

FUTURE STATE CONVERSATION #2

YOUNGSTOWN STATE UNIVERSITY
BOARD OF TRUSTEES

February 19, 2021

9:00 – 9:30 am

Introductory Remarks

Brien Smith, Vice President and Provost

Neal McNally, Vice President for Finance & Facilities

Mike Sherman, Vice President for Institutional Effectiveness/Board Professional

9:30 – 10:30 am

Anticipating Youngstown State's Enrollment Possibilities

Jon Wyel and Tom Taylor, Education Advisory Board (EAB):

10:30 – 11:00 am

The Opportunities of the Future Discussion

Chuck George, trustee, Youngstown State University Board of Trustees

Jim Tressel, president, Youngstown State University

YSU Value Proposition: *The Future*
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

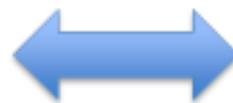
Current-and Future-state marketing communication alignment

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