



YOUNGSTOWN STATE UNIVERSITY

YOUNGSTOWN, OHIO 44503

January 29, 1976

TO THE TRUSTEES OF
YOUNGSTOWN STATE UNIVERSITY

This notice is to advise you that the next regular meeting of Trustees of Youngstown State University will be held on Saturday, February 14, 1976, commencing at 10:00 a.m. in the Kilcawley Art Gallery.

The Kilcawley Art Gallery is to the right as one enters Kilcawley Center from the Spring Street entrance, which is opposite the Elm Street intersection. Rooms 216 and 217, ordinarily used, are involved in the current remodelling of the Center.

The President's office will advise as to the Agenda.

Hugh W. Manchester
Secretary to the Board of Trustees
of Youngstown State University

HWM MM

Copies of the above Notice were mailed on January 29, 1976 to the nine Trustees, the President, and the one news media representative listed on the reverse side of this page.

Hugh W. Manchester
By Marv M Moorhouse

William J. Brown
The Youngstown Vindicator
Vindicator Square
Youngstown, Ohio 44503

Dr. Bertie B. Burrowes
529 North Avenue
Youngstown, Ohio 44502

Edward J. DeBartolo, Jr.
Edward J. DeBartolo Corp.
7620 Market Street
Youngstown, Ohio 44512

Carl L. Dennison
Butler, Wick & Company
6th Floor, Union Natl. Bank Bldg.
Youngstown, Ohio 44503

Dr. Thomas D. Y. Fok
Mosure, Fok & Syrakis Co. Ltd.
City Centre One Building
Youngstown, Ohio 44503

Mrs. Ann L. Isroff (Chairman)
11 Wildfern Drive
Youngstown, Ohio 44505

William J. Lyden
228 Shetland Lane
Poland, Ohio 44514

John M. Newman
1010 Union Natl. Bank Bldg.
Youngstown, Ohio 44503

Fred C. Shutrump, Jr. President
United Construction Company
3749 Mahoning Avenue
Youngstown, Ohio 44515

Dr. John J. Coffelt, President
Youngstown State University
410 Wick Avenue
Youngstown, Ohio 44503

Mr. Ronald D. Clark, Bureau Chief
Beacon Journal
Columbus Bureau
21 East State Street, Room 212
Columbus, Ohio 43215



YOUNGSTOWN STATE UNIVERSITY

YOUNGSTOWN, OHIO 44503

January 29, 1976

Mr. Ronald D. Clark
Beacon Journal
Columbus Bureau
21 East State Street, Room 212
Columbus, Ohio 43215

Dear Mr. Clark:

Enclosed is copy of a formal notice being mailed this day to the Trustees of Youngstown State University, advising of a regular meeting of such Trustees to be held on Saturday, February 14, 1976, commencing at 10:00 a.m. in the Kilcawley Art Gallery, which is located in Kilcawley Center on the campus of the University.

Please note the change in location from that ordinarily used, which was mentioned in Dr. Coffelt's letter of December 15, 1975 to you, in response to your formal request dated December 4, 1975.

Yours very truly,

Secretary to the Board of Trustees

HWM MM
Enclosure

Xc Dr. John J. Coffelt, President
Mrs. Ann L. Isroff, Chairman



YOUNGSTOWN STATE UNIVERSITY
YOUNGSTOWN, OHIO 44555

January 29, 1976

Mr. Everette C. Abram
President YSU-OEA
Youngstown State University
410 Wick Avenue
Youngstown, Ohio 44503

Dear Mr. Abram:

Enclosed is copy of notice being mailed today,
relative to meeting of the Board of Trustees of Youngstown
State University scheduled for Saturday, February 14, 1976
at 10:00 a.m. in the Kilcawley Art Gallery.

Yours very truly,

Hugh W. Manchester

Secretary to the Board of Trustees

HWM MM
Enclosure

Xc Dr. John J. Coffelt, President ✓
Mrs. Ann L. Isroff, Chairman



YOUNGSTOWN STATE UNIVERSITY

YOUNGSTOWN, OHIO 44555

January 29, 1976

Mr. John G. Ingram
1108 Mahoning National Bank Building
Youngstown, Ohio 44503

Dear Mr. Ingram:

Enclosed is copy of notice being mailed today,
relative to meeting of the Board of Trustees of Youngstown
State University scheduled for Saturday, February 14, 1976
at 10:00 a.m. in the Kilcawley Art Gallery.

Yours very truly,

Hugh W. Manchester

Secretary to the Board of Trustees

HWM MM

Xc Dr. John J. Coffelt, President
Mrs. Ann L. Isroff, Chairman

TO: Richard J. Owen, Librarian
Youngstown State University

FROM: Hugh W. Manchester
Secretary to the Board of Trustees

DATE: February 14, 1976

SUBJECT: Minutes of Meeting of Board of Trustees of
Youngstown State University held on
November 22, 1975.

Per Resolution YR 1975-4 I am enclosing xerox copy
of the official minutes referred to above. The original minutes
were approved, signed and attested at today's meeting of the
Board.

Xc President Coffelt
Vice President Edgar
Vice President Alderman
Mrs. Isroff



YOUNGSTOWN STATE UNIVERSITY

YOUNGSTOWN, OHIO 44555

February 14, 1976

Mr. Everette C. Abram, President
YSU Chapter of OEA
Youngstown State University
410 Wick Avenue
Youngstown, Ohio

Dear Mr. Abram:

Enclosed, for your records, please find copy of the Minutes of the Meeting of the Board of Trustees of Youngstown State University held on November 22, 1975. These minutes were approved at today's meeting, and have now been signed by the Chairman and attested.

Yours very truly,

Secretary to the Board of Trustees

HWM MM
Enclosure

Xc Dr. John J. Coffelt, President

MINUTES OF MEETING
of
BOARD OF TRUSTEES
YOUNGSTOWN STATE UNIVERSITY

Kilcawley Center
Saturday, February 14, 1976

Pursuant to Resolution YR 1976-18, adopted at its last regular meeting, and the foregoing Notice which was mailed on January 29, 1976 to all Trustees (with copies to the President of the University, the President of YSU Chapter of OEA, John G. Ingram, Assistant Attorney General of Ohio, and to the one news representative who had requested notice), a regular meeting (forty-eighth) of the Board of Trustees of Youngstown State University convened at 10:00 a.m. on Saturday, February 14, 1976 in Rooms 216-217 in Kilcawley Center (all Trustees and other persons having been notified in writing, or by a person located in the Art Gallery in Kilcawley Center, that the meeting would be held in Rooms 216-217).

Eight Trustees were present at and throughout the meeting: Mrs. Ann L. Isroff, William J. Brown, Edward J. DeBartolo, Jr., Carl L. Dennison, Dr. Thomas D. Y. Fok, William J. Lyden, John M. Newman and Fred C. Shutrump, Jr. One Trustee, Dr. Bertie B. Burrowes, was absent.

Also present were Dr. John J. Coffelt, President, Dr. Earl E. Edgar, Vice President for Academic Affairs, Dr. Karl E. Krill, Vice President for Administrative Affairs, Joseph S. Rook, Vice President for Financial Affairs, Dr. Taylor Alderman, Assistant Vice President for Academic Affairs, Dr. Lawrence E. Looby, Special Assistant to the President, Philip A. Snyder, Director of University Relations, Dr. William O. Swan, Faculty Personnel Administrator, John G. Ingram, Assistant Attorney General, Miss Patricia Davis, Secretary to the President, John Smith, President Greater Youngstown Area AFL-CIO COUNCIL, and Hugh W. Manchester, Secretary to the Board of Trustees; also present were about 20 Deans, members of the Faculty, Students, and representatives of the News Media.

