

YOUNGSTOWN STATE UNIVERSITY

BOARD OF TRUSTEES INSTITUTIONAL ENGAGEMENT COMMITTEE Anita A. Hackstedde, Chair Allen L. Ryan, Jr., Vice Chair All Trustees are Members

Wednesday, December 6, 2023 2:00 p.m. or immediately following previous meeting Tod Hall Board Meeting Room

AGENDA

- A. Disposition of Minutes for Meeting Held September 19, 2023
- **B.** Old Business
- C. Committee Items

1. Institutional Engagement Discussion Items

Tab C.1.a. = Tab 1	a. YSU Foundation Quarterly Gift Report The YSU Foundation received 440 outright gifts and 8 pledges totaling \$2,434,267.28, pledge payments totaling \$328,434.43 and 2 new planned gift commitments totaling \$290,000.00 for the first quarter of Fiscal Year 2024. Paul McFadden, President YSU Foundation will report.
Tab C.1.b. = Tab 2	 b. Enrollment as an Enterprise – an initiative undertaken or to be undertaken, especially one that is important or difficult or that requires boldness or energy See https://www.dictionary.com/browse/enterprise Mike Sherman, Vice President Student Affairs, Institutional Effectiveness, and Board Professional will report.
Tab C.1.c. = Tab 3	c. Optimizing Market Share: Thoughts Related to Strategic Actions Ross Morrone, Chief Marketing Officer, Elaine Ruse, Associate Vice President for Student Enrollment and Business Services, and Jennifer Pintar, Vice Provost will

- Tab C.1.d. = Tab 4d. Pursuing the Carnegie Community Engaged University DesignationAmy Cossentino, Associate Provost and Dean of the Sokolov Honors
College will report.
 - **D.** New Business

report.

E. Adjournment

Youngstown State University Foundation Gift Processing Summary

		First Quarter		Year-to-Date			
			Difference			Difference	
	<u>FY'24</u>	<u>FY'23</u>	FY24/FY23	<u>FY'24</u>	<u>FY'23</u>	FY24/FY23	
Development (New Gifts and I	New Pledges):						
YSU	\$1,391,002.89	\$944,925.92	\$446,076.97	\$1,391,002.89	\$944,925.92	\$446,076.97	
YSUF	\$1,043,264.39	\$2,627,022.49	-\$1,583,758.10	\$1,043,264.39	\$2,627,022.49	-\$1,583,758.10	
Total Development (New Gifts							
and New Pledges)	\$2,434,267.28	\$3,571,948.41	-\$1,137,681.13	\$2,434,267.28	\$3,571,948.41	-\$1,137,681.13	
Planned Giving/Charitable Gift Annuities	\$290,000.00	\$0.00	\$290,000.00	\$290,000.00	\$0.00	\$290,000.00	
Pledge Payments (For Pledges	Currently or Previo	ously Included as D	evelopment):				
YSU	\$261,091.15	\$176,697.50	\$84,393.65	\$261,091.15	\$176,697.50	\$84,393.65	
YSUF	\$67,343.28	\$601,331.32	-\$533,988.04	\$67,343.28	\$601,331.32	-\$533,988.04	
Total Pledge Payments	\$328,434.43	\$778,028.82	-\$449,594.39	\$328,434.43	\$778,028.82	-\$449,594.39	
Number of Gifts							
New Gifts	440	406	34	440	406	34	
Pledges	8	5	3	8	5	3	
Payments	77	80	-3	77	80	-3	
Planned Gifts/Charitable Gift Annuities	2	0	2	2	0	2	

ENROLLMENT ENTERPRISE FRAMEWORK

WHAT IS AN ENROLLMENT ENTERPRISE?

A multifaceted ecosystem designed to streamline and enhance the process of attracting, enrolling, and retaining students. It integrates various functional areas that work in concert to create a seamless experience for prospective and current students.



THE GOAL: TO IMPROVE THE INSTITUTION'S ABILITY TO ATTRACT AND RETAIN STUDENTS. What are we trying to solve?

