



**YOUNGSTOWN
STATE
UNIVERSITY**

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Anita A. Hackstedde, Chair
Allen L. Ryan, Jr., Vice Chair
All Trustees are Members**

**Wednesday, March 6, 2024
2:00 p.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

- A. Disposition of Minutes for Meeting Held December 6, 2023**
- B. Old Business**
- C. Committee Items**

1. Institutional Engagement Consent Item*

Tab C.1.a. = Tab 1 a. Resolution to Modify Social Media Use on Official and Affiliated University Sites, Policy 3356-4-09.1
Shannon Tirone, Associate Vice President University Relations will report.

2. Institutional Engagement Discussion Items

Tab C.2.a. = Tab 2 a. YSU Foundation Quarterly Gift Report
The YSU Foundation received 1,567 outright gifts and 35 pledges totaling \$4,184,408.23, pledge payments totaling \$1,516,531.87 and 1 new planned gift commitments totaling \$200,000.00 for the second quarter of Fiscal Year 2024.
Paul McFadden, President YSU Foundation will report.

- D. New Business**
- E. Adjournment**

*Item listed under the Consent Agenda requires Board approval; however it may be presented without discussion as this item includes only non-substantive changes.



**YOUNGSTOWN
STATE
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**RESOLUTION TO MODIFY
SOCIAL MEDIA USE ON OFFICIAL AND AFFILIATED UNIVERSITY SITES
POLICY 3356-4-09.1**

WHEREAS, University Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of the University Policy stated above and attached hereto.

**Board of Trustees Meeting
March 7, 2024
YR 2024-**

3356-4-09.1 Social media use on official and affiliated university sites.

Responsible Division/Office: Office of Marketing and Communications
 Responsible Officer: AVP of University Relations
 Revision History: June 2014; March 2019; March 2024
 Board Committee: Institutional Engagement
 Effective Date: ~~March 7, 2019~~ March 7, 2024
 Next Review: 2024, 2029

- (A) Policy statement. The university recognizes the importance of social media as an evolving technology to communicate relevant information and enhance the university's reputation and profile.
- (B) Purpose. To provide guidance for current and future use of official and affiliated university social media sites.
- (C) Scope. This policy applies to individuals including university faculty, staff, volunteers and students, including student employees, who create or contribute to official or affiliated university social media sites.
- (D) Definitions.
- (1) "Social media" - Internet-based - internet-based applications, websites, platforms, blogs, wikis, networks, and mobile-based technologies that enable users to create and share information.
 - (2) "Official university social media site" - Any - any social media sponsored, controlled, or managed by a university college, school, department, program, office, or unit.
 - (3) "Affiliated social media site" - Any - site social media created as part of an individual's work or university responsibilities or by a university-sponsored organization as part of its activities.
 - (4) "Post" - Publication - publication of content in any form on social media.
- (E) Parameters.

- (1) The university's office of marketing and communications shall establish, and when appropriate, revise guidelines and/or best practices for university-sponsored and affiliated social media sites. (Please refer to the office of marketing and communications/marketing webpage).
- (2) University sponsored and affiliated social media sites and postings are subject to all applicable state and federal regulations such as the Family Educational Rights and Privacy Act ("FERPA") and copyright rights, university policies, guidelines, and best practices established by the office of marketing and communications, and "The Code of Student Rights, Responsibilities, and Conduct."
- (3) Individual departments, colleges, programs, or administrative offices may establish additional guidelines specific to their areas of study or responsibilities. However, these guidelines must be reviewed and approved by the university's information technology department and office of marketing communications prior to implementation.

Youngstown State University Foundation
Gift Processing Summary

| | Second Quarter | | | Year-to-Date | | |
|---|-----------------------|-----------------------|---------------------------------|-----------------------|-----------------------|---------------------------------|
| | <u>FY'24</u> | <u>FY'23</u> | <u>Difference FY24/FY23</u> | <u>FY'24</u> | <u>FY'23</u> | <u>Difference FY24/FY23</u> |
| Development (New Gifts and New Pledges): | | | | | | |
| YSU | \$2,120,736.56 | \$1,196,417.30 | \$924,319.26 | \$3,511,739.45 | \$2,141,343.22 | \$1,370,396.23 |
| YSUF | \$2,063,671.67 | \$1,198,735.94 | \$864,935.73 | \$3,106,936.06 | \$3,825,758.43 | -\$718,822.37 |
| Total Development (New Gifts and New Pledges) | \$4,184,408.23 | \$2,395,153.24 | \$1,789,254.99 | \$6,618,675.51 | \$5,967,101.65 | \$651,573.86 |
| Planned Giving/Charitable Gift Annuities | \$200,000.00 | \$870,000.00 | -\$670,000.00 | \$490,000.00 | \$870,000.00 | -\$380,000.00 |
| Pledge Payments (For Pledges Currently or Previously Included as Development): | | | | | | |
| YSU | \$965,681.35 | \$596,818.75 | \$368,862.60 | \$1,226,772.50 | \$773,516.25 | \$453,256.25 |
| YSUF | \$550,850.52 | \$1,361,626.12 | -\$810,775.60 | \$618,193.80 | \$1,962,957.44 | -\$1,344,763.64 |
| Total Pledge Payments | \$1,516,531.87 | \$1,958,444.87 | -\$441,913.00 | \$1,844,966.30 | \$2,736,473.69 | -\$891,507.39 |
| Number of Gifts | | | | | | |
| New Gifts | 1,567 | 1,777 | -210 | 2,007 | 2,183 | -176 |
| Pledges | 35 | 35 | 0 | 43 | 40 | 3 |
| Payments | 107 | 120 | -13 | 184 | 200 | -16 |
| Planned Gifts/Charitable Gift Annuities | 1 | 3 | -2 | 3 | 3 | 0 |