Mrs. Isroff, Chairman of the Board, presided and announced that a quorum was present.

ITEM I - Proof of Notice of Meeting

Evidence to establish that due notice of the meeting had been mailed on January 29, 1976 by the Secretary to each Trustee, to the President of the University, to Donald D. Clark, Bureau Chief of the Beacon Journal, Columbus, Ohio, to John G. Ingram, Assistant Attorney General, and to Everette C. Abram, President, YSU-OEA, was presented and is attached to these minutes. An Agenda and supplemental materials had been furnished by the President's office to each Trustee on or about February 9, 1976, and the President had furnished a copy of the Agenda to Ronald D. Clark.

ITEM II - Minutes of Meeting held November 22, 1975

A copy of the draft of minutes of the 47th meeting of the Board of Trustees held on November 22, 1975 had been mailed on December 10, 1975 to each Trustee, the President, each Vice President, the State Examiner, and to the Assistant Attorney General. There being no corrections or additions suggested, the Chairman declared such minutes were approved as distributed, and the minutes were signed by the Chairman and attested by the Secretary.

ITEM III - Recommendations of the President of the University

(1) Resolution on Faculty/Staff Appointments

Dr. Coffelt commented upon six recent appointments described in Exhibit A attached to these minutes. Upon recommendation of the President, and after a motion which was made by Mr. Shutrump and seconded by Mr. Newman had received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly carried:

WHEREAS, the Regulations of the Board of Trustees direct the President to appoint such employees as are necessary to effectively carry out the operation of the University; and

YR 1976-19

WHEREAS, new appointments have been made subsequent to the November 22, 1975 meeting of the Board of Trustees; and

WHEREAS, such appointments are in accordance with the 1975-76 budget and with the University policy on Equal Employment Opportunity;

NOW, THEREFORE, BE IT RESOLVED that the Board of Trustees hereby ratify and confirm the appointments as listed in Exhibit A attached hereto.

(2) Resolution to Amend Bylaws

Attorney Ingram explained some of the provisions of the so-called "Sunshine Law" which became effective on November 28, 1975, and stated that following certain suggestions issued by the Attorney General and to comply with requirements of the new statute, Article II of the Bylaws of the Trustees should be amended by adding a new Section 9 thereto.

After a motion made by Mr. Newman had been seconded by Mr. Lyden and had received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly adopted:

WHEREAS, Ohio Revised Code 121.22 has been amended by Amended S.B. No. 74, which became effective on November 28, 1975, to insure open public meetings of the Board of Trustees; and

WHEREAS, this Board desires to comply with such new requirement by assuring that all persons may learn of the time and place of all meetings and of the purpose of all special meetings.

NOW, THEREFORE, BE IT RESOLVED, that Article II of the Bylaws of the Board of Trustees of Youngstown State University should be and it is hereby amended by adding a new section to Article II thereof to provide as follows:

Section 9. Public Notice of Meetings

A. Authority. This Bylaw is adopted in compliance with, and under the authority of, Section 121.22 (F), Ohio Revised Code, as amended, effective November 28, 1975.

B. Any person or news media may ascertain the time and place of all regularly scheduled meetings and the time, place, and purpose of all special meetings by:

1) Written request mailed or delivered to the President of the University;

2) Inquiry by telephone or in person at the office of the President during normal business hours.

C. Any representative of a news media may obtain notice of all special meetings by requesting in writing that such notices be provided and by paying an annual fee of \$15 to compensate the University for the special services required of it. Such notices will be furnished, however, to only one representative of any particular publication or radio or television station. Any request for such notification shall be addressed to the Secretary to the Board of Trustees of the University.

Each request shall provide the name of the individual media representative to be contacted, his or her mailing address and not to exceed two telephone numbers at which such representative may be reached. The Secretary to the Board of Trustees shall maintain a list of all representatives of the news media who have requested notice of special meetings pursuant to this Section 9, Paragraph 3, and have paid the annual service charge provided for above.

In the event of any special meeting which is not of an emergency nature, the Secretary shall notify each media representative on such list of such meeting by doing at least one of the following:

- 1) Sending written notice, which must be mailed no later than three calendar days prior to the day of the special meeting;
- 2) Calling a representative by telephone no later than twenty-four hours prior to the special meeting; such telephone notice shall be complete if a message has been left for the representative, or if, after reasonable effort, the Secretary has been unable to provide such telephone notice;
- 3) Informing such representative personally no later than twenty-four hours prior to the special meeting.

Should a special meeting of an emergency nature be called, notice to each representative on the list of media representatives may be given by any means deemed practical, depending upon the circumstances.

Any such notices shall be given as promptly as may be feasible.

In furnishing any notices required by this section (9) the Secretary may rely on assistance provided

by the President of the University, (or by his designee), and any such notice is complete if given in the manner provided in this Section 9.

D. The Secretary shall maintain a list showing the names, addresses and telephone numbers and business affiliation, if given, of all persons who have requested, in writing, notice of all meetings of the Board of Trustees of Youngstown State University, and of all news media representatives who have qualified for notices as to the time, place and purpose of all special meetings.

(3) Resolution to Revise Travel Regulations

Dr. Krill reported concerning travel policies recently published by the Ohio Board of Regents (covering state assisted institutions of higher education) and by the Ohio Office of Budget and Management (covering in-State travel); and suggested the advisability of changing the University's Travel Policies to provide as set forth in five printed pages attached to these minutes marked Exhibit B. Changes commented upon included an increase in mileage reimbursement from 13¢ to 16¢ per mile, a \$20 ceiling on overnight lodging within the state, adopting \$2.50, \$3.50 and \$9.00 maxima for breakfasts, lunches and evening meals, and requiring receipts for all reimbursements for travel expense.

After a motion by Mr. Lyden, seconded by Mr. Dennison, had received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly adopted:

WHEREAS, a recent action of Ohio Board of Regents defined policies for travel reimbursement for universities, which incorporated rules and regulations governing in-State travel as adopted by the Office of Budget and Management; and YR 1976-21

WHEREAS, the Office of Budget and Management has published Rule No. OBM-5-01 in this area.

NOW, THEREFORE, BE IT RESOLVED, that the travel regulations adopted by this Board on June 22, 1974 be and hereby are revised, effective for all travel commencing on or after February 16, 1976, as set forth in the Youngstown State University Travel Regulations attached hereto as Exhibit B.

BE IT FURTHER RESOLVED, that all official travel shall be approved by the President of the University or by an official to whom such authority has been properly delegated; and

BE IT FURTHER RESOLVED, that these Regulations shall be fully applicable to reimbursement of travel undertaken by students as part of the business of Student Government or other approved student organizations, while not prohibiting additional compatible regulations governing student travel.

(4) Resolution Authorizing the President to Designate Observance of Certain Holidays

Dr. Coffelt reported that it would be helpful in developing University Calendars if the Trustees were to authorize him to make some substitutions of paid holidays, within the limits authorized by law.

Upon his recommendation, and after a motion had been made by Mr. Newman, seconded by Mr. Shutrump, and had received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly adopted:

WHEREAS, amended Section 124.19 of the Ohio Revised Code, effective November 28, 1975, permits Board of Trustees of State Universities to observe on days other than those specified, those paid holidays now designated on the third Mondays in January and February and the second Monday in October. YR 1976-22

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby authorize the President of the University henceforth to make the permitted substitutions which coincide most favorably with the varying needs of the University community and thereafter, at appropriate times, inform the Board of such action.

