Suggested Area of Focus for 2021-2022
Sustainability
Fall: Enrollment/Academic Portfolio
Spring: Regional Prosperity and a Sustainable YSU
Board of Trustees
September, 2021

Fall Semester Count

<table>
<thead>
<tr>
<th></th>
<th>2018/19</th>
<th>2019/20</th>
<th>2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headcount</td>
<td>12,696</td>
<td>12,155</td>
<td>11,788</td>
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<tr>
<td>End of Semester</td>
<td>12,468</td>
<td>11,976</td>
<td>11,729</td>
</tr>
<tr>
<td>Spring Eligible (-grads)</td>
<td>11,884</td>
<td>11,378</td>
<td>11,122</td>
</tr>
</tbody>
</table>

Degrees Awarded

<table>
<thead>
<tr>
<th></th>
<th>2018/19</th>
<th>2019/20</th>
<th>2020/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduated in Fall</td>
<td>584</td>
<td>598</td>
<td>607</td>
</tr>
<tr>
<td>Graduated in Spring</td>
<td>1,292</td>
<td>1,393</td>
<td>1,486</td>
</tr>
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</table>
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
Plan for Strategic Actions to Take Charge of Our Future

Goal: Develop a Culture of Assessment that Ensures the Quality of Academic Program Majors, Minors, and other Credentials

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

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

Goal: YSU will be recognized as a Community-Engaged campus by the Carnegie Foundation in education, health, prosperity and equity, and arts and culture

Strategy: Aggressively pursue and secure regional, state, national, and foundation funding in support of university and community priorities

Post-secondary Credential Ohio Attainment Goal

https://www.google.com/search?q=ohio+attainment+goal+2025&rlz=1C1GCEB_enUS900US900&oq=ohio+attainment+&aqs=chrome.0.0j69i57j0i22i30i3.4159j1j7&sourceid=chrome&ie=UTF-8

The following is from the above.

“...Ohio will need to produce, by 2025, an estimated 1.3 million more adults with high-quality postsecondary certificates or degrees...”

From the YSU Future State #2 Conversation

The slide below is via Josh Bersen (number 37 of 70 located at: https://www.slideshare.net/jbersin/21st-century-talent-management-imperatives-for-2014-and-2015/37-37The_Continuous_Learning_ModelEducation_Experience)
A University of Opportunity: YSU inspires individuals, enhances futures, and enriches lives

Above is from: [https://ysu.edu/mission](https://ysu.edu/mission)

Consider the following: Are we a...

A **Comprehensive** University of Opportunity: YSU inspires individuals, enhances futures, and enriches lives

Or, are we a...

A University of **Comprehensive** Opportunity: YSU inspires individuals, enhances futures, and enriches lives

OR a different word than comprehensive or...???

**Bold.....Proud.....**

**In what fashion is YSU distinctive to the Region, State, Nation and World?**