Better Coordinated Strategies and KPIs linked to financial needs of the institution.

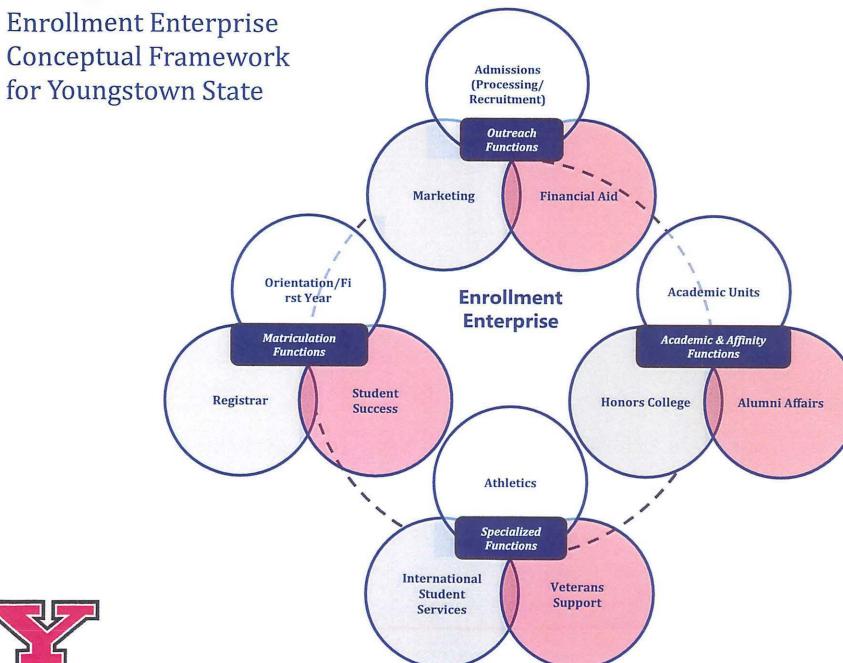
Clarity of roles and responsibilities for key stakeholders

Tech and Data integration opportunities

Staffing Assessment



FACE TO FACE

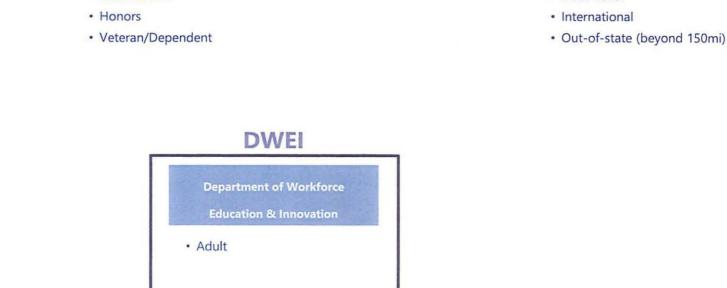


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AUDIENCE AND MARKET OPPORTUNITIES

FTIC	Transfer	Online	Pathfinders
First Time In College Freshman	Transfer	Online (100%)	Pathfinders
Athletes	Athletes	Non-athlete	College Comeback
Non-athletes	Non-athletes	 Veteran/Dependents 	Some College, No Degree
International	International	25 J	Debt Relief
• Honors	Honors		International
and the second se			

