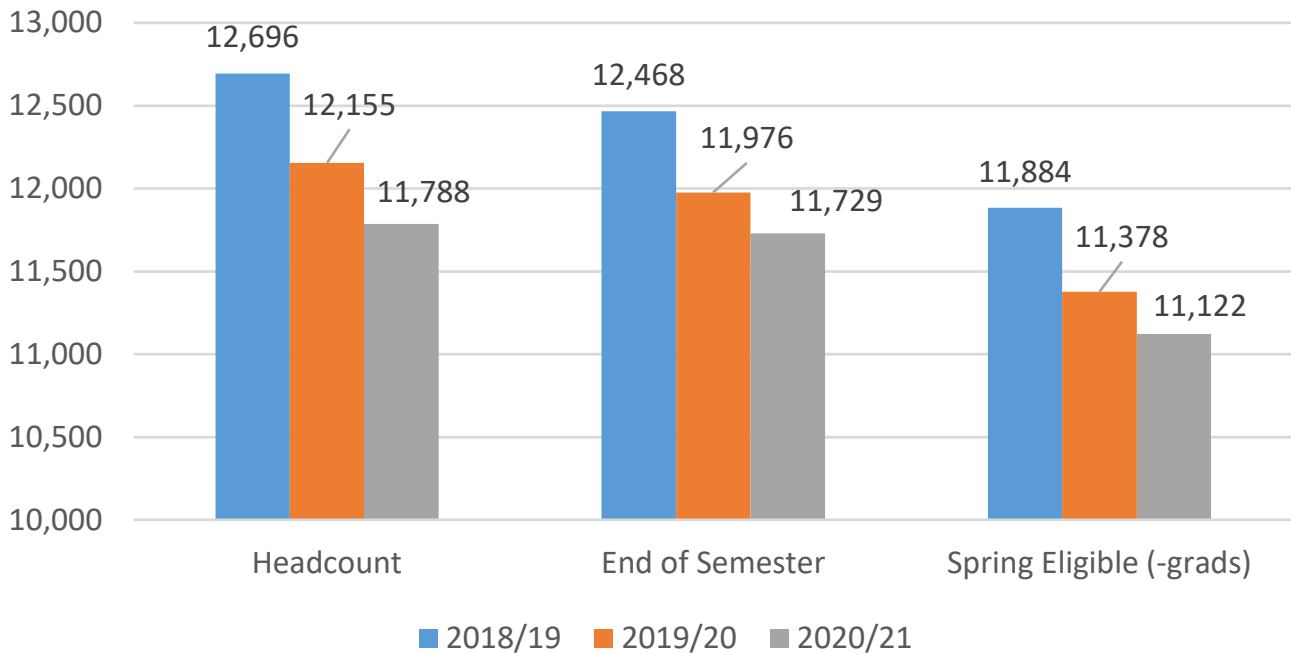
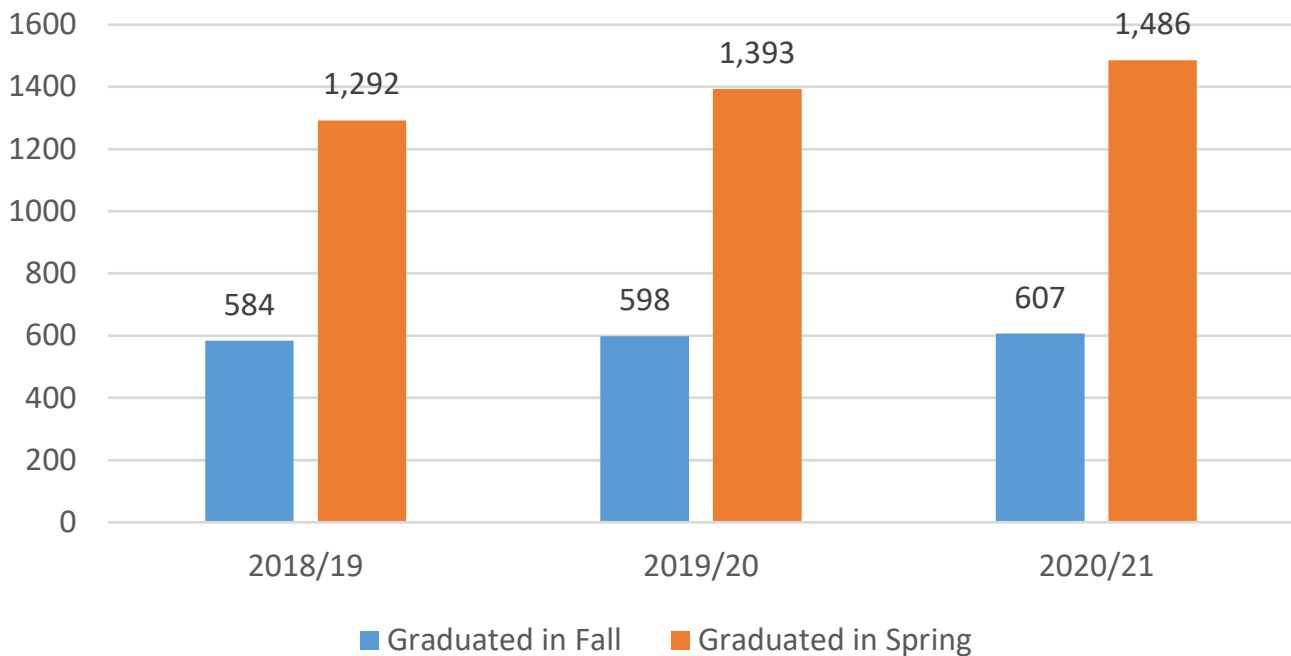


