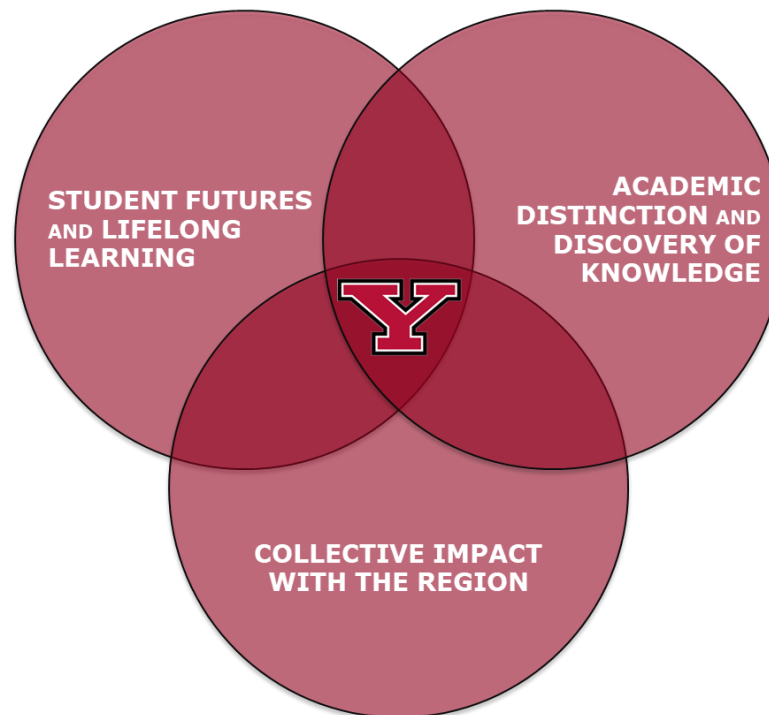


# WELCOME!



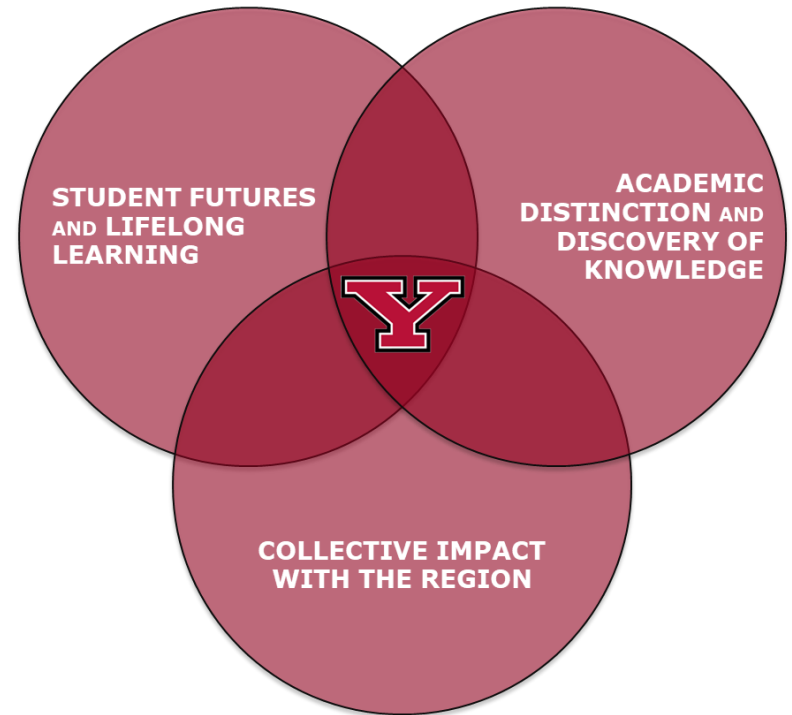
YOUNGSTOWN  
STATE  
UNIVERSITY

YSU Value Proposition: *The Plan and The Future*  
University of Opportunity  
Inspires Individuals; Enhances Futures; Enriches Lives

Current State-*The Plan*

Future State-*The Plan +*

Board of Trustees  
September 2, 2020



YSU Value Proposition: *The Future (Plan+)*  
University of Opportunity

Create a multi-year plan to achieve enrollment that respects YSU's mission, vision, and values and provides a pathway to fiscal sustainability, academic vibrancy, and regional vitality.  
Develop an integrated marketing and communication strategy.

Envision the Future

Academic Program Enhancement & Effectiveness

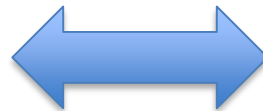
Current-and Future-state marketing communication alignment

EAB (Enrollment/Scholarships)

Gray (Market/Programs)

To be selected? (Brand)

Citizen of the World  
Engaged in Work  
Engaged in the Community



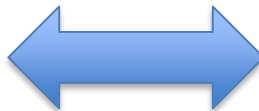
Y I am Proud  
Y and Proud  
Y makes Me Proud

YSU Value Proposition: *The Future (Plan+)*  
University of Opportunity

## Timeline

- September: Set the stage for the discussion
- December: Establish the context (data; market; etc.)
- February: Envisioning the future (Futurist)
- March: Options for the future-state (ADVANCE)
- June: Align the future-state with FY22 budget/beyond

Citizen of the World  
Engaged in Work  
Engaged in the Community



Y I am Proud  
Y and Proud  
Y makes Me Proud