Veteran/Dependent





AUDIENCE & ENROLLMENT ENTERPRISE ALIGNED WITHIN OUR MARKET OPPORTUNITIES

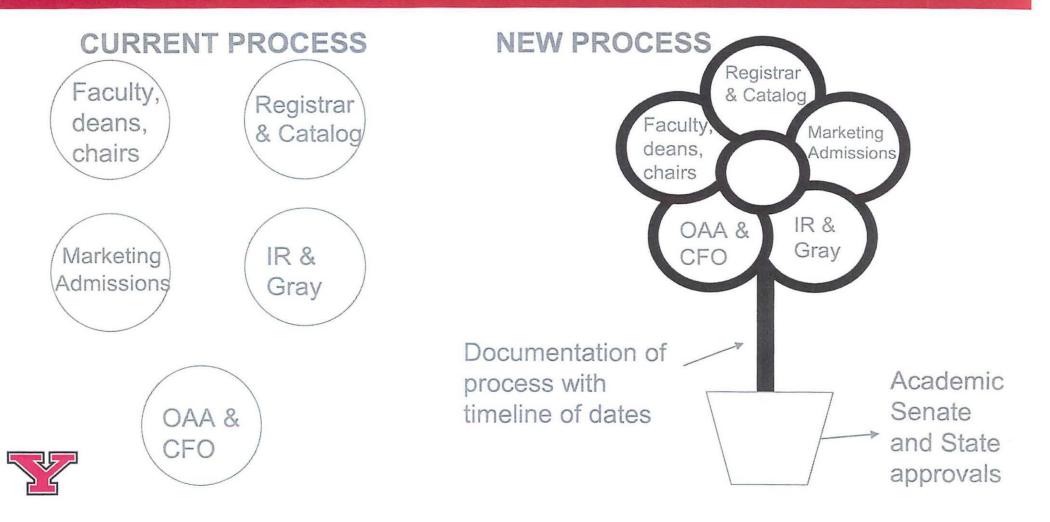


WHAT'S NEXT FOR YOUNGSTOWN STATE UNIVERSITY'S ENROLLMENT ENTERPRISE?

- Clear, precision-defined leadership roles that bolster the synergy across departments.
- Streamlined matriculation process, ensuring each student's transition into the University is catered for with an all-encompassing support system.
- An evaluation and a realignment of staffing levels to meet the robust demands of enrollment goals, ensuring no team is overburdened and service to our key stakeholders, the students, remains high.
- Data-driven decision-making by integrating CRM Recruit with our existing tech infrastructure, paving the way for a data governance model that is insightful and responsive.
- And most importantly, a structure of adaptive agility, capable of adjusting to the evolving needs of our diverse student body, our specialized groups, and the shifting landscapes of higher education.

