



**YOUNGSTOWN  
STATE  
UNIVERSITY**

**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE**

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

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

**Kilcawley Center  
President's Suites**

**AGENDA**

- A. Disposition of Minutes for Meeting Held June 5, 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 1,608 memberships from WYSU totaling \$272,602 through the fourth quarter of Fiscal Year 2019. Shannon Tirone, Associate Vice President University Relations will report.
- 2. Institutional Engagement Discussion Items**
- Tab C.2.a.      a. ETC/MVICC Report**  
Atty. David Sipusic, Associate General Counsel will report.
- Tab C.2.b.      b. Government and Business Engagement Report**  
Mr. Michael Hripko, Associate Vice President External Affairs and Government Relations will report.
- Tab C.2.c.      c. Institutional Engagement & Strategic Action Planning**  
Dr. Brien Smith, Provost and Vice President for Academic Affairs and Mr. Michael Hripko, Associate Vice President for External Affairs and Government Relations will report.
- Tab C.2.d.      d. YSU Foundation Quarterly Gift Report**  
The YSU Foundation received 970 outright gifts and 14 pledges totaling \$4,050,406.95; pledge payments totaling \$2,026,241.58; and 2 new planned gift commitments totaling \$2,272,941.00 for the fourth quarter of Fiscal Year 2019. Paul McFadden, President YSU Foundation 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.2.e.**

**e. Development Goals and Objectives for Fiscal Year 2019-2020**

Mr. 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 5, 2019  
YR 2020-**

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

<b>Memberships Received</b>	<b>Number of Members</b>	<b>Amount</b>
WYSU-FM	1,608	\$ 272,602
<b>Total University Members</b>	<b>1,608</b>	<b>\$ 272,602</b>

**UNIVERSITY MEMBERSHIPS**  
**EXECUTIVE SUMMARY**  
**Fiscal Year 2017-2018**  
**July 1, 2017-June 30, 2018**

<b>Memberships Received</b>	<b>Number of Members</b>	<b>Amount</b>
WYSU-FM	1,622	\$ 247,414
<b>Total University Members</b>	<b>1,622</b>	<b>\$ 247,414</b>



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1. MVIICC Consortium Agreement – Partner Status Update
2. ETC Construction Progress Report
3. Appalachian New Economy Workforce Funding
4. Organizational Structure/Staffing Updates

## YSU Government Relations and Business Engagements (June-July, 2019)

Organization	Topic	Intended Outcome
Regional Economic Development Organizations	YSU Coordinated regional economic development planning	Regional Economic Development
NT Concepts	Washington, DC based consulting and computer solutions company, seeking a NE Ohio operations site	Regional Economic Development
Chamber of Commerce	Washington Fly In - Advocacy for YSU and Mahoning Valley priorities	Community Engagement
JobsOhio and Team NEO Leadership	State support for Advanced Manufacturing initiatives	Economic Development, Research
Youngstown/Liberty Corridor Study	Provide input to enhance a transportation corridor impacting YSU	Regional Economic Development
Wright State Applied Research Corporation	Board Meeting; Potential YSU research opportunities	Strategic Research Partnership
American German Consulate	<i>Transatlantic Cities of Tomorrow Digitization and the Future of Work</i>	Global/Regional Partnerships
University of Dayton/AFRL Advanced Training Technology Center	Support YARS effort to be designated as an ATTC; YSU ETC to support	Strategic Partnerships
Ohio Means Jobs European Consultants	Hosting Ohio's advocates based throughout Europe	Economic Development
Drive Ohio	Help enable educational opportunities associated with Youngstown's autonomous vehicle deployment	Regional Economic Development
Toledo, Ohio , Ohio Community of Excellence	Learn a national model for developing a structured and measured community strategic plan	Regional Economic Development
Space Foundation Huntsville, AL	National non-profit supporting small business engagement and innovation in support of the space industry	Regional Economic Development

# Alignment

Community Needs

Student Expectations

YSU Strategic Direction



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# “Take Charge” Resolution

- “...Build strategic, strong, and purposeful **collaborations with external community stakeholders** the outcomes of which include mutually beneficial impact and influence via **applied scholarship, experiential education and service learning** that fulfills our role as one of several entities anchored to and contributing to the prosperity of the region and beyond and brings faculty, students, local residents, business, non-profits, innovative partners and government together in **projects in ways that stretch their perspectives beyond individual experiences** and addresses diversity and inclusion, community, regional and world needs from the perspective that the university and the region are a **collaborative living and learning community...**”



# SPOT Community Engagement

- Four overarching “themes”
  - Education
  - Economics/Financial Stability/ Prosperity/Poverty, etc.
  - Health
  - Arts/Culture
- Further classified/evaluated using the following criteria:
  - Mutual Benefit
  - Impact
  - Compelling Case
- Define and articulate what constitutes these evaluative measures
- Identify representative examples of each from each college and work towards articulations
- Gather data from questions, *community engagement* definitions of peer/aspirant institutions, Campus Compact, and The Carnegie classification
- Work towards a definition for the YSU Strategic Plan



# Student Perspective

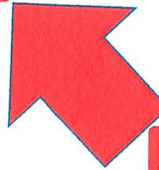
- Community Engagement can be an opportunity where mission and market intersect to improve the overall quality of life in our community.
- [2016 Higher Education Research Institute Report:](#)
  - 40 % of incoming Freshmen want to become community leaders
  - 23 % want to influence political structure
  - 41 % feel greater racial understanding is an “essential” personal goal
  - **Student interest in civic/political engagement is highest since 1970**



*The Undergraduate Experience: Support and Experiential Learning*

	% Strongly agree
<b>Support</b>	
I had at least one professor at [College] who made me excited about learning.	63
My professors at [College] cared about me as a person.	27
I had a mentor who encouraged me to pursue my goals and dreams.	22
Strongly agree with all three support statements	14
<b>Experiential</b>	
I worked on a project that took a semester or more to complete	32
I had an internship or job that allowed me to apply what I was learning in the classroom.	29
I was extremely active in extracurricular activities and organizations while I attended [College].	20
Strongly agree with all three experiential statements	6
Strongly agree with all six statements	3

These six experiences have a stronger relationship to long-term life outcomes such as employee engagement and well-being than the type of school these graduates attended.