(5) Resolution Authorizing a New Major in Marketing Management leading to the Degree Bachelor of Science in Business Administration

Dr. Edgar reported that following authorization by this Board on April 18, 1975, a Program for a new Major in the Marketing Management which would lead to the Bachelor of Science in Business Administration Degree had been developed; that such Program is described in a 7-page document submitted and attached to these minutes as Exhibit C; had been approved by the Academic Senate at its meeting of January 9, 1976, and that if approved

by the Board would be submitted for approval by the Ohio Board of Regents.

After a motion made by Dr. Fok and seconded by Mr. DeBartolo had received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly adopted:

BE IT RESOLVED, that Youngstown State University is authorized to offer, through the Department of Marketing of the School of Business Administration, a Major in Marketing Management leading to the Degree Bachelor of Science in Business Administration. YR 1976-23

(6) Resolution on a Statement of Mission for Youngstown State University

Dr. Coffelt reported that following the Board's action on February 1, 1975 (Resolution 1975-27) which directed that the President, with appropriate consultation, prepare a clarifying Statement of Mission of the University for consideration by the Board, such a Statement of Mission had been jointly developed by the administration and a Faculty Committee appointed by the University Senate to study relations among the colleges; that the Statement as developed (two pages) had been approved by the Academic Senate on January 9, 1976 and was submitted, as Exhibit D attached to these minutes.

Dr. Coffelt summarized such Statement and recommended its approval.

Mr. Brown moved for adoption the following resolution:

WHEREAS, the Board of Trustees at its meeting on February 1, 1975, adopted a Declaration of Direction and Program Outreach for Youngstown State University; and YR 1976-24

WHEREAS, the Trustees also "directed the President, with appropriate consultation, to review and prepare a clarifying statement of the general mission of the University which is consistent with this declaration, with such statement to be presented to the Board for its consideration and adoption"; and

WHEREAS, an Ad Hoc Committee on the Relationships Among Schools, in consultation with the President

and his representatives, has developed a statement of the general mission of the University attached hereto as Exhibit D; and

WHEREAS, such statement was approved by the Academic Senate at its January 9, 1976 meeting.

THEREFORE, BE IT RESOVLED, that the Board of Trustees hereby approves this statement of the mission of Youngstown State University, for dissemination in official announcements and publications as needed.

The motion was seconded by Mr. Shutrump, and after receiving the affirmative vote of each Trustee present, was declared duly carried by the Chairman.

ITEM IV - Report of the President of the University

Dr. Coffelt reported concerning nine matters as follows:

(1) Dedication of the new Library is to be on Saturday, April 24, 1976. A major program is being planned under the direction of Dr. Looby and University Relations. Attendance by all Trustees, their spouses and families, was urged.

(2) A University Open House is being planned for May 16, 1976. This will be in conjunction with Bicentennial Celebrations. The Open House will continue from noon until 6:00 p.m. and is being planned for 15,000 to 20,000 visitors. Over 200 educational exhibits, many seminars, displays, lectures and films, all with Bicentennial themes, are being planned. Each college is planning events. New buildings will be open for tours, and a "Brunch" to be hosted by Trustees and their spouses is being planned for dignitaries and special guests.

(3) The National Conference of the Association of Governing Boards for 1976 is to be held in Albuquerque, New Mexico April 25-27, 1976.

(4) Dr. Michael Taylor's Grievances concerning non-renewal of his employment have been disposed of. Reasons for non-renewal were furnished to him. (See Communication 3).

(5) The Al Shipka Scholarship Fund has been funded in part and an endowment established at the request of the Shipka family, with the understanding that income only from such fund will be used to provide scholarships and financial aid grants to YSU students. Criteria for award of such scholarships and grants and awards therefrom will be established and made by a committee designated by members of the Shipka family, and the University's internal Auditor will act as liaison between the University and such Committee.

John Smith, President of the Greater Youngstown Area AFL-CIO has been selected as Chairman of such committee. Mr. Smith was present and recognized. He reaffirmed labor's commitment to promote higher education in the community and presented a \$2,000 check for the fund in honor of Al Shipka.

Mrs. Isroff expressed the Trustees' appreciation to Mr. Smith, the AFL-CIO Council, and members of the Shipka family.

Dr. Coffelt also reported Dr. Thomas A. Shipka's letter of December 1, 1975 which expressed his appreciation for the memorial resolution adopted by the Board on November 23, 1975.

(6) Quarterly Reports re Outside Employment and Consultation will be sought from each employee, to comply with State Auditor's requirements and to assure that obligations to the University are not interfered with. (See Communication 8).

(7) State Subsidy Appropriations for 1975-76 to YSU fell short of expectations by \$1,799,043, and for the year 1976-77 a shortfall in excess of \$2,000,000 is projected.

(8) An \$80,000 Grant to Support a Program of Scholarships and Grants in aid at the Graduate Level has been made by The Youngstown Educational Foundation. Most of such fund will be used for assistance to graduate students at YSU, but a small portion has been set aside for two innovative programs.

1. Cooperative doctoral scholarship programs to develop inter-university programs at the doctorate level, with some portion of work at YSU; and
2. For YSU graduates seeking professional graduate degrees which are not available at YSU.

(9) The Doctor and Mrs. F. F. Piercy Book Endowment Fund has been created by payment of a \$10,000 bequest made under Item II (g) of the Will of Mrs. Alice M. Piercy, who died April 5, 1975.

ITEM V - Report of the Vice President for Academic Affairs

Dr. Edgar reported concerning two matters:

(1) Official accreditation dated January 12, 1976 has been received from the National Council for Accreditation of Teacher Education (NCATE), which continues accreditation of University programs for elementary and secondary teachers at the baccalaureate level for a 10-year period, and initiates accreditation of University programs for such teachers at the master's degree level for a 5-year period.

(2) The North Central Association of Colleges and Secondary Schools is projecting a full institutional evaluation of YSU programs, with emphasis on graduate programs, for Spring 1978. A thorough self study is presently being organized under the leadership of Dr. Rand, Dean of Graduate Studies & Research, with participation by the Academic Deans and Planning Office.

ITEM VI - Report of the Vice President for Administrative Affairs

Dr. Krill reported concerning three matters as follows:

(1) Enrollment for winter quarter is 14,871 head count, an increase of 13% over last year. Largest gain (27%) is in the graduate school. See Communication 23 for detail.

(2) The Higher Education Improvements Fund (Fund 34) is the source of monies appropriated by the General Assembly for Capital Improvements derived from sale of bonds. The sale of 60 million in bonds scheduled for January 20, 1976 for such fund was postponed indefinitely because of financial difficulties at the Ohio Building Authority. Consequently, contractors and vendors may have to await payment by the State. Short term borrowing is presently not practical, and the State Auditor will not permit transfer of University funds. This is creating concern at YSU, particularly as respects the new office and classroom building on which work commenced in December, 1975.

(3) Capital Improvement Delays. Mr. Whitcomb visited the campus recently to investigate reports to the Regents concerning delays in YSU construction. He was advised concerning delays in land acquisition, parking needs, strikes, need for reappropriations and subsoil problems which caused some delay. Both Mr. Newman and Mr. Shutrump stated that only State officials could control construction, and that YSU had no authority or power to prevent errors by contractors.

ITEM VII - Report of the Vice President for Financial Affairs

Mr. Rook reported relative to three matters:

(1) Reclassification of 550 jobs. Under a new State job classification plan received in September (guide lines only, as rules are not yet received) about 550 positions have been reclassified. Increased costs required are projected to be \$600,000 the first year.

Statewide about 10,000 to 30,000 appeals are pending, of which about 160 are at YSU. As final State rules are received it is hoped that any local errors can be corrected.

