

# YSU 2020

## Cornerstone on Regional Engagement Executive Summary March 2014

The Regional Engagement Cornerstone team of YSU's 2020 Strategic Planning Initiative is pleased to provide the following update since the last report in December 2013. This summary discusses progress namely in the areas of continuing efforts in reducing barriers to establish partnerships with YSU and diversity programming and outreach efforts. Successes in other initiative areas are mentioned as well.

Since the last meeting, members of the Regional Engagement Cornerstone Team have assembled updated metrics as described in Appendix B of the YSU 2020 Strategic Plan. This information will be presented by Scott Evans, Vice President of University Advancement, at the Audit Committee Meeting on February 20, 2014.

As described in December, it was decided that the focus would be placed on exploring barriers to academic partnerships with community colleges. As our recruiting demographic changes, a renewed importance will likely be placed on our positive and mutually beneficial relationships with two-year institutions. A task force has convened to address this challenge and has identified four primary components: 1) Faculty collaboration between the respective institutions is critical; 2) We should conduct a study to assess programs at the partner and host institution for program congruence; 3) We must streamline the transfer and articulation process; and 4) We must broaden and formalize our relationship with Eastern Gateway Community College. We are now reviewing the construct of possible Dual Admission agreements, to begin with Eastern Gateway Community College, as well as master agreements for transfer equates.

The Task Force for Diversity Programming was convened on September 10, 2013. The Task Force is comprised of college deans and/or a representative from each college who has been identified by the dean. Members of the Task Force will meet as needed throughout the 2013-2014 academic year to find ways that each college can support the Strategic Plan's commitment to diversity and inclusiveness. The focus areas are: Themes and Board Metrics, 2020 Metrics, Priorities, Initiatives, Resources, Who and Timelines. The Task Force will strive for intentional planning for diversity programming relative to the Strategic Plan: Regional Engagement Cornerstone. A Regional/Cultural Engagement Demographic Survey was drafted to gather data (e.g., gender, age, residence, ethnicity/race) and is still under review.

Earlier reported successes in other initiative areas include the following should be noted again:

- Youngstown State University and the Youngstown Warren Regional Chamber were recognized for their collaboration in developing the relationship with Siemens Corp. that led to a \$440 million in-kind software grant to YSU, at the Ohio Economic Development Association 2013 Annual Summit in Columbus.
- In July, the Youngstown Business Incubator ranked No. 11 out of 150 incubators worldwide on a list of the best university-affiliated incubators in the world. The University Business Incubator Index, based in Stockholm, compiled the list.

- The University collaborated with NASA Glenn and MAGENT- The Manufacturer's Advocacy and Growth Network – to conduct a “NASA Roadshow” event to assist local manufacturers in solving technical challenges. That event will be held December 5, 2013 at Kilcawley Center.
- The Athletic Department will begin investigating a third party to assist in the sales of football and basketball tickets.
- The new video scoreboard in Beeghly Center will enhance marketing and fundraising capabilities.
- A 10% increase in external funding for athletics was secured over the past year.
- The College of Creative Arts and Communication initiated several programs and collaborations to increase audience diversity.

The Cornerstone team is discovering a significant amount of new evidence of ways that YSU is actively engaging the region through the recent inclusion of leaders from the areas of marketing, communicating, alumni and events, diversity and multicultural affairs, the College of STEM and Bitonte College of Health and Human Services. The team will continue to discuss ways to track the new data and incorporate it into appropriate metrics.