



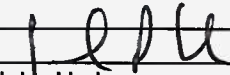
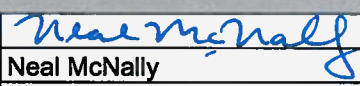
**YOUNGSTOWN
STATE
UNIVERSITY**

Template for Strategic Investment Funding Proposals, FY 2018
Proposals must be submitted to the YSU Budget Office, no later than February 1, 2018

Section I: Proposal name and contact information

Title / name of proposal:	Campus signage replacement project
Contact person name and title:	John Hyden, Associate VP for Facilities
E-mail address:	jphyden@ysu.edu
Phone number:	x 3235

Section II: Approvals of the appropriate College Dean and/or Division Officer

To certify that the proposal is aligned with the strategic objectives of the department, college or division, signature approvals are required by the appropriate Department Chair or Director, College Dean, and/or area division officer, i.e., Provost, Vice President, Associate VP.	
Signature of Dept. Chair or Director:	
Name (printed/typed):	John Hyden
Title:	Associate Vice President, Facilities
Date:	1-31-18
Signature of Dean (if applicable):	
Name (printed/typed):	
Title:	
Date:	
Signature of Division Officer:	
Name (printed/typed):	Neal McNally
Title:	Vice President / CFO
Date:	1-31-18



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Section II: Description of the proposal and its alignment with the YSU 2020 Strategic Plan

Please summarize the proposal and specify how it aligns with the YSU 2020 Strategic Plan.

This proposal aligns directly with the Accountability & Sustainability cornerstone of the YSU 2020 Strategic Plan, and particularly Theme 3: Facilities Health. The university's 40-year old exterior signage has exhausted its useful life and is no longer aesthetically pleasing to students and prospective students, faculty, staff, alumni and visitors to campus. This proposal would not only replace the university's existing exterior sign system but also add new vehicle and pedestrian wayfinding signs that do not presently exist. Examples of what the new exterior signs would look like are attached to this proposal. With a proposed budget of \$528,000, approximately 100 exterior signs would be installed as follows:

15 vehicular wayfinding signs: \$78,000
12 pedestrian wayfinding signs: \$50,000
65 building signs: \$275,000
5 campus kiosks: \$125,000

Section III: Shared governance and stakeholder engagement

Was the proposal developed collaboratively and with input from all stakeholders? Please describe the process used to develop your proposal.

Yes, this proposal was discussed with and is supported by the Physical Plant Advisory Council, as well as the university's Space Utilization Executive Committee. These groups would continue to advise on the priority order regarding which signs would be replaced first, i.e., priority for academic buildings.



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Section IV: Return on Investment

If applicable, describe how the proposal may generate new revenue to support related expenses or other strategic initiatives. If there are benefits other than revenue-generation, whether tangible or otherwise, you may also describe those.

Evidence exists that strongly suggests that campus "curb appeal" has a significant role in a prospective student's decision whether to attend a certain college or university. Parents and students are much more likely to favorably view YSU as a viable option when campus grounds are neatly cared for, and if campus can be easily navigated. The first impression of a prospective student visiting campus for the first time is very likely to be influenced by his/her perception of how the campus looks and feels. In this way, this proposal would augment the university's student recruitment efforts, thereby helping to sustain YSU's most important revenue stream.

The 5 campus kiosks included in this proposal would display a campus map and a message center that could promote programs and events at YSU, and provide opportunities to generate revenue through advertising sales.

Section V: Proposed funding amount requested (NOTE: Available strategic investment funds are one-time dollars left over from the prior fiscal year. Consequently, proposals requiring multi-year funding will require additional consideration.)

Single year funding request:	\$ 528,000.00		
Multi-year funding request (if applicable):	\$	No. of years:	

Section VI: Space utilization and/or modification

If applicable, describe any special and/or additional building or space requirements that would be needed to pursue your proposal.

Approximately 100 signs on campus would be removed and replaced with new signage. Signs for academic buildings would be given first priority. In most, if not all cases, the new signs would be installed in the same location as existing signs.



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Section VII: Personnel costs / additions

If applicable, explain any additional costs associated with the need to add staffing and/or faculty resources required to pursue your proposal.

There are no additional personnel costs associated with this proposal. Like all campus construction projects, YSU would follow a competitive bidding process to select an outside vendor to perform this work.

Section VIII: Enterprise risk management

If applicable, describe the risk mitigated by your proposal, or the risk elevated if your proposal is not funded.

An inadequate wayfinding and signage system creates risks related to student recruitment, students' and visitors' ability navigate campus, etc. This proposal would completely mitigate such risks.

In addition, replacing signage campus-wide, as a single project, ensures consistent and acceptable use of university logos, trademarks and facility standards that might otherwise be absent in a decentralized or fragmented approach.