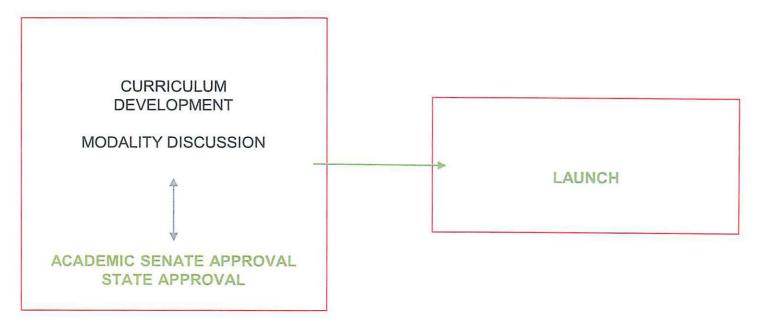


Coordinated Curricular Efforts for Enrollment Enterprise



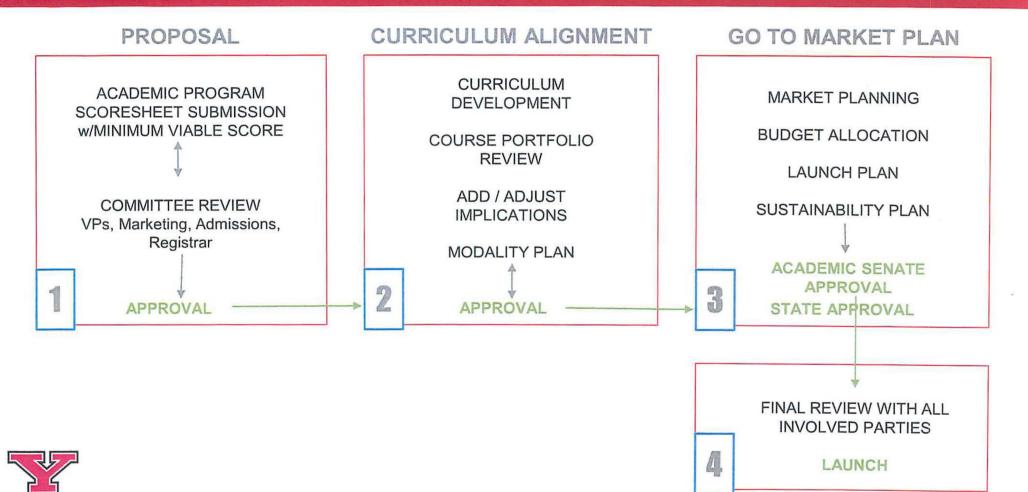
CURRENT CURRICULUM PROCESS

WHAT'S MISSING?





COLLABORATIVE 4-STEP CURRICULUM PROCESS



STEP 1: PROGRAM EVALUATION RUBRIC

Student Demand ¹ Employment ² Google Search ³ CIP code search ⁴ Graduates ⁵ Competitive Intensity ⁶ Gray 7 #Faculty ⁸ Value Value Value Value Value Value Value Value National Completion ⁹ BLS Growth ¹⁰ 3-year CAGR ¹¹ SCH previous AY ¹² FT overload spend ¹³ Reassigned time (Total) ¹⁴ PT faculty spend ¹⁵ # Majors ¹⁶ Value Value Value Impact Impact (include how this program is tied to the Strategic Plan and YSU's mission and vision):	Student	The second second second second second	Program: CIP code:					Degree Level: Modality:				
National Completion 9BLS Growth103-year CAGR11SCH previous AY12FT overload spend13Reassigned time (Total)14PT faculty spend15# Majors16ValueValueImage: Cage of the second sec	and the second	Employment ²		and the second second second second	Graduates ⁵		Gray ⁷	#Faculty ⁸				
Completion 9 CAGR ¹¹ AY ¹² spend ¹³ time (Total) ¹⁴ faculty spend ¹⁵ Value Value Value Value Value Value Value Rationale for program ¹⁷ : Value Value Value Value Value Value	value	value	value		value	value	valu	8				
Rationale for program ¹⁷ :		BLS Growth ¹⁰					faculty					
Rationale for program ¹⁷ :	value	value	value									
	Impact (includ	e how this prog	am is tied t	o the Strategic	Plan and YSL	J's mission and	vision):					
		Value National Completion ⁹ Value Rationale for p	ValueNational Completion 9BLS Growth10ValueValueValueRationale for program17:	ValueValueNational Completion 9BLS Growth 103-year CAGR11ValueValueValueValueValueValueRationale for program 17:	ValueValueNational Completion 9BLS Growth103-year CAGR11SCH previous AY12ValueValueValueValueValueValue	ValueValueValueNational Completion 9BLS Growth103-year CAGR11SCH previous AY12FT overload spend13ValueValueValueAY12FT overload spend13ValueValueValueValue	ValueValueValueValueNational Completion 9BLS Growth103-year CAGR11SCH previous AY12FT overload spend13Reassigned time (Total)14ValueValueValueAY12FT overload spend13Reassigned time (Total)14ValueValueValueAY12FT overload spend13Reassigned time (Total)14ValueValueValueValueAY12FT overload spend13Reassigned time (Total)14ValueValueValueValueAY12FT overload spend13Reassigned time (Total)14Rationale for program17:	ValueValueValueValueValueValueNational Completion 9BLS Growth103-year CAGR11SCH previous AY12FT overload spend13Reassigned time (Total)14PT faculty spend15ValueValueValueValueImage: Completion of the spend13Reassigned time (Total)14PT faculty spend15				