(2) Financial Aids to Students in Fall Quarter 1975 aggregated 6,449 awards, amounting to \$1,078,675 from Federal, State, University, YEF and other locally Sponsored Programs, and 2,174 awards amounting to \$1,507,026 from Veterans Administration Benefits, Student Employment and Assistantships. (See Communication 19).

(3) Financial Statements and Reports as of December 31, 1975 and for the six months ending December 31, 1975, which were furnished to each Trustee. Mr. Rook reported financial income and expenses were in line with the budget.

ITEM VIII - Report of the Committees of the Board

1. Building and Property Committee

At this point the Trustees, President, Vice President for Administrative Affairs, and the Secretary to the Board retired to meet in executive session to consider and discuss Agenda Items 1.1.a, 1.1.b and 1.1.c. Upon their return to Rooms 216-217 the open meeting continued.

A - Resolution confirming Acquisition of Certain Properties as provided under YR 1970-24

Mr. Dennison reported concerning the acquisition of four parcels (paid for with State Funds), six parcels (paid for with University Funds - including Urban Renewal Area III A (NDP Ohio 17-A) paid for out of funds transferred from Youngstown Educational Foundation), and one parcel on which State Controlling Board has not yet acted.

After a motion was made by Mr. Dennison, seconded by Mr. Brown, which received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly adopted:

NOW BE IT RESOLVED, that the acquisition of YR 1976-25
the following properties acquired as pro-
vided under YR 1970-24, be hereby confirmed
and approved.

STATE FUNDS

261 Custer Street, City Lot No. 10352 part, (residue)
City of Youngstown
Purchased from: Floyd & Viola Shower

Custer Street, City Lot No. 10354 part, (residue)
City of Youngstown
Purchased from: Rosamond Johnson

653 Elm Street, City Lot No. 16067,
City of Youngstown
Purchased from: Rennie Trussel

662/664 Bryson Street, City Lot No. 929,
City of Youngstown
Purchased from: Sam Amicarelli

UNIVERSITY FUNDS

122 Wade Street, City Lot No. 9004
City of Youngstown
Purchased from: M. Mitchell Yutkins,
c/o Attorney Gulick

341 N. Walnut Street, City Lot No. 4589
City of Youngstown
Purchased from: Myrtle Jones

401 N. Walnut Street, City Lot No. 4588
City of Youngstown
Purchased from: Ella Mae Gilkes
c/o Attorney Perkins

405-405 1/2 N. Walnut Street, City Lot No. 4587
City of Youngstown
Purchased from: Ruth and Edward Griffin

42 E. Spring Street, City Lot No. 11395
City of Youngstown
Purchased from: Stella Fiorito

FUNDS TRANSFERRED FROM YEF

Urban Renewal 111-A (NDP Ohio 17-A) area, bounded by Fifth Avenue, the eastbound service road of the Madison Expressway, Elm Street, and Grant Street. Purchased on behalf of the YEF in accordance with the "Agreement and Plan of Transition" dated 15th of August, 1967.

PENDING APPROVAL OF THE CONTROLLING BOARD, STATE OF OHIO.

678 Wick Avenue, City Lot Nos. 890 and 891
City of Youngstown
Owner: Fred King Sons Company

B - Resolution Authorizing Commencement of Eminent Domain Proceedings Pursuant to O.R.C. Secs. 123.01A(5), 163.01 and 163.22 inclusive

Mr. Shutrump read a proposed resolution which if passed would authorize commencement of Eminent Domain Proceedings to acquire title to interests in eight separate parcels located on Wade or Walnut Streets, which will be needed if the proposed new parking facilities are to be constructed east of Wick Avenue. It was reported that efforts to negotiate purchase of such parcels had so far been unsuccessful, and that some of the owners had started an unwillingness to sell. Special problems of some of the owners which may be involved in relocating were considered. After considerable discussion Mr. Lyden moved for adoption the following resolution:

WHEREAS, the Board of Trustees of Youngstown State University recognizes that many of its students commute to this University; and YR 1976-25-A

WHEREAS, the Board of Trustees recognizes that parking facilities must be provided for these commuters; and

WHEREAS, over 50% of existing campus parking is temporarily sited, on land awaiting development as outdoor physical education, athletic and recreation space; and

WHEREAS, the following listed parcels of real estate are needed for the construction of a

proposed parking deck; said parcels together with the names of the owners of record are set forth below:

<u>YOUNGSTOWN CITY LOT NO.</u>	<u>LOCATION</u>	<u>OWNER</u>
9005 (1/2 interest)	Walnut St.	Mattie and Eddie Grier
9005 (1/2 interest)	Wade St.	Ernest Edwards
9004	Walnut St.	Clara Jones Sarah Ennis Mamie Watson Edna Harvey Gladys Gunther
Outlot 32 (Part)	Walnut St.	Rose DiGiacomo
Outlot 32 (Part)	Walnut St.	Maria DiGiacomo Cassese
9003	Walnut St.	Theresa DeMichael Ralph DeMichael Philomena DeMichael
9013	Walnut St.	LaVerne L. and Ann M. Streb
9002	Walnut St.	Mary Louise Ritchie

THEREFORE, BE IT RESOLVED, that the appropriate University officers are hereby authorized to issue an offer to purchase said properties from the owners in an amount equal to the appraised value as determined by appraisers employed by the University; and

BE IT FURTHER RESOLVED, that if any offer to purchase is rejected, the appropriate University officers are hereby authorized to request the Director of Public Works of the State of Ohio to acquire such property by eminent domain filed on behalf of the State of Ohio and Youngstown State University pursuant to Secs. 123.01A(5), 163.01 and 163.22 inclusive of the Ohio Revised Code; and

BE IT FURTHER RESOLVED that the officers of the University in connection with their negotiations to acquire such properties make every reasonable effort to answer the special problem which removal and relocation will create for owner occupants of such residences, particularly the elderly, so as to create for them the least possible inconvenience and discomfort.

The motion was seconded by Mr. DeBartolo, following which it received the affirmative vote of each Trustee present, and it was declared duly carried by the Chairman.

C - Resolutions to Develop Property in Urban
Renewal III A

Dr. Coffelt reported that the lands in Urban Renewal III A recently conveyed by the City to the State of Ohio are by agreement to be used for outdoor recreation and instructional purposes, and cannot be used for permanent parking. About 17.8 acres are involved and a study prepared by Raymond J. Jaminet, Architect, indicates that it is feasible to so develop the lands as to provide facilities for outdoor instruction in physical education, for intramurals and recreation of students, and such inter-collegiate sports as tennis, baseball, soccer and field hockey. Areas for football could be included and the study indicates that the site could accommodate a stadium to seat 12,000 to 14,000 persons. He reported that the University now has \$1,810,000 available for development, which with interest would provide about \$2,000,000; but that any funds used for construction of a stadium for spectators should be raised from outside sources. If developed as contemplated, it would relieve problems resulting from Title IX statutes and regulations thereunder which prohibit any discrimination in athletics. If funds are to be solicited to cover the cost of seating capacity for spectators, the President would propose that a steering committee, to include some University Trustees and personnel and outside interested persons, be created to assist.

Mr. Lyden moved for adoption the following resolution:

WHEREAS, the University has acquired title to the land in Ohio A-17 N.D.P. Project (Urban Renewal III A); and

WHEREAS, the Generalized Land Use and Circulation Plan for the development of

this property contemplates its use for outdoor instructional, recreational, and intramural and intercollegiate activities; and

WHEREAS, such land use is consistent with the Campus Development Plan approved by the Board in Resolution YR 1970-30; and

WHEREAS, Youngstown State University urgently needs to develop areas for outdoor instruction, recreation and intercollegiate sports.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University hereby authorizes the Administration to proceed with preparation of plans for development of the land in the Urban Renewal III-A area in accord with the tentative Land Use Study prepared for the Board's consideration.

