

YSU Future State Conversation
November 3, 2020
9:00 am until 12:00 pm
Location-Virtual

- 9:00 – 9:15 Introductory Remarks: The Future State Conversation
 Brien Smith, Provost
 Mike Sherman, Vice President
- 9:15 – 10:30 Planning for the Future: Enrollment
 Education Advisory Board: Jon Wyel and Tom Taylor
- 10:30 – 11:00 The Opportunities of the Future
 Anita Hackstedde, chair, Youngstown State University Board
 of Trustees
 Jim Tressel, president, Youngstown State University

**THE FUTURE STATE DISCUSSION ALIGNS WITH THE PLAN FOR STRATEGIC
ACTIONS TO TAKE CHARGE OF OUR FUTURE**

- **GOAL: DEVELOP A RECRUITMENT AND ENROLLMENT STRATEGY THAT ALIGNS WITH A COMPLETION STRATEGY**

Strategy: Develop an integrated and comprehensive market and brand communication strategy to distinguish the value of the YSU degree

Strategy: Develop an enrollment cultivation strategy linked to the value proposition of earning a YSU degree for each program of study

Strategy: Expand and enhance outreach and engagement with students prior to enrollment

Strategy: Develop innovative approaches to increase enrollment and completion of under-represented students

Strategy: Develop and enhance partnerships and collaboration agreements with international universities

- **GOAL: DEVELOP A CULTURE OF ASSESSMENT THAT ENSURES THE QUALITY OF ACADEMIC PROGRAM MAJORS, MINORS, AND OTHER CREDENTIALS**

Strategy: Complete program effectiveness and enhancement review including rubrics for recommendations regarding actionable outcomes

Strategy: Develop a mechanism to continually identify, assess, and implement new academic programs, badges, credentials, certifications or coursework integration

THE FUTURE STATE DISCUSSION ALIGNS WITH BOARD OF TRUSTEES RESOLUTIONS THAT HELPED GUIDE THE CREATION OF THE PLAN FOR STRATEGIC ACTIONS TO TAKE CHARGE OF OUR FUTURE

Selections from previous [Board of Trustees Resolutions](#) related to the [future](#) of Youngstown State University

March 5, 2020: RESOLUTION RELATED TO STRATEGIC ALLOCATION, REALLOCATION, AND DISTRIBUTION OF RESOURCES TO TAKE CHARGE OF OUR FUTURE

“...NOW THEREFORE BE IT RESOLVED that the physical environment, academic and student success and experience programs are essential to success, and our faculty and staff are valuable assets and as such should be appropriately reflected in future budgets; and

BE IT FURTHER RESOLVED that the investment in the physical environment and in the Athletics program are critical components to the university’s ability to attract students and which, have strategic purpose and benefit that support the attractiveness and visibility of the campus and university; and

BE IT FURTHER RESOLVED, that the Board of Trustees acknowledges the roles that faculty and staff have in contributing to educational excellence and program vitality, so long as academic programs have appropriate enrollment; and

BE IT FURTHER RESOLVED, that the Board of Trustees endorses the use of an external resource to assist with the academic program effectiveness and enhancement initiative (program prioritization) in consideration of the optimal use of instructional resources as well as the quality, distinction, and sustainability of the academic programs; and

BE IT FURTHER RESOLVED that the investment in ongoing commitments to personnel and the physical environment, without net new revenue, requires the reallocation of current resources, meaning that if compensation increases, there will be cascading implications, and

BE IT FURTHER RESOLVED that administration should consider such perspectives as it plans the FY 2021 budget and beyond, particularly considering any factors that might unnecessarily and substantially exaggerate declines in enrollment, efficiencies of the organizational structure of academic and support areas to reduce expenses, as well as

aligning resources with strategic priorities, particularly those related to student success including creating coaching, ease of degree completion, case-load advising and mental health counseling as priorities that will contribute to increased persistence; collectively, contributing to the financial wellbeing of the university; and

BE IT FURTHER RESOLVED the University's annual operating budgets shall be balanced given the interactions of institutional and personnel expenses as related to attributes of institutional success, and must be linked to a vibrant and sustainable future

September 5, 2019: TAKE CHARGE OF OUR FUTURE FOR SUSTAINABILITY

"...WHEREAS, the Board of Trustees anticipates that the development of procedures, adjustments to organizational structures, and strategic allocation of resources will lead to more effective investment in both student success and academic excellence; and

WHEREAS, the Board anticipates focused, university-wide-efforts to develop strategies to create new resources for such investment purposes without which there will be continuous reallocations of increasingly limited resources; and

WHEREAS, under circumstances of finite resources, decisions must be made that support the long-term sustainability of the University and that policies and procedures expected from the Board's March, 2019 "Take Charge of Our Future" Resolution will help assure the effective and efficient operation of the university, including that of the Office of Academic Affairs in its role to stimulate and enable academic excellence and student success; and

WHEREAS, it will be essential that existing and new partnerships should be innovative and create new resources, and to focus on a strategic purpose for every dollar spent; and"