



**YOUNGSTOWN
STATE
UNIVERSITY**

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Molly S. Seals, Chair
Michael A. Peterson, Vice Chair
All Trustees are Members**

**Wednesday, September 5, 2018
11:00 a.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

- A. Disposition of Minutes for Meeting Held June 6, 2018**
- B. Old Business**
- C. Committee Items**

1. Consent Agenda Item*

Tab C.1.a. *a. Resolution to Accept Gift of Real Estate
Greg Morgione, Associate General Counsel will report.

Tab C.1.b. *b. Resolution to Accept WYSU Memberships
The Board of Trustees will accept 1,622 memberships from WYSU totaling \$247,414 through the fourth quarter of Fiscal Year 2018.
Shannon Tirone, Associate Vice President University Relations will report.

2. Institutional Engagement Discussion Items

a. Enhancing Email Communication On and Off Campus
Becky Rose, Assistant Director of Marketing & Communications will report.

Tab C.2.b. b. Marketing and Communications Social Media Strategy for the 2018-2019 Academic Year
Kati Hartwig, Coordinator of Social Media Digital Marketing will report.

c. WYSU-FM Essentials
Gary Sexton, Director of WYSU-FM will report.

***Items listed under the Consent Agenda require Board approval; however they may be presented without discussion as these items include only non-substantive changes.**

Tab C.2.d.

d. YSU Foundation Quarterly Gift Report

The YSU Foundation received 1,135 outright gifts and 20 pledges totaling \$6,159,785.59; pledge payments totaling \$1,337,860.55; and 9 new planned gift commitment totaling \$4,535,000.00 for the fourth quarter of Fiscal Year 2018. Paul McFadden, President YSU Foundation will report.

D. New Business

E. Adjournment



YOUNGSTOWN
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RESOLUTION TO ACCEPT GIFT OF REAL ESTATE

WHEREAS, Youngstown State University Board of Trustees policy provides that the Board of Trustees may be the recipient of gifts of real estate as determined by the President and as recommended to the Institutional Engagement Committee of the Board of Trustees; and

WHEREAS, the Youngstown State University Foundation owns real estate located within the University's campus as identified on the property map ("Real Estate") attached hereto as Exhibit A; and

WHEREAS, the Youngstown State University Foundation seeks to gift the Real Estate to the Board of Trustees for use by the University; and

WHEREAS, the President recommends that the Board of Trustees accept the gift of Real Estate from the Youngstown State University Foundation.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees does hereby accept the gift of Real Estate from the Youngstown State University Foundation.