BE IT FURTHER RESOLVED, that the Board hereby commits University funds in the amount of \$2,000,000 to be used for site development, landscaping, and other improvements connected with the development of an all-sports complex.

The motion was seconded by Mr. Brown, and after receiving the affirmative vote of each Trustee present, was declared duly carried by the Chairman.

Thereupon, after a motion made by Mr. Lyden and seconded by Mr. Brown had received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly adopted:

BE IT RESOLVED, that because state-appropriated YR 1976-27 capital funds are not available to construct facilities for spectator sports, the President be and is hereby authorized to develop and initiate a program to solicit public and private gifts and donations for this purpose.

The Chairman appointed Dr. Fok and Mr. Lyden to act as members of the Steering Committee when and if it is created by the President.

2. Budget and Finance Committee

Mr. Newman reported that the Budget and Finance Committee had met on February 3, 1976 and had acted to:

- (a) direct that a balance forward of not to exceed \$150,000 be reflected in developing 1976-77 budget recommendations;
- (b) include a transfer of \$265,000 from major equipment purchase and replacement reserve for specific use for purchase of furniture and equipment in the year 1976-77;
- (c) direct that the 1976-77 budget recommendation not exceed \$26,000,000, exclusive of Auxilliary Enterprises and Student Activities budgets;
- (d) approve the principle that a portion of salary increases for non-classified employees (except the President and those reporting directly to the President), be distributed on a cost-of-living formula and a portion be distributed on a merit plan (supported by written performance evaluations);
- (e) recommend to the Board of Trustees that resident hall charges and the charge for food service meal tickets be increased.

Resolution to Increase Resident Hall Charges and Separate Food Service Charges

After a motion made by Mr. Newman was seconded by Mr. DeBartolo had received the affirmative vote of each Trustee present, the Chairman declared the following resolution duly carried:

BE IT RESOLVED, that effective with the Fall YR 1976-28 Quarter 1976, Resolution YR 1970-12 be superseded and residence hall charges be increased \$50 per quarter; \$375 for the first quarter of residency and \$350 for each subsequent quarter of the academic year, including the summer quarter.

BE IT FURTHER RESOLVED, that a rate of \$220 per quarter will be charged for separate food service meal tickets.

ITEM IX - Communications

The Communications submitted for consideration at the meeting included the following:

Basketball Cablecast Rights Agreement with Mahoning Valley Cablevision	1
Letter of President Coffelt, dated November 18, 1975, changing Mr. Donald W. Byo's title from Acting Director to Director of the Dana School of Music	2
Decisions in Michael W. Taylor Grievances	3
Letter of appreciation from Dr. Thomas A. Shipka to Board of Trustees	4
Resolution from Northeastern Educational Television of Ohio, Incorporated to the Ohio Educational Network Commission requesting the transfer of WNEO, Channel 45's license from the State of Ohio to NETO, Inc.	5
Letter of Henry L. Whitcomb, Ohio Board of Regents, dated December 9, 1975, regarding Executive Order from Governor Rhodes on Energy Conservation	6
Memorandum of President Coffelt to Administrative staff, dated December 9, 1975, regarding revision of retirement policy	7
Memorandum of President Coffelt to unclassified employees, dated December 16, 1975, regarding outside employment and consultation	8
Memorandum of President Coffelt, dated December 17, 1975, regarding 1975-76 Operating Subsidies ...	9
Letter from Department of Health, Education, and Welfare to President Coffelt, dated December 19, 1975, regarding protection of human subjects	10
Letter of President Coffelt, dated December 22, 1975, regarding purchase of land in the Ohio A-17 N.D.P. Project	11

Memorandum of President Coffelt to Dr. Shipka, dated December 29, 1975, regarding Al Shipka Scholarship Fund	12
Letter of Chancellor Norton, Ohio Board of Regents, dated January 5, 1976, regarding a proposal to establish the Ohio Higher Educa- tion Science and Technology Advisory Council	13
Letter from The George Gund Foundation to President Coffelt, dated January 7, 1976, regarding approval of a \$1,000 grant to assist in funding of History Day '76	14
Letter from National Council for Accreditation of Teacher Education to President Coffelt, dated January 12, 1976 regarding accreditation	15
Letter of Chancellor Norton, Ohio Board of Regents, dated January 16, 1976, regarding Higher Education Improvements Fund	16
Correspondence with Carlin-Black regarding competitive bidding of group insurance coverages	17
Letter of Dean Rand to President Coffelt, dated January 26, 1976 regarding Graduate Scholarships and Grants-in-Aid	18
Report of the Office of Student Financial Aids regarding Fall Quarter 1975 Awards	19
Correspondence regarding Resolution to revise Travel Regulations	20
1975-76 Faculty Salary Data	21
Letter from Mahoning National Bank, dated February 2, 1976, regarding "The Doctor and Mrs. F. F. Piercy Book Endowment Fund"	22
Winter Quarter 1976 Enrollment	23

ITEM X - Time and Place of next Regular Meeting

There being no further unfinished or new business pre-
sented, upon a motion by Mr. Shutrump, seconded by Mr. Dennison
and unanimously carried, it was:

RESOLVED that the next regular meeting of the Board of Trustees of Youngstown State University be held on Saturday, April 24, 1976, commencing at 10:00 a.m. at a place on the campus to be determined by the President.

YR 1976-29

There being no further business to come before the meeting, the same was duly adjourned at 12:30 p.m. upon motion by Mr. Shutrump.

Ann L. Duff
Chairman of the Board of Trustees

ATTEST:

Hugh W. Manchester
Secretary to the Board of Trustees

Youngstown State University
 Resolution for New Appointments
 since November 22, 1975

<u>NAME</u>	<u>TITLE</u>	<u>DEPARTMENT</u>	<u>DATE OF EMPLOYMENT</u>	<u>ANNUAL SALARY</u>	<u>CONTRACT MONTHS</u>	<u>COMMENTS</u>
Caplan, Shirlene R.*	Project Coordinator	Urban Studies	December 1, 1975 to May 31, 1976	\$ 6,498	12	
Dayman, Monica V.	Assistant Catalog Librarian	Library	November 20, 1975	\$10,000	12	
Finkbeiner, Heidi	Assistant Catalog Librarian	Library	November 20, 1975	\$10,000	12	
Maskulka, James M.	Instructor	Marketing	January 2, 1976 to June 15, 1976	\$ 7,332	9	Two-quarter terminal appointment
Simmons, Jane M.	Instructor	Advertising and Public Relations	January 2, 1976 to June 15, 1976	\$ 6,667	9	
Wall, Carol	Assistant Librarian for Public Services	Library	November 24, 1975	\$17,750	12	

* Project funded by Ohio Board of Regents

Agenda Item D.1.
 Exhibit A

APPENDIX C

YOUNGSTOWN STATE UNIVERSITY TRAVEL REGULATIONS

GENERAL

Categories of Travel – Travel is authorized under two categories: 1) official business* of the University, for which full legitimate expenses are reimbursed, and 2) professional improvement of the individual, for which the University pays up to half expenses.

Both categories of travel require completion and advance approval of a travel request form.

Funds for travel under Category 1 are provided in the budgets of the deans' offices, for travel by department chairmen and for travel by faculty when traveling as designated representatives of the University; in the budgets of the Vice Presidents' offices, for travel by the Deans and Vice Presidents; and in the administrative departments' budgets, for travel by staff members.

Funds for other Category 1 and Category 2 travel are provided in the departmental budgets using a formula related to salaries.

