James Andrews Foundation all of which provided matches during pledge periods.

For the fourth membership drive in a row the on-air portion of the WYSU fund drive was just 72 hours long, as opposed to the more tradition full week. This shorter 72-hour drive was preceded by a three and a half week "soft campaign" during which short membership appeal messages were aired as part of regularly scheduled breaks in programming. The WYSU audience has universally applauded this shortened fund drive format. The on-air portion of the drive featured many giveaways and other incentives and challenges. Listener Richard Brobst of Villa Maria, Pennsylvania won the fund drive grand prize, a trip for two to Ancient Peru and Machu Picchu.

DRIVE SUMMARY:

Total Number of Pledges	1,082
▪ Pledges from Ohio	888 (82.1%)
▪ Pledges from Pennsylvania	174 (16.1%)
▪ Pledges from other states	20 (1.8%)
New Members	98
Renewing or Lapsed Members	892
Additional Gifts from current Members	92
Totals Dollars Pledged	\$115,759.00 (<i>100.7% of goal & a record</i>)
Average Pledge (mean)	\$106.99
Most Common Pledging Levels	\$60.00 (166 Pledges) \$40.00 (161 Pledges)

RECENT DRIVE HISTORY:



Note: The Spring 2007 Fund Drive included a special 'FY07 Year End Campaign' to address the drive's shortfall.