Board of Trustees Meeting
September 6, 2018
YR 2019-

Gift Declaration: Properties to be Gifted from YSU Foundation to YSU

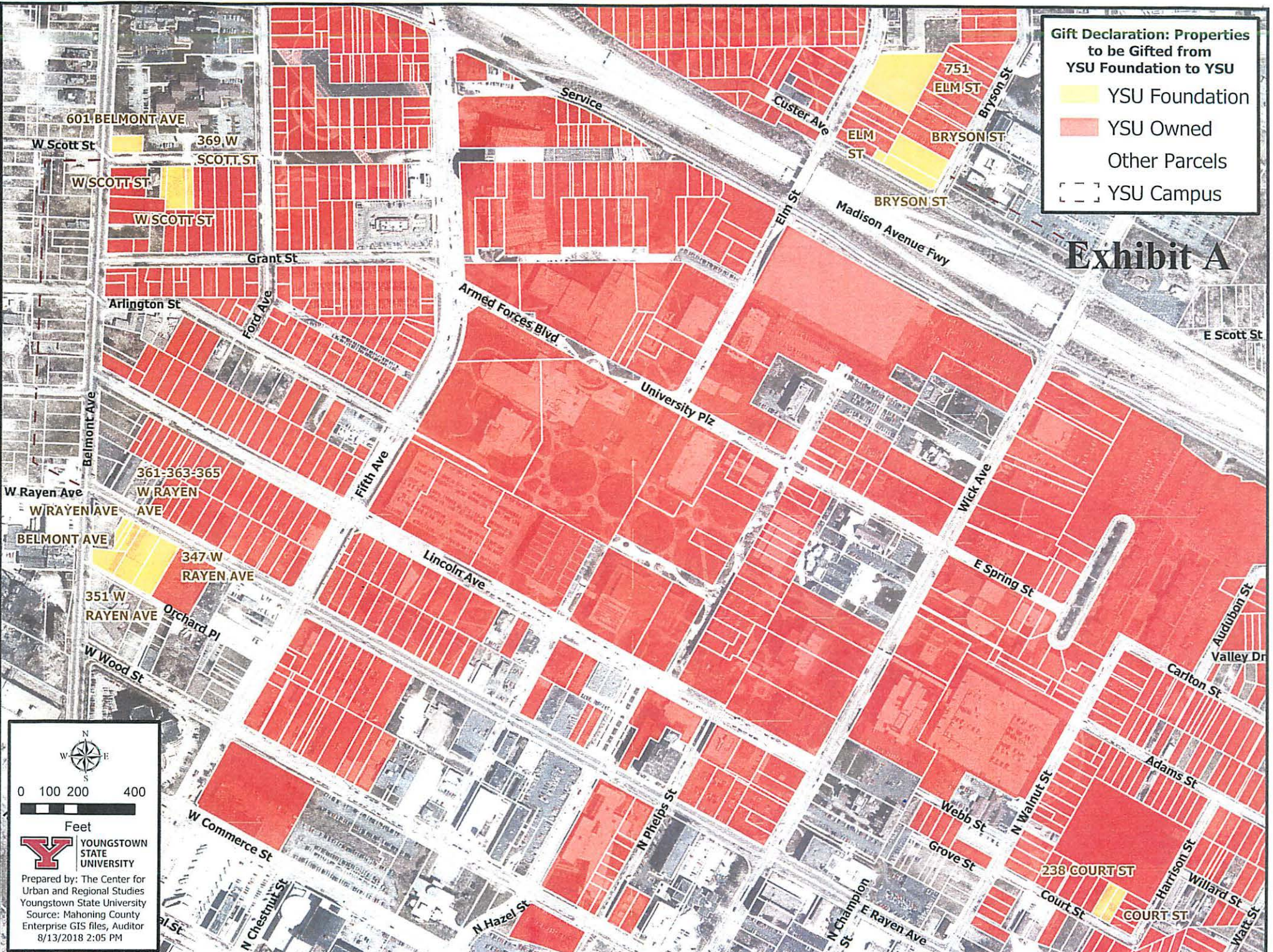
YSU Foundation

YSU Owned

Other Parcels

YSU Campus

Exhibit A



0 100 200 400
Feet

Y YOUNGSTOWN STATE UNIVERSITY

Prepared by: The Center for Urban and Regional Studies
Youngstown State University
Source: Mahoning County Enterprise GIS files, Auditor 8/13/2018 2:05 PM

Tab C.2.d.

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D. New Business

E. Adjournment



RESOLUTION TO ACCEPT WYSU MEMBERSHIPS

WHEREAS, Board policy provides that the President shall compile a list of memberships to the University for each meeting of the Board of Trustees and present the list accompanied by his recommendation for action by the Board; and

WHEREAS, the President has reported that the memberships as listed in Exhibit attached hereto are being held pending acceptance and he recommends their acceptance;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees does hereby accept these memberships on behalf of Youngstown State University and requests that the President acknowledge the acceptance of these memberships.

Board of Trustees Meeting
September 6, 2018
YR 2019-

**UNIVERSITY MEMBERSHIPS
EXECUTIVE SUMMARY
Fiscal Year 2017-2018
July 1, 2017-June 30, 2018**

Memberships Received	Number of Members	Amount
WYSU-FM	1,622	\$ 247,414
Total University Members	1,622	\$ 247,414

**UNIVERSITY MEMBERSHIPS
EXECUTIVE SUMMARY
Fiscal Year 2016-2017
July 1, 2016-June 30, 2017**

Memberships Received	Number of Members	Amount
WYSU-FM	1,737	\$ 255,102
Total University Members	1,737	\$ 255,102

Social Media

A look at where we are and what's ahead for 2018-2019

Followers

The total number of individuals that follow the main Youngstown State University accounts. Updated August 2018.