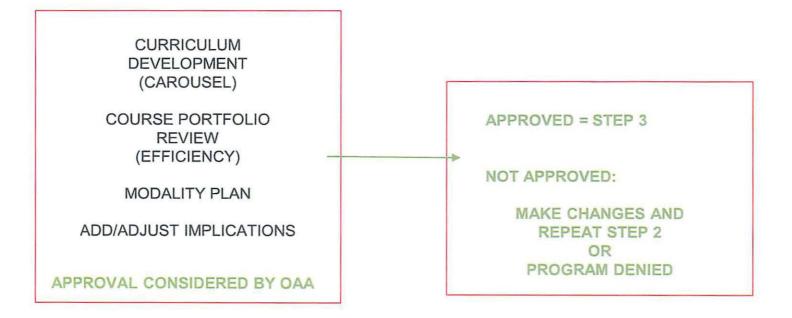
Student Demand:	
² Employment:	2
³ Google Search:	llen
⁴ CIP code search:	
⁵ Graduates: average number of gradu	ates
over past 3 years (within 100-150-mil	e radius
if new program; average if current pro	ogram)
⁶ Competitive Intensity:	
⁷ Gray:	
⁸ Faculty: Number of current faculty t	hat
teach in this subject code/major	
⁹ National Completion Rates:	
¹⁰ BLS Growth:	
¹¹ 3-year CAGR:	
¹² SCH Previous AY: SCH previous AY fo	or this
subject code/major (only if current m	ajor)
¹³ FT Overload Spend: Amount spent o	n
overload for FT faculty past AY (only i	f
current major)	
14Total reassigned time within subject	
code/major from previous AY (only if	current
major)	
¹⁵ PT faculty spend: Amount spend on	
faculty for this subject code/major (or	nly if
current major)	
¹⁶ Number of Majors: Number of majo	rs for
this subject code/major (only if currer	nt
major)	
¹⁷ Rationale for Program:	

PROGRAM EVALUATION SCORING RUBRIC - NEW & EXISTING

*Use with Rationale for Position										
Student Demand:	Student Demand: (data explanation)									
Value 1	Value 2	Value 3	Value 4	Value 5						
Employment: (dat	Employment: (data explanation)									
Value 1	Value 2	Value 3	Value 4	Value 5						
Google Search: (d	Google Search: (data explanation)									
Value 1	Value 2	Value 3	Value 4	Value 5	2					
CIP Search Code:	CIP Search Code: (data explanation)									
Value 1	Value 2	Value 3	Value 4	Value 5						
Graduates (data e	Graduates (data explanation)									
Value 1	Value 2	Value 3	Value 4	Value 5						



