



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:	Replacement of the Interlocking YSU atop the AT&T Tower
Contact person name and title:	Ross Morrone
E-mail address:	rlmorrone@ysu.edu
Phone number:	(330) 941-1424

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):	
Title:	
Date:	
Signature of Dean (if applicable):	
Name (printed/typed):	
Title:	
Date:	
Signature of Division Officer:	<i>Shannon Tirone</i>
Name (printed/typed):	Shannon Tirone
Title:	ASP University Relations
Date:	1/29/18

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.

In 2009, Youngstown State worked in collaboration with AT&T to place the interlocking YSU logo atop the tower located on campus. This logo, although in-use at the time of installation, has since become a legacy logo outlined in our Visual Standards Guidelines (2016):

"The YSU Legacy Logo, otherwise known as the "Interlocking YSU" is a logo that has identified the University for many years; however, as an update to the brand image, its use has been discontinued. The Legacy Logo should no longer be used in any new designs or publications."

The University as a whole has moved towards using the block 'Y' as the main identifier in our branding and marketing. This Y is an easy identifier to our campus, and is widely used in our 'Y and Proud' branding in the region. This adaptation has also impacted internal entities on campus, including department, college and administrative logos.

In alignment with the YSU 2020 Strategic Plan, this change would help establish the block 'Y' as a brand marking even more to campus visitors. We have received a proposal (attached) to replace the legacy YSU logo atop the AT&T tower. The cost for production and replacement is \$36,028.

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.

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.

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:

\$ 36,028

Multi-year funding request (if applicable):

\$0

No. of years:

Section VIII: Enterprise risk management

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

As we continue to work towards a cohesive brand strategy on campus, having the interlocking YSU in view of the University and downtown creates confusion on the use of this logo. By not changing this visual, we do not mitigate this confusion nor brand ourselves properly.

Sales Agreement



• Theatre Marquees

• Fixtures

NEON SIGNS

1400 MAHONING AVE.

P. O. BOX 2413

YOUNGSTOWN, OHIO 44509

Phone No. (330) 799-3205

Fax No. (330) 799-3024

PROPOSAL SUBMITTED TO Shannon Tirone		PHONE 330-941-3732	DATE 12/19/17
STREET One University Plaza		JOB NAME YSU Tower	
CITY, STATE AND ZIP CODE Youngstown, OH 44555		JOB LOCATION	
ARCHITECT	DATE OF PLANS	JOB PHONE	

We hereby submit specifications and estimates for:

Remove Panels on AT&T Tower with YSU illuminated letters.
Reinstall existing background panels that will support new Y's
Furnish and install Four single face flush wall mount letter "Y's"
on existing metal backgrounds for each side of Tower.

Y-LOGO Per Youngstown State University's Logo. Letters to be
96" tall by 12'-9.5" wide by 5" deep. (per drawing provided by
Jenkins dated 11/29/17).

Letters will be front internally illuminated with white LEDs for front
illumination. Plastic faces high impact polycarbonate with second
surface painted graphics. Plastic to be retained on cabinet with
aluminum.

Total Price..... \$29,408.00

Jenkins will furnish 125' crane to remove and install new
signs.

Total Price..... \$ 6,620.00

We Propose hereby to furnish material and labor — complete in accordance with above specifications, for the sum of:

Thirty Six Thousand Twenty Eight and 00/100..... dollars (\$ 36,028.00)

Payment to be made as follows:

Above prices plus Ohio state sales tax and permits.

Deposit: PO required.

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Authorized Signature **Mark Lysowski**

Note: This proposal may be withdrawn by us if not accepted within **30** days.

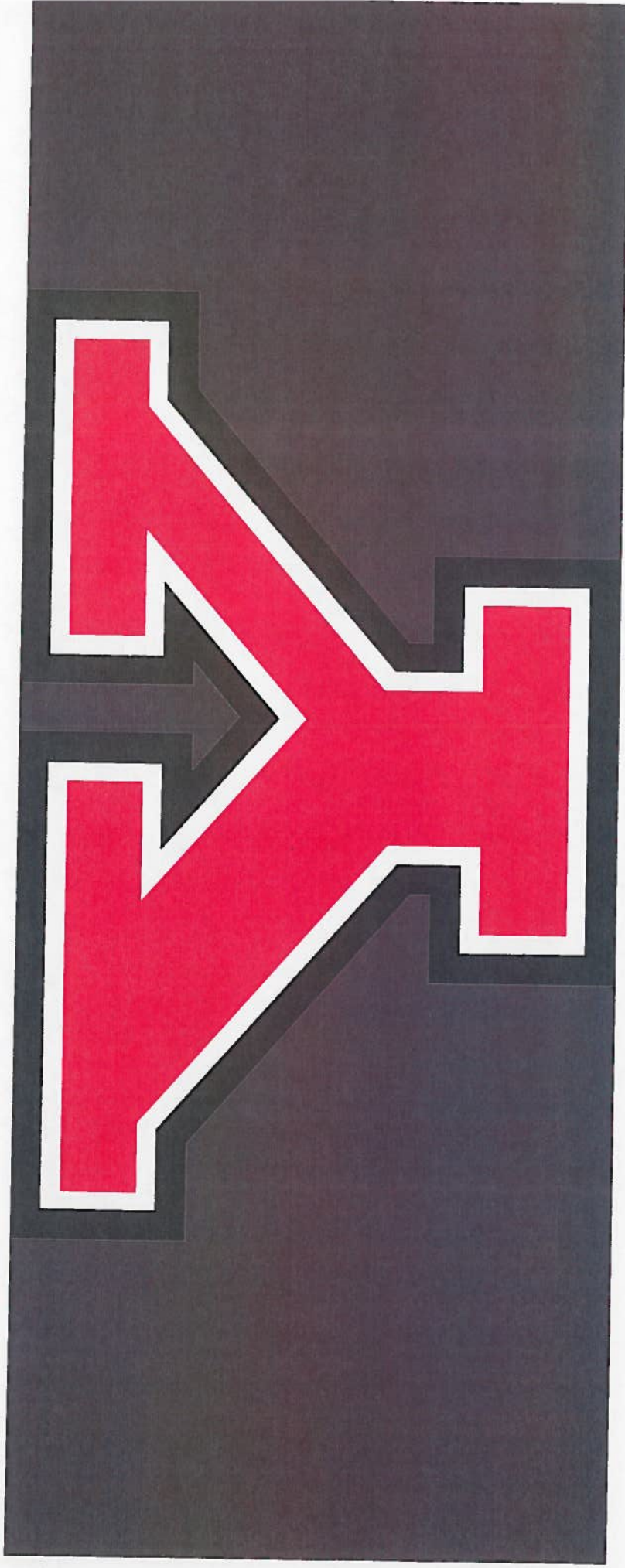
Acceptance of Sales Agreement — Buyer agrees to the terms of payment and the security agreement provided for herein and in Paragraph 7 on the reverse side of this Agreement.

Date of Acceptance: _____

BUYER: _____
Company _____

Signature _____

21'-4"



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SIGN CO., INC. IT IS SUBMITTED BY
SOLELY FOR YOUR PERSONAL USE, IN
BY THE JENKINS SIGN CO. INC. IT IS