YSU Center  
for Civic  
Innovation

Gallup-Purdue Index  
Feb. 4-March 7, 2014

# Separately and Simultaneously YSU / Civic Leaders Convened

YSU, a trusted regional anchor institution, with talented faculty, engaged students, and an increasing focus on “Collective Impact within the Region” is well positioned to serve as the regional “Navigator” for coordinated regional Economic Development planning.

- “Baldrige Communities of Excellence” strategic planning template
  - 1st university to lead the COE process



**New Media Strategy**  
 Vindicator.com, Business Journal,  
 Jambar, Story 330, Google,  
 City Club of the Mahoning Valley



**Jobs**  
 MMCC, YBI, America Makes



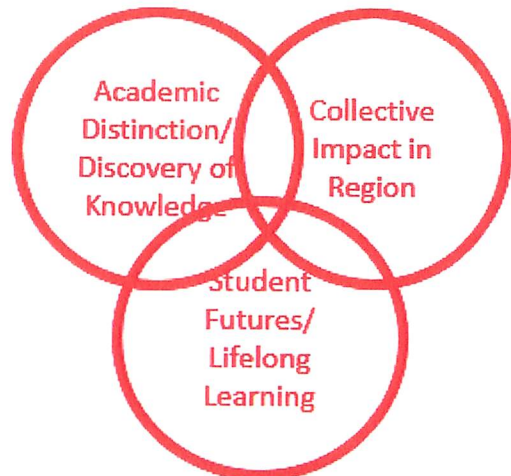
**Mahoning Valley Arts  
 and Cultural Consortium**



**Educational Attainment**  
 Youngstown City School District,  
 CTC's, EGCC, Mercy Health,  
 YSU, City of Youngstown



**communities of excellence**  
 Baldrige-based Framework



**Campus Development Plan**  
 Campus and Center City  
 Alignment Plan  
 Highest and best use (now and future)



**Cores & Corridors**  
 Planning and Development  
 Highest and Best & Zoning  
 Opportunity Zones  
 Mahoning River Redevelopment



**Neighborhood & Corridor  
 Redevelopment**  
 YNDC, TNP, Mahoning  
 and Trumbull county Land Banks,  
 Eastgate, WRTA, Chamber,  
 Port Authority, YSUscope



**Infrastructure**  
 BUILD Grant/  
 SMART2 Network, Bike Trail,  
 Wayfinding Signage, INPLACE



**YSUF Gift Processing Summary - April, 2019 - June, 2019 Vs. April, 2018 - June, 2018**

	<u>Total April, 2019 - June, 2019</u>	<u>Total April, 2018 - June, 2018</u>	<u>Difference 2019/2018</u>
<b>Development (New Gifts and New Pledges):</b>			
YSU	\$1,402,126.54	\$2,512,157.31	-\$1,110,030.77
YSUF	\$2,648,280.41	\$3,647,528.28	-\$999,247.87
Total Development (New Gifts and New Pledges)	\$4,050,406.95	\$6,159,685.59	-\$2,109,278.64
Planned Giving/Charitable Gift Annuities	\$2,272,941.00	\$4,535,000.00	-\$2,262,059.00
<b>Pledge Payments (For Pledges Currently or Previously Included as Development):</b>			
YSU	\$882,173.97	\$943,374.65	-\$61,200.68
YSUF	\$1,144,067.61	\$394,585.90	\$749,481.71
Total Pledge Payments	\$2,026,241.58	\$1,337,960.55	\$688,281.03
Non-Gift Clearing - YSU	\$0.00	\$86.00	-\$86.00
Non-Gift Clearing - YSUF	\$0.00	\$0.00	\$0.00
Number of New Gifts	970	1,135	-165
Number of Pledges	14	20	-6
Number of Payments	234	286	-52
Number of Planned Gifts/Charitable Gift Annuities	2	9	-7
Non-Gift Clearing	0	1	-1



YOUNGSTOWN STATE UNIVERSITY  
FOUNDATION

## **DEVELOPMENT GOALS AND OBJECTIVES FOR FISCAL YEAR 2019-2020**

We are excited about the progress of the “We See Tomorrow” Campaign for Youngstown State University. With \$94 million of the \$100 million goal already raised, the campaign is tracking to reach goal more than a year ahead of schedule.

The campaign will continue for its planned duration ending June 30, 2021. Once the campaign overall goal is obtained, efforts will be refocused on the campaign components that have not reached their individual campaign revenue objective, The Mahoning Valley Innovation and Commercialization Center, Endowed Chairs and Professorships, Campus Beautification and Classrooms of the Future. The Watson Student Success Center may be reshaped, as the needs of campus and the students evolve.

The annual fund will continue increase the utilization of email and social media solicitation techniques as the effectiveness of direct mail and telemarketing is decreasing. Student group fund raising efforts will be supported by “text to give” techniques.

Quantifiable goals for fiscal year 2019 – 2020 are as follows:

- Acquire \$15 million in cash and cash pledges on behalf of YSU and the YSU Foundation
- Acquire \$5 million in planned gift commitments on behalf of the YSU Foundation
- Reach cash and planned gift goals listed above totaling more than \$20 million toward the campaign goal