Facebook:
52,693



Twitter:
15,964



Instagram:
13,007



Snapchat:
4,500

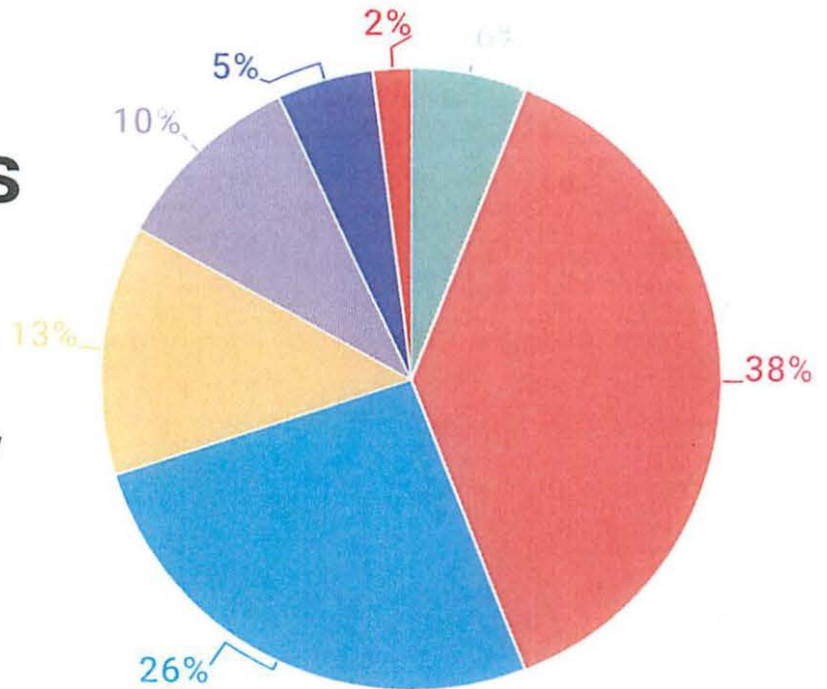


LinkedIn:
55,333

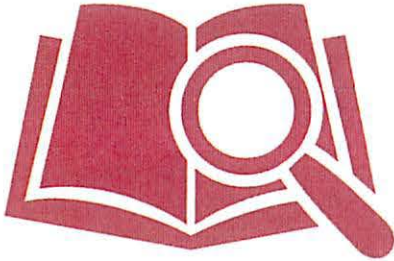
President Tressel:
156,355

Demographics

Combined followers on our daily used social media channels (Facebook, Twitter, Instagram and Snapchat) show that the majority of our audience falls between 18-34 years old.

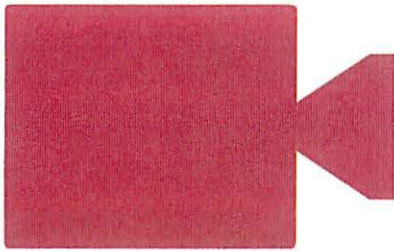


Research



Over the past few months, we've started to introduce a video series centered around the research our faculty and students are conducting. **Followers between the ages of 18-24 are the most engaged with these videos.**

Video



Video is the new photo. **Our followers engage with video content 120% more than a regular post with a photo and text.** Our video content on our social media will be the driving force for 2018-2019.

Collaboration



Our content strategy will shift to **collaborate more with departments and colleges across our campus.** This includes:

- More relevant content for college-aged followers
- Highlighting successes: research, awards, dedications
- Utilizing our faculty experts to reach our prospective population through YouTube



YSUF Gift Processing Summary - April, 2018 - June, 2018 Vs. April, 2017 - June, 2017

	<u>Total April, 2018 - June, 2018</u>	<u>Total April, 2017 - June, 2017</u>	<u>Difference 2018/2017</u>
Development (New Gifts and New Pledges):			
YSU	\$2,512,257.31	\$2,304,482.25	\$207,775.06
YSUF	\$3,647,528.28	\$1,882,887.08	\$1,764,641.20
Total Development (New Gifts and New Pledges)	\$6,159,785.59	\$4,187,369.33	\$1,972,416.26
Planned Giving/Charitable Gift Annuities	\$4,535,000.00	\$225,000.00	\$4,310,000.00
Pledge Payments (For Pledges Currently or Previously Included as Development):			
YSU	\$943,274.65	\$224,956.67	\$718,317.98
YSUF	\$394,585.90	\$310,795.00	\$83,790.90
Total Pledge Payments	\$1,337,860.55	\$535,751.67	\$802,108.88
Non-Gift Clearing - YSU	\$86.00	\$0.00	\$86.00
Non-Gift Clearing - YSUF	\$0.00	\$6,465.00	-\$6,465.00
Number of Outright Gifts	1,135	1,314	-179
Number of Pledges	20	63	-43
Number of Payments	286	203	83
Number of Planned Gifts/Charitable Gift Annuities	9	2	7
Non-Gift Clearing	1	1	0