AGENDA

A. Disposition of Minutes for Meeting Held December 8, 2022

B. Old Business

C. Committee Items

1. Institutional Engagement Discussion Items

Tab C.1.a. = Tab 1  a. YSU Foundation Quarterly Gift Report
   The YSU Foundation received 1,777 outright gifts and 35 pledges totaling $2,395,053.24, pledge payments totaling $1,958,544.87 and 3 new planned gift commitments totaling $870,000.00 for the second quarter of Fiscal Year 2023.
   Paul McFadden, President YSU Foundation will report.

Tab C.1.b. = Tab 2  b. YSU Enrollment Optimization Actions: Increasing the Size and Strength of the Enrollment Funnel
   Elaine Ruse, Associate Vice President for Student Enrollment and Business Services and Christine Hubert, Director, Undergraduate Admissions will report.

D. New Business

E. Adjournment
<table>
<thead>
<tr>
<th></th>
<th>Second Quarter</th>
<th>Year-to-Date</th>
<th>Difference 2023/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY'23</td>
<td>FY'22</td>
<td>FY'23</td>
</tr>
<tr>
<td>Development (New Gifts and New Pledges):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YSU</td>
<td>$1,196,417.30</td>
<td>$952,534.65</td>
<td>$243,882.65</td>
</tr>
<tr>
<td>YSUF</td>
<td>$1,198,635.94</td>
<td>$6,139,021.04</td>
<td>-$4,940,385.10</td>
</tr>
<tr>
<td>Total Development (New Gifts and New Pledges)</td>
<td>$2,395,053.24</td>
<td>$7,091,555.69</td>
<td>-$4,696,502.45</td>
</tr>
<tr>
<td>Planned Giving/Charitable Gift Annuities</td>
<td>$870,000.00</td>
<td>$501,391.83</td>
<td>$368,608.17</td>
</tr>
<tr>
<td>Pledge Payments (For Pledges Currently or Previously Included as Development):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YSU</td>
<td>$596,818.75</td>
<td>$1,866,922.47</td>
<td>-$1,270,103.72</td>
</tr>
<tr>
<td>YSUF</td>
<td>$1,361,726.12</td>
<td>$3,451,588.11</td>
<td>-$2,089,861.99</td>
</tr>
<tr>
<td>Total Pledge Payments</td>
<td>$1,958,544.87</td>
<td>$5,318,510.58</td>
<td>-$3,359,965.71</td>
</tr>
<tr>
<td>Number of Gifts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Gifts</td>
<td>1,777</td>
<td>2,044</td>
<td>-267</td>
</tr>
<tr>
<td>Pledges</td>
<td>35</td>
<td>48</td>
<td>-13</td>
</tr>
<tr>
<td>Payments</td>
<td>120</td>
<td>165</td>
<td>-45</td>
</tr>
<tr>
<td>Planned Gifts/Charitable Gift Annuities</td>
<td>3</td>
<td>7</td>
<td>-4</td>
</tr>
</tbody>
</table>
Institutional Engagement Committee
Youngstown State University Board of Trustees

March 1, 2023

DRAFT

STRATEGICALLY INCREASE ENROLLMENT MARKET SHARE
Provide academic as well as enrichment experiences to attract market share:

- General Education that is transformative
- Availability of internship and co-ops
- Unique academic program design
- E-sports
- Pickleball
- Career and life-skills related credentials

Unique academic learner record (potentially redesigned transcript)

For Ohio, Enrollment Declines Partially Demographic Decline, But Mostly Non-Consumption
Total High School Seniors & College Going Students - Ohio

-12%
Decline in Ohio 12th Grade Students

-33%
Decline in Number of Ohio Students Enrolling in College Anywhere

RECRUITMENT OF CURRENTLY ENROLLED HIGH SCHOOL STUDENTS THROUGH COLLEGE CREDIT PLUS (CCP) PROGRAM

RECRUITMENT OF NEW HIGH SCHOOL GRADUATES INTO THE HONORS COLLEGE

RECRUITMENT OF UNDERGRADUATE TRANSFER & FORMER TRANSFER STUDENTS

RECRUITMENT OF FORMER YSU STUDENTS WHO HAVE NOT RECEIVED A DEGREE

RECRUITMENT OF UNDERGRADUATE & GRADUATE INTERNATIONAL STUDENTS

RETENTION OF CURRENTLY ENROLLED UNDERGRADUATE & GRADUATE STUDENTS

RECRUITMENT OF UNDERGRADUATE & GRADUATE STUDENTS FOR ONLINE PROGRAMS

RECRUITMENT OF NEW HIGH SCHOOL GRADUATES

RECRUITMENT OF DOMESTIC GRADUATE STUDENTS

STRATEGIC ENROLLMENT POPULATIONS
RECRUITMENT OF
NEW HIGH
SCHOOL
GRADUATES

RECRUITMENT OF
CURRENTLY
ENROLLED HIGH
SCHOOL
STUDENTS
THROUGH
COLLEGE CREDIT
PLUS PROGRAM

RECRUITMENT OF
NEW HIGH
SCHOOL
GRADUATES INTO
THE HONORS
COLLEGE

Peer Admissions = 80%
YSU Admissions = 72%
Peer Yield = 25%
YSU Yield = 30%

Number Applied and Admitted

Number Admitted to Enrolled
RECRUITMENT OF INDEBTED STUDENTS VIA DEBT-RELIEF STRATEGIES

RECRUITMENT OF UNDERGRADUATE TRANSFER & FORMER TRANSFER STUDENTS

RECRUITMENT OF FORMER YSU STUDENTS WHO HAVE NOT RECEIVED A DEGREE

STRATEGIC ENROLLMENT POPULATIONS
STRATEGIC ENROLLMENT POPULATIONS

RECRUITMENT OF UNDERGRADUATE & GRADUATE STUDENTS FOR ONLINE PROGRAMS

RECRUITMENT OF DOMESTIC GRADUATE STUDENTS

RECRUITMENT OF UNDERGRADUATE & GRADUATE INTERNATIONAL STUDENTS
STRATEGIC ENROLLMENT POPULATIONS

RETENTION OF CURRENTLY ENROLLED UNDERGRADUATE & GRADUATE STUDENTS