Suggested Area of Focus for 2021-2022
Sustainability
Fall: Enrollment/Academic Portfolio
Spring: Regional Prosperity and a Sustainable YSU
Board of Trustees
September, 2021

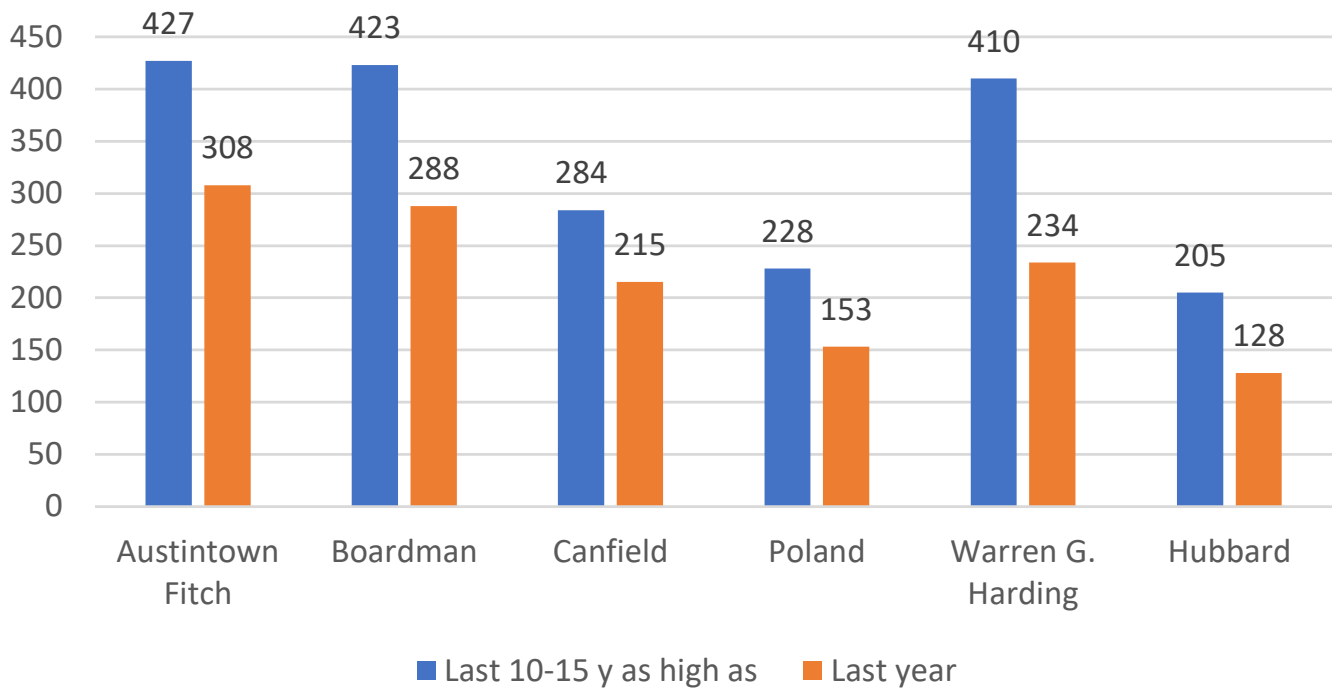
Fall Semester Count



Degrees Awarded



Graduates from Local High Schools



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 Gray Academic Partnerships

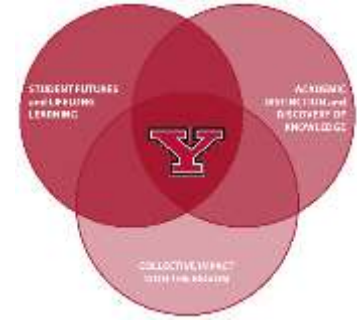
Citizen of the World
Engaged in Work
Engaged in the Community