The purposes which are recognized under Category 1 include travel undertaken by specific request or assignment from the University to serve as its official representative engaging in official business in its behalf, and travel to an official meeting while serving as an officer of a learned society, or while appearing as a major participant on the formal program thereof, providing that the organization does not provide a travel reimbursement or an honorarium sufficient to cover expenses.

The purposes which are recognized in Category 2 include travel outside the Youngstown area to meetings of national, regional, or State academic or professional organizations, as well as for observation, research, or committee meetings, where the purpose is primarily one of academic or professional self-improvement through general participation and attendance. The traveler may be asked to interview prospective faculty or staff when supported by this category even though this is not the principal purpose of the travel.

Considerations for Approval – The University is firmly committed to encouraging full-service faculty and staff to attend appropriate professional meetings, conferences, and seminars. However, the immediate work of the University must have priority; the teacher's first responsibility is to the classroom and the administrator's, to the office. Absences for travel require suitable arrangements with the department head and dean to insure that duties are fully covered.

*Including such travel by a non-employee, which is subject to these same travel regulations where reimbursement is involved.

Individuals who travel on public funds have an extraordinary obligation to avoid the appearance of abuses just as well as to avoid the abuses themselves. For this reason the University will not approve travel destinations such as Acapulco, Hawaii, and San Juan unless the traveler arranges to participate substantially in the expenses of the trip. Similarly, when travel to be supported by State funds is combined with vacation leave, the approved travel request form must explicate the date on which supported travel ceases and vacation leave begins. For such arrangements round-trip support for the official travel is not possible. Vacation leave may not be embedded between two periods of travel support.

Justification for supporting overseas travel must be exceptionally strong and show unquestionable benefit to the University.

In general, the University will not support more than three individuals from one department attending the same conference, meeting, seminar, or assignment. In departments with fewer than nine full-service faculty, no more than one-third of the full-service faculty will be approved.

For full-service nine-month faculty who are under continuing contract for the upcoming year, travel to professional meetings in the summer is under the same regulations as obtained during the academic year.

Advance Approval – An official Travel Request form* is to be submitted to the Vice President for Administrative Affairs of the University at least two weeks prior to the date of departure. Only by this procedure may the traveler establish entitlement to reimbursement, liability and accident protection, and approval for absence from duty.

For faculty, the form should be submitted via the department chairman and dean; for staff, the form should be submitted via the department head. (For emergency travel, see below.) The purpose, estimated time of departure, estimated time of return, date of travel, dates of meeting, conference, or seminar, category of travel requested, and estimate of expenses, must be included on this form.

Current regulations of the State prohibit travel advances except for the actual cost of commercial transportation.

Approval of a travel request creates an encumbrance against a travel fund; if plans for the trip are cancelled, the Accounting Office should be notified promptly so that the encumbrance may be relieved.

Emergency Approval – On those occasions when the necessity for travel arises unexpectedly, the traveler has the obligation to hand-carry the Travel Request form through channels or obtain telephone approval from the Vice President for Administrative Affairs before departure.

Reimbursement – Within seven days of return, an official Travel Reimbursement Request, accompanied by necessary receipts, must be submitted to the Accounting Office. Accuracy in filling out the form is necessary to assure

*For non-employees the Travel Request form must be accompanied by an Authorization for Payment to Non-employees (Form No. FA-50).

prompt payment. Estimated departure and return times should be corrected to actual, so that entitlements are auditable.

In all cases where a receipt is required to verify an expenditure, the traveler should take care to obtain a copy that can be audited; it cannot be audited if it omits the name of the issuing authority, the date, the service or merchandise provided, or the price.

REGISTRATION FEES

Approved registration fees for conferences and meetings will be reimbursed; a copy of the meeting announcement or brochure listing expenses covered by the registration fee should accompany the receipt. In situations where the prospective traveler finds it necessary, the University will prepay a registration fee exceeding \$50.00 directly to the association or other sponsoring agent. The attendee should provide supporting documentation for the registration fee, asking prepayment, at the time he submits the Travel Request form. Otherwise, the documentation should accompany the Travel Request form.

Registration fees sometimes contain illegal items that must be excluded from either prepayment or reimbursement; one such example is a personal membership fee for the relevant association or professional body. The magnitude of registration fees in general is a matter of concern to the University; excessively high fees are sufficient reason for withholding approval for attendance.

TRANSPORTATION

When more than one person attends the same meeting, it is the University's expectation that they shall travel together if private or University cars are used.

The University asks that every attempt be made by University travelers to coordinate with one another when moving between the same points at the same time by automobile. This normally desirable practice is doubly meritorious in a time of fuel shortage.

Travel within the State by either public or private aircraft is not reimbursable.

Travel by Private Automobile — Mileage allowance for use of personal automobile shall be at the rate of 16¢ per mile; for use of motorcycle, 8¢ per mile.

Mileage reimbursement will be limited to a reasonable mileage for the points authorized: shortest round-trip highway distance plus necessary travel at the point of destination for movement between required sites.

When a traveler out-of-state chooses to use a personal automobile in lieu of common carrier, the maximum allowable transportation reimbursement will be the lower of either the *actual* mileage plus tolls and parking, or the *tourist air fare* rate plus travel to and from the airport at Youngstown and destination.

When two or more travelers have authorization to attend the same meeting and travel together by private vehicle, full mileage reimbursement will be available for the vehicle without regard to the common-carrier rate between the points traveled and without the half-expenses limitation that applies in other respects to Category 2 travel.

Each traveler seeking reimbursement for use of a private automobile must include a statement that he has motor vehicle liability insurance as required by the Ohio Revised Code (Sec. 4509.51: \$12,500 for injury and death to one, \$25,000 for injury and death to more than one, \$7,500 injury to property).

Travel by Commercial Carrier – When choosing travel by common carrier, the traveler is obligated to use the lowest fare rate reasonably available. He may obtain a travel advance covering the actual cost of commercial transportation, thereby avoiding a cash outlay himself.

Approval for unusual modes of travel for part or all of a trip should be obtained in advance: private or charter aircraft, rental car. Some modes, e.g., private aircraft, are not covered by the University's liability insurance.

LODGING AND MEALS

	In-state	Out-of-state
Maximum reimbursement on LODGING , including taxes and gratuity. Receipts for lodging are required.	\$20.00	Actual and reasonable
Maximum reimbursement* on MEALS , including taxes and gratuity. Receipts are required for all meals.	B \$2.50 L \$3.50 D \$6.00	B \$2.50 L \$3.50 D \$9.00
<p>*Reimbursement may be made for actual and reasonable meal expenses that are an integral part of a seminar or similar working assembly, provided:</p> <ol style="list-style-type: none"> 1. The meal is an integral part of the meeting 2. Attendance is in the best interests of the University. 		

Travelers leaving home prior to 7:00 a.m. or arriving home after 8:00 a.m. will be eligible for breakfast reimbursement.

Travelers leaving home prior to 5:00 p.m. or arriving home after 7:00 p.m. will be eligible for dinner reimbursement.

For a short trip falling wholly within the normal working day, luncheon costs normally are not reimbursable. Special circumstances, such as a scheduled conference with integrated fee and luncheon charge, may justify exception.

Meals covered by airline travel or by conference registration fees are not reimbursable.

When a traveler's choice of automobile travel results in absence exceeding what is normal for the same trip by common carrier, additional meals and lodging expenses will not be reimbursed.

OTHER EXPENSES

Miscellaneous expenses should be itemized separately and supported by receipts, with the exception of local bus or local taxi to and from meetings and lodging sites.

Telephone and other communication expenses will be reimbursed where part of the official business of the University. In most cases they should appear on lodging receipts; and should be so noted.