STEP 2: CURRICULUM ALIGNMENT





STEP 3: PROGRAM TO MARKET SCORECARD



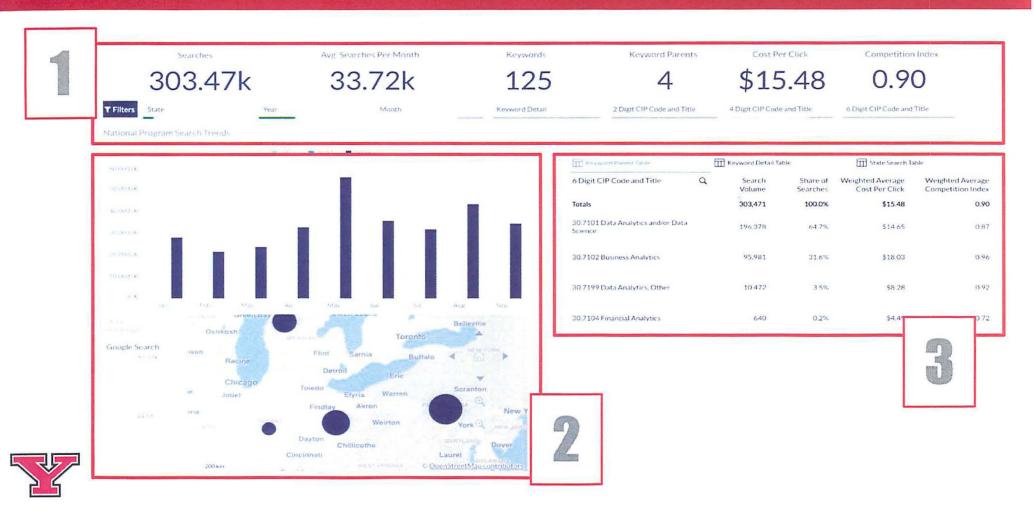
STEP 3: PROGRAM IN-MARKET DATA







STEP 3: PROGRAM SEARCH DATA



STEP 3: PROGRAM ECONOMIC DATA

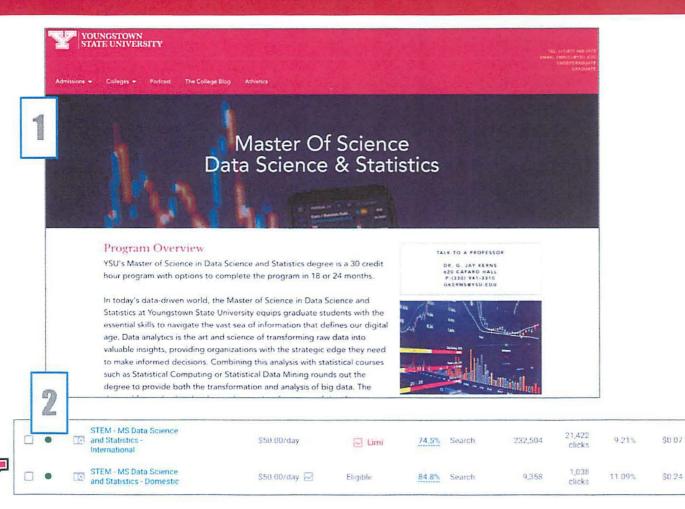


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					2021-22	Economics					
Gross Revenue	Gross Revenue SCH	Discounts*	Discounts*SCH	Discount Rate*	Net Revenue	Net Revenue SCH	Total Cost*	Cost per SCH*	Benchmark Cost per SCH	Contribution	Contribution SCH
\$2,175,490	\$358	\$255,209	\$42	12%	\$2,762,007	\$455	\$602,422	\$99	\$143	\$2,159,585	\$356
\$1,617,546	\$491	\$178,256	\$54	11%	\$2,024,091	\$614	\$427,896	\$130	\$234	\$1,596,195	\$484



STEP 3: PROGRAM GO TO MARKET STRATEGY





\$1,581.05

\$246.34

2,144.31

66 00

SO 74

\$3.73

10.01%

6.36%

STEP 3: PROGRAM KEY PERFORMANCE INDICATORS (KPIS)