Y I am Proud
Y and Proud
Y makes Me Proud

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&aq=chrome.0.0j69i57j0i22i30l3.4159j1i7&sourceid=chrome&ie=UTF-8

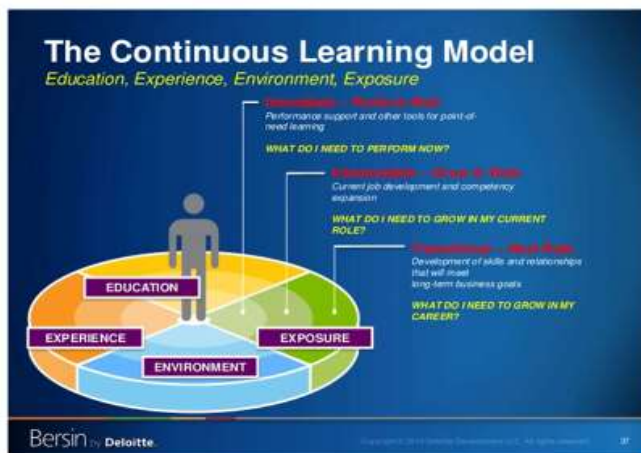
The following is from the above.

“...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

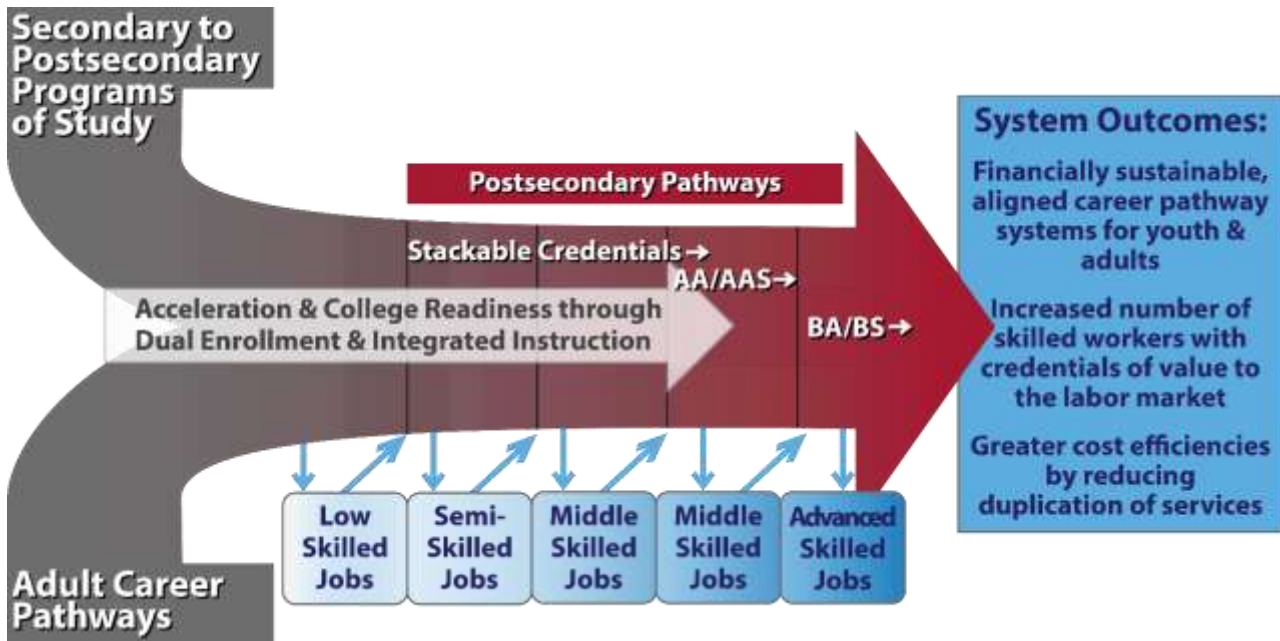
The slide below is via Josh Bersen (number 37 of 70 located at: <https://www.slideshare.net/jbersen/21st-century-talent-management-imperatives-for-2014-and-2015/37-37The-Continuous-Learning-ModelEducation-Experience>)

REGIONAL VITALITY



A continuous learning model is an approach to consider, particularly given economic developments in the region and creating an educational experience that supports YSU alumni being engaged in their work and in their communities.

Edited illustration below is from: Advancing Career and Technical Education (CTE) in State and Local Career Pathways Project: Final Report; Mary Gardner Clagett, Jobs for the Future, December 2015; US Department of Education, Office of Career, Technical and Adult Education



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

Above is from: <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?