PROPOSED NEW MAJOR-MARKETING MANAGEMENT
YOUNGSTOWN STATE UNIVERSITY

January 30, 1976

Agenda Item D.5.
Exhibit C

PROPOSED NEW MAJOR-MARKETING MANAGEMENT
YOUNGSTOWN STATE UNIVERSITY

1. DESIGNATION OF THE NEW DEGREE, WITH A BRIEF DESCRIPTION OF ITS PURPOSE:

The proposed new major is entitled Marketing Management and will be offered by the Department of Marketing. The new major will provide YSU students who wish to major in the marketing side of Business Administration with a program of studies that prepares them for a broad range of marketing positions when they seek their first professional level job. The specific job skills developed by the major in marketing will enable the student to make a contribution to the firm immediately upon graduation. At the same time, the required minor in Management will familiarize the student with higher level practices and thought. Hopefully a student so prepared will better understand his own role in the organization and will be better prepared to assume higher level responsibilities.

At the present time YSU students must commit themselves to study either Retail, Industrial or Fashion Marketing. There is no provision for the student with an interest in Marketing but no more specific plans. For example, there is no program entirely suitable for the student whose employment goal is a sales position with a large manufacturer who deals with both retailers and industrial concerns. There is no program for the student whose interest is in the growing field of Market Research.

In developing this curriculum, we have tried to maintain the maximum degree of flexibility while exposing the student to as wide a range of business and liberal arts courses as possible. There is a "built-in" minor in the management area which, in conjunction with the marketing requirements, assures that the student will be exposed to a full range of business subjects. At the same time, we believe we have required an ample number of courses from other business areas and from the Arts and Sciences to insure a student with a broad background.

In short, we have tried to develop a program which is both specific and general. It is specific in that it will prepare a student with the job skills necessary for an entry-level, white-collar position in marketing. It is generalized in that the student so prepared will be qualified for a wide range of positions with many firms. Further, it is generalized in the sense of preparing the student ultimately with the background necessary for ultimately assuming broader responsibilities with the firm.

2. DESCRIPTION OF PROPOSED CURRICULUM:

A detailed copy of the curriculum is attached. It requires a total of 186 quarter hours, of which 45 are in Marketing. There is a "built-in" minor in the Management area.

No additional or new courses will be needed to implement the new major. All the required courses are presently offered at the institution.

3. ADMINISTRATIVE ARRANGEMENTS FOR MAJOR:

The new major will be administered by the existing Marketing Department and by the School of Business Administration. There is no need or requirement for additional administrative staffs.

4. EVIDENCE OF NEED FOR NEW MAJOR:

Our examination of the catalogs of the state supported and private universities in this geographic area who we perceive as competitive with Youngstown State University revealed that almost all offer a generalized course of studies in Marketing. YSU presently does not and we believe that we should make it possible for our students to accomplish the same things here in Youngstown as they can at our sister institutions. This is especially true when one considers that while we do not have a general marketing major, we already offer courses in Marketing comparable to those at the other institutions.

In part this situation has arisen because of the history of the Marketing Department of YSU. Originally the Department of Marketing was known as the Department of Merchandising and the focus of the program was largely on preparing students for entry level positions in Department Store Management. Later the department expanded to two majors, one in Retail Marketing and another in Industrial Marketing. Later a third major, Fashion Marketing was added. While the Fashion major is somewhat unique among four year programs at Ohio State supported schools, it is a natural outgrowth of the skills in merchandising possessed by members of the YSU Marketing Department.

While these programs have been successful, they do not provide adequately for all the areas in Marketing for which a student might wish to prepare. For example, Market Research and International Marketing are areas which fit under none of the existing majors. Unless the student is prepared to commit himself quite early in his academic career to a very specialized area, such as retail or industrial or fashion marketing, it is difficult for him to fit into the YSU marketing program. In addition to Market Research or International Marketing, Sales is another major area of marketing employment which does not "belong" to any of the existing areas.

In summary, the Department has been quite successful in the past in the more narrow area of Merchandising. While proud of our record in preparing students for that area, we feel that the new major is a necessity in order to include the entire area of Marketing.

5. PROSPECTIVE ENROLLMENT:

While there are many uncertainties associated with any predictions, we believe it would be a conservative estimate to predict that once the program is well established there should be over 100 students as a minimum enrolled in this new major.

At the present time we have 409 majors in the Retail, Industrial and Fashion Marketing. While we do not expect to do away with these majors, some students may switch to the new program. However, it is our hope that the majority of the students who will come into this program will be from other areas of the university or, possibly, will be students Youngstown State has been losing entirely because they cannot find a generalized Marketing program here at present.

6. FACULTY AND FACILITIES AVAILABLE FOR PROGRAM AND THEIR ADEQUACY:

A brief listing of the faculty members of the department and their academic backgrounds is attached. Since all of the courses to be offered under the new major are presently being taught regularly at this institution, no new facilities are foreseen or requested.

7. NEEDS FOR ADDITIONAL FACILITIES AND STAFF AND PLANS FOR MEETING THESE NEEDS:

No additional staff will be needed at present to offer this new major. As mentioned in item 6 above, all the courses required for this program are currently being offered at this institution. However, in the longer run, it is hoped that this program will bring about an increase in enrollment which may lead to a request for additional faculty. If this proves to be the case, any requests for additional staff would be supported by a demonstrated increase in enrollment.

8. PROJECTED FINANCIAL NEEDS:

The budget to support the proposed major should be no different from that presently supporting the Marketing Department. Any requests for additional funding would be made after the program had demonstrated its ability to draw students and would be supported by increased enrollments in the department as a whole.

9. CONSULTANTS:

There were no outside consultants or advisors utilized. However, the proposal is based upon the research of a YSU Marketing faculty committee which included student representation. The committee studied our existing curricula plus that of similar institutions. The committee reported to the departmental faculty that, compared to other universities, we had a shortcoming in our offerings. That shortcoming has been our lack of a single major which introduces the student to the full range of marketing activities.

In answer to that perceived shortcoming, the proposed major was designed. It was studied carefully by the department as a whole. It was brought to the School of Business Administration Undergraduate Curriculum Committee and received preliminary approval and then sent to the Board of Regents.

Once preliminary Board of Regents approval was obtained, the proposal was returned and sent through "normal" channels at Youngstown State University. The proposal cleared the School of Business Administration Curriculum Committee, the SBA Dean, and the University Academic Affairs Committee. While in these committees, the proposal was modified and strengthened by various proposals. Finally, the proposal was voted on and approved at the January 9, 1976 meeting of the Youngstown State University Academic Senate and now needs the approval of the YSU Board of Trustees and the Ohio Board of Regents to be complete.

Howard B Cox
Howard B. Cox, Ph.D.
Chairman, Marketing Department

MARKETING MANAGEMENT

Suggested Curriculum for the Degree of Bachelor of Science in Business Administration with the Major in Marketing Management.

The marketing management curriculum requires a total of 186 hours.