ame 💌 First Name 💌 Email Addres	🝸 Funnel Stage	Anticipated Entry Terra	Submitted 💌 Application 💌 Academic Level	YSU Primary Kacademic Program of Interest	T Current Prima Application W	Citizenship St
	Application Submitted	Fall 2023	1/30/23 ef625b2280917a Graduate Semester	Data Analytics (Certificate) - Online	No	Citizen
	Application Submitted	Fall 2023	2/8/23 7473c0cbffbc05E Graduate Semester	Data Analytics (Certificate) - Online	No	Citizen
Personal Info	Enrolled	Summer 2023	2/20/23 d1a3ae932f2082 Graduate Semester	gkerns@ysu.edu Data Analytics (Certificate) - Online	Accepted - Regu No	Citizen
	Admit	Fall 2023	5/15/23 1597602fb615a4 Graduate Semester	gkerns@ysu.edu Data Analytics (Certificate) - Online	Accepted - Nond No	Citizen
	Application Complete	Fall 2023	5/19/23 ab2afae759aa0d Graduate Semester	Data Analytics (Certificate) - Online	Yes	Citizen
	Application Submitted	Spring 2024	7/13/23 35ead55fde2455 Graduate Semester	Data Analytics (Certificate) - Online	No	Citizen
	Enrolled	Spring 2024	7/17/23 2db577485bac04 Graduate Semester	gkerns@ysu.edu Data Analytics (Certificate) - Online	Accepted - Nond No	Citizen
	Enrolled	Fall 2023	7/19/23 415d9dae9a465t Graduate Semester	gkerns@ysu.edu Data Analytics (Certificate) - Online	Accepted - Nond No	Citizen
	Application Submitted	Spring 2024	10/5/23 eeaf8ed1407e2f Graduate Semester	Data Analytics (Certificate) - Online	No	Citizen
	Admit	Spring 2024	10/25/25 19e3f015be4b1a Graduate Semester	gkerns@ysu.edu Data Analytics (Certificate) - Online	Accepted - Nond No	Citizen
	Application Complete	Fall 2024	11/11/23 4pf772216b9b1b Graduate Semester	gkerns@ysu.edu Date Analytics (Costificate) Online	Ma	Citizen
	Application Submitted	Fall 2024	11/7/23 f Sd73ca9cf883E Graduate Semester	Data Science and Statistics (MS)	No	Non-Citizen
	Application Submitted	Fall 2024	11/8/23 b 972818111f65 Graduate Semester	Data Science and Statistics (MS)	No	Non-Citizen
	Admit	Fall 2024	11/9/23 3p3d5ede72b835 Graduate Semester	gkerns@ysu.c Iu Data Science and Statistics (MS)	Accepted - Reg/INo	Non-Citizen
	Application Submitted	Fall 2024	11/13/23 5 8c597f10c20ef Graduate Semester	Data Science and Statistics (MS)	Yes	Non-Citizen
	Application Submitted	Fall 2024	11/14/23 63c35d4083509e Graduate Semester	Data Science and Statistics (MS)	No	Non-Citizen
	Application Complete	Fall 2024	11/15/23 arff46c995cc9fd Graduate Semester	gkerns@ysu.e iu Data Science and Statistics (MS)	No	Non-Citizen



HOW THIS PROCESS WILL TRANSFORM PROGRAMMING

Strategic Alignment: Our new programs must be meticulously designed to align with our Strategic Plan, positioning us to take charge of our future by anticipating and shaping the market trends and employment landscapes our students will enter.

Inspiration and Enrichment: By introducing programs that resonate with contemporary student interests and industry needs, we aim to inspire a new generation of learners and enrich their academic experience.

Academic Master Plan Fulfillment: The introduction of each new program is a step toward the realization of our Academic Master Plan, ensuring that our educational offerings are both strategic and intentional.

Mitigating Academic Drift: This approach actively reduces the potential for academic drift by maintaining a focused and relevant curriculum that is regularly evaluated for its alignment with our core academic



Community Engagement

December 6, 2023 YSU Board of Trustees Meeting Amy Cossentino



YOUNGSTOWN STATE UNIVERSITY



Updates

- Carnegie Foundation Elective Classification for Community Engagement Update
 - Self-Study
 - Carnegie Reviewer Visit
 - Next Steps
- Office of Community Engagement
 - Partnerships with Faculty
 - Current Grants with Community
 - Consultation
 - Evaluation
- YSU PenguinPulse 2023-24 Academic Year Progress Report





Community Engagement Council

- Heather Belgin, Alumni & Events
- Emilie Brown, College of Science, Technology, Engineering & Mathematics
- Jeff Buchanan, English & World Languages
- Elizabeth Cianciola, Office of Community Engagement
- Amy Cossentino, Office of Academic Affairs
- Jaelyn Farris, Psychological Sciences & Counseling
- Mollie Hartup, Sokolov Honors College
- David Janofa, Center for Workforce Education and Innovation
- · Alison Kaufman, Institute for Teaching and Learning
- Tyler Mettille, Athletics
- Andrea Tharp, Sokolov Honors College, YSU PenguinPulse
- Amy Weaver, Nursing
- Jessie Wright, Lariccia School of Accounting and Finance



Office of Community Engagement Partnerships

Office of Community Engagement	Amount	Timeline
Partnerships with Faculty:		
 Ohio Educators Workforce Shortages Grant- Marcia Matanin, Pl Math and Literacy Tutoring Grant- Mandy Wallace, Pl and Jessie Jones 	\$200,000 \$481,416	3/24/22-6/30/24 5/27/22-6/30/24
Current Grants with the Community:		
21 st Century Community Learning Center Grants (21 st CCLC)		
 Renewal: Brookfield Elementary (James Juergensen, Evaluator) Renewal: Girard Intermediate (Jaelyn Farris, Evaluator) Renewal: Girard Junior/ Senior High (Jaelyn Farris, Evaluator) 	\$200,000 \$200,000 \$200,000	7/1/23- 6/30/24 7/1/23- 6/30/24 7/1/23- 6/30/24
Lordstown Summer Create Grant	\$357,888	4/1/22-6/30/24
Consultation Work:		
 Cadence Care Network- Niles Afterschool Expand Grant Cadence Care Network- Niles Summer Create Grant Ohio Urban Renaissance- Afterschool Expand Grant 	\$23,524 \$15,000 \$24,000	2/1/23-6/30/24 2/1/23-6/30/24 2/1/23-6/30/24
Evaluations:		
 Ohio Commission on Minority Health Research and Evaluation Panel CDC REACH Grant Evaluation-Nicolette Powe, PI 	\$9,500 *TBA*	1/1/23-12/31/23
Pending Evaluation Contracts (waiting for signature):		
 United Way 21st CCLC Grant Evaluation- Austintown Youngstown Office on Minority Health Evaluation 	\$8,534 \$4,000	7/1/23- 6/30/24 10/1/23-9/30/24

In Discussion With:

- Goodwill Industries Needs Assessment- Pending contract to begin 1/2024 Evaluation for the Ohio State School for the Blind and Ohio School for the Deaf 21st Century Grant .



Prepared by E. Cianciola, Director Office of Community Engagement 11.25.23

YSU PenguinPulse

YSU Network

- Members (includes YSU students, faculty, staff)
 - o 18,651 total members
 - 1,536 active members this academic year (8%)
 - o 2,915 active members since launch (16%)
 - 2,628 members have logged at least one impact

YSU Subgroups

- 289 subgroups
- 132 subgroups with at least one associated
- 7,707 total volunteers for subgroup events

Affiliate Network

- 103 approved affiliates (community partners)
- 59 active affiliates this academic year (57%)
- 79 active affiliates since launch (77%)

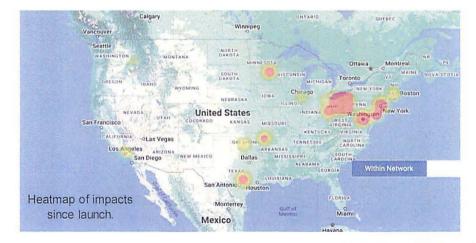
Impacts

- 4,148 impacts this academic year
 - o 3,623 verified
 - o 491 pending verification
 - o 34 disputed
- 15,202 verified hours served
- Economic value of verified impacts: \$433,868.22



Student Reflections

- "I loved getting to support the American Heart Organization and the Go Red for Women Campaign! I am passionate about heart health as I currently work on a cardiac unit in the hospital and see firsthand how important it is to be educated on how to take care of your heart." YSU Student, AHA Go Red for Women Campaign
- "Going to assist this morning put a lot of things in perspective for me. When it was shared that around 450 families and household, it really made me realize the big impact our help was going towards. Also seeing how much food it takes to feed that many people is incredible to see all laid out." YSU Student, United Way of Youngstown/Mahoning Valley, Satur-Day of Caring
- "I was happy to aid in keeping accurate historical records of Theodore Roosevelt's communication in the 1910s. I am passionate about preserving information, and ultimately contributing to informed and thoughtful action." YSU Student, Transcribing Club for the Library of Congress



Prepared by A. Tharp, YSU PenguinPulse 11.25.23