FIRST YEAR	HRS.	THIRD YEAR	HRS.
Econ. 520 Principles of Economics 1.....	3	Acctg. 710 Introduction to Accounting Systems and Data Processing or Computer Science 600 Introduction to Programming	4
Engl. 550-551 Basic Composition 1-11.....	8	Econ. 704 Economics and Social Statistics 1.....	4
Geog. 519 Economic Geography.....	4	Fin. 720 Business Finance.....	4
Math. 542 Special Topics of Algebra.....	5	Mgt. 705 Principles of Transportation....	4
Mgt. 511 Introduction to Business.....	3	Mgt. 713 Report Writing.....	3
Psych. 501 Introduction to Psychology....	3	Mgt. 715 Business Law 1.....	4
Science Electives.....	8	Mgt. 725 Fundamentals of Management.....	4
Social Studies Elective.....	4	Mktg. 709 Retail Marketing.....	3
H&PE 590 Health Education.....	3	Mktg. 715 Management of the Sales Force..	3
H&PE activity courses.....	3	Mktg. 720 Industrial Marketing.....	3
	44	Mktg. 726 Effective Consumer Motivation..	4
		P Rel. 710 Basic Public Relations.....	3
		Marketing Electives.....	5

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SECOND YEAR	HRS.	FOURTH YEAR	HRS.
Acctg. 605, 606 Elementary Accounting 1, 11.....	10	Acctg. 810 Statement Analysis or Upper Division Elective.....	3
Adver. 631 Advertising Fundamentals.....	4	Econ. 801 Industrial Organization or Upper Division Elective.....	4
Adver. 632 Advertising Procedures.....	4	Mgt. 750 Human Behavior in Organization..	4
Econ. 621, 622 Principles of Economics 11, 111.....	7	Mgt. 804 Personnel Management.....	4
Engl. 600-level Literature elective.....	4	Mgt. 850 Development of Executive Ability	4
Mktg. 624 Fundamentals of Marketing.....	5	Mktg. 815 Marketing Research.....	4
Mktg. 625 Salesmanship.....	3	Mktg. 820 Sales Promotion or Marketing Elective.....	3
Speech 652 Business and Professional Speech.....	3	Mktg. 825 Marketing Management.....	3
Philosophy and Religious Studies elective or Humanities Elective.....	4	Mktg. 845 International Marketing.....	3
Liberal Arts Elective.....	4	Mktg. 847 Physical Distribution.....	3
	48	Marketing Electives.....	3
		Electives.....	8

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APPROVED JANUARY 9, 1976 YOUNGSTOWN STATE UNIVERSITY
ACADEMIC SENATE

YOUNGSTOWN STATE UNIVERSITY DEPARTMENT OF MARKETING FACULTY

ALMOND, George L.	Professor	
Ph.D.	Ohio State University	(1963)
M.A.	Ohio State University	(1955)
B.S. in B.A.	Ohio State University	(1951)
BURKHOLDER, Ralph S.	Associate Professor	
M.A.	New York University	(1951)
B.S.	New York University	(1949)
COX, Howard B.	Associate Professor	
Ph.D.	Ohio State University	(1970)
M.B.A.	Harvard University	(1961)
B.A.	University of Rhode Island	(1959)
DAVIS, Lawrence A.	Assistant Professor	
M.B.A.	Kent State University	(1967)
B.S. in B.A.	Youngstown State University	(1965)
DEIDERICK, Edwin T.	Assistant Professor	
M.S.	New York University	(1964)
B.S. in B.A.	Youngstown State University	(1963)
HANKS, William W.	Associate Professor	
M.S.	New York University	(1961)
B.S.	Delta State Teachers College	(1931)
LIBER, Paul E.	Assistant Professor	
M.B.A.	Kent State University	(1962)
B.S. in B.A.	Ohio State University	(1940)
MATHEWS, Donald H. Jr.	Associate Professor	
Ph.D.	Union Graduate School	(1973)
M.B.A.	Southern Methodist University	(1960)
B.B.A.	Baylor University	(1958)
ROUSSOS, Dean S.	Associate Professor	
Ph.D.	State University of Iowa	(1970)
M.S.	State University of Iowa	(1960)
B. Sc.	State University of Iowa	(1958)

A PROPOSED STATEMENT OF UNIVERSITY MISSION

PREFACE

Youngstown State University is an urban university, established and assisted by the State of Ohio, and maintained in order to provide a wide range of opportunities in higher education to satisfy the needs particularly--but not exclusively--of the residents of northeastern Ohio and western Pennsylvania.

The University seeks to reflect the age in which it lives, responding to the changing needs of its students and our society through the development of various programs while still retaining the best elements of the long tradition of humanistic, liberal education. The institution seeks to develop in its students an awareness of their cultural heritage and the qualities of intellectual and emotional maturity necessary to produce graduates who can enjoy productive, fulfilling lives as individuals and citizens.

ACCESS

The University has long been committed to the goal of broad access to higher education. When the University joined the state system of higher education, this policy was continued under the state provision for "open admission" for Ohio students who have earned a high school diploma or its equivalent. Realizing that this policy admits students with varied academic backgrounds, the University offers a wide range of curriculum options including special assistance through the Student Development Program and special courses. Financial subsidies from the state have similarly strengthened economic access to higher education, by making possible a fee structure which is within the means of most prospective students; extensive programs of financial aid to students have further aided in achieving this goal. In addition to academic and economic access, the institution fulfills the state's commitment to geographic access. Located in the center of its service region, the University seeks to provide adequate facilities for commuting students as well as for those who are housed within the University area. The University also offers courses and programs at locations off campus, when this is appropriate.

RANGE OF PROGRAMS

The range of courses and programs offered has expanded to meet the needs of a society substantially more complex than it was a few decades ago. The University recognizes that change and complexity are accelerating, making it more important than ever that the University assume a leadership role and provide graduates capable of dealing with social, economic, and technical problems. The Graduate School, the Technical and Community College and the Department of Continuing Education and Public Services are but three examples of institutional development during recent years aimed at responding to the needs of students served by the institution and providing society with the leadership it requires. The programs of these organizational units, along with those in Arts and Sciences and in the professional schools, now serve the University constituents by providing a broad range of educational experiences, from the one-day workshop to graduate degrees; from the non-credit course offered for personal enrichment to the technological training needed to prepare the individual for immediate employment; from the course offered the professional who needs periodically to renew licensure or certification to the traditional program of study in the liberal arts; from the program which permits the high school student an early opportunity to commence a University career to the course which offers renewed intellectual stimulation to the senior citizen.

PRIORITIES

The University is committed to instruction, research and scholarship and public service. Instruction is, and will continue to be, the primary function of the University. Research, which usually emphasizes the extension of the boundaries of knowledge, and scholarship, which is directed more at a synthesis and reorganization of existing knowledge, constitute another priority, and together research and scholarship undergird instruction and public service. The University sees as another priority the function of public service--apart from the service inherent in making instruction available to the public.

REGION

A major goal of the institution, through its seventy years of history as a law school, as an institute, as a college, and as a University, has been to serve primarily the postsecondary educational needs of the residents of this geographical region: Mahoning, Trumbull, and Columbiana counties of Ohio and Mercer and Lawrence counties in Pennsylvania. The University has been, and will continue to be, basically a non-residential campus, and it has placed emphasis on the students who have wished to pursue their education while remaining at home, often combining a program of higher education with employment off campus. While nurturing its regional identity, the University has welcomed students from other parts of the nation and from around the world. But as a developing urban university, the institution has sought to become, and is committed to be, preeminent as a leader within its service region.



YOUNGSTOWN STATE UNIVERSITY

YOUNGSTOWN, OHIO 44555

March 3, 1976

Trustees of
Youngstown State University

Gentlemen:

Enclosed is draft of minutes of the Meeting of
Trustees held February 14, 1976.

Yours very truly,

Secretary to the Board of Trustees
of Youngstown State University

HWM MM
Enclosure

These minutes mailed to the following on March 3, 1976:

William J. Brown
Dr. Bertie B. Burrowes
Edward J. DeBartolo, Jr.
Carl L. Dennison
Thomas D. Y. Fok
Mrs. Ann L. Isroff
William J. Lyden
John M. Newman
Fred C. Shutrump, Jr.

Dr. John J. Coffelt, President
Dr. Earl E. Edgar, Vice President
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