

Finding Aid for the Staff Papers of Catherine Cala, 1913-2018



Record Group Number RG #62/11

**University Archives and Special Collections William F. Maag , Jr. Library
Youngstown State University One University Plaza Youngstown, OH 44555 330-941-3487 (Phone) 330-941-3734 (Fax)**

Descriptive Summary

- Title:** Finding Aid for the Staff Papers of Catherine Cala, 1913-2018
- Creator:** The records were created to given to Catherine Cala
- Extent:** 1.15 Cubic feet (2 boxes, 1 legal manuscript box and 1 cd box)
- Abstract:** Materials contained in this collection were given or maintained by Catherine Cala and transferred to the Archives after her retirement. Included are alumni donations, photographs of campus events and initiatives such as Campus Beautification and the Penguin Parade fundraising.

Administrative Information

- Provenance:** Catherine Cala
- Preferred Citation:** Youngstown State University, Finding Aid for the Staff Papers of Catherine Cala, 1913-2018 RG #62/11, Archives & Special Collections, William F. Maag, Jr. Library, Youngstown State University, Youngstown, Ohio.
- Restrictions:** None
- Processing :** Processed by Lisa Marie Garofali, January 2020
- Finding Aid:** Written by Lisa Marie Garofali, January 2020

Historical Background

Catherine Cala celebrated a career of 26 years at YSU retiring in December 2019. Prior to coming to YSU, She was the development director at WSKG Public Television and Radio in Binghamton, New York. She also worked as the director of planned giving at the Salvation Army upstate New York Division. She received her Bachelor of Arts degree in English from the State University of New York at Buffalo.¹

When Catherine came to YSU in 1993, she was the first full time development officer for the WYSU radio station.² She remained at WYSU for nine years. During her time there, she initiated the “Mad About the Arts,” a collaborative fundraising event for the station and the McDonough Museum of Art. The event was created to celebrate the arts, as well as take a strong stand on support of the arts during a time when federal funding for the arts’ was being threatened.³

In 2002, she continued fundraising events as the Associate Director of Development at YSU. Two major fundraisers she organized were the “Penguin Parade” and the “YSU Campus Beautification Initiative.” The “Penguin Parade” was a public arts exhibit which featured 31, 7 foot tall fiberglass penguins turned into works of art. The penguins were sponsored by local businesses, organizations and individuals and unveiled to the community during the Summer Festival of Arts 2004. The penguins were auction off for charity on October 29, 2004 at Stambaugh Auditorium.⁴

The Campus Beautification Initiative was inspired after a series of severe storms on the YSU campus the summers of 2007 and 2008 with YSU President Sweet making the first contribution towards the trees which were damaged during the storms. According to the Cala, “the overall goal of the Campus Beautification Initiative is to help Youngstown State University sustain the extraordinary beauty of its campus landscape to be enjoyed by future generations of students and members of the campus and area communities.”⁵ Through the Beautification Initiative, YSU became designated as a Tree Campus USA.

In 2011, Paul McFadden, YSU’s chief development officer for nearly a decade, replaced Reid Schmutz, who retired after more than 20 years, as the President of the YSU Foundation. Catherine Cala was appointed as interim chief development officer for the university. At the December 16, 2014 meeting of the Board of Trustees resolved to dissolve the Development office and transfer the functions of that office to the YSU Foundation.⁶ In 2015, YSU President

¹ Wolfgang, Wendy. “Cala Takes a New Position at YSU.” *12th Note WYSU Newsletter*. 2002 Nov-Dec. <http://localhost:8080/xmlui/handle/1989/7273> (accessed 22 January 2020).

² “WYSU Open House Slated for Aug. 19.” *eUpdate*. August 2010. <http://localhost:8080/xmlui/handle/1989/7090> (accessed 22 January 2020).

³ Grant, Michele. “Are You Going to Mad About the Arts?” *YSUpdate*. January 25-February 7 2006. <http://localhost:8080/xmlui/handle/1989/7067> (accessed 22 January 2020).

⁴ “For the Record...” June 2004. <http://localhost:8080/xmlui/handle/1989/6885> (accessed 22 January 2020).

⁵ Cavalier, Samatha “ Campus Memorials Benefit Beautification.” *The Jambar*. 15 September 2009. <http://localhost:8080/xmlui/handle/1989/11208> (accessed 22 January 2020).

⁶ December 16, 2014: Board of Trustees Regular Meeting Minutes. <http://localhost:8080/xmlui/handle/1989/11460> (accessed 22 January 2020).

Jim Tressel reorganized some of the administrative units on campus and Catherine Cala became assistant director of Alumni Engagements and Events under the Division of University Relations.⁷

Scope and Content

This collection is artificial in arrangement and contained no original order. Dates of the materials range from 1913-2018. The dates of the material determined the series of the collection, since these came from Catherine Cala who had several positions on campus. Materials are from her time in the Development Office and Alumni Engagement. The Subject files includes dates outside her time of employment or have nothing to do with YSU. Most of the material is dated after 2000; the exceptions are the donations to the Alumni Engagement office which were from a former faculty member and a former employee's relative. All of the multimedia materials were kept together in one series.

Colophon

The materials in this position pertain to Catherine Cala's role mostly in either the Development office or Alumni Engagements. Some of the material from Alumni Engagements were addressed to Ed Goist, her predecessor. These materials were transferred to the Archives and Special Collections from the Department of Alumni Engagement and Events under the Division of University Relations after Catherine Cala's retirement in December 2019. The only things that were weeded out were additional copies of the DVD for the Centennial Campaign which were just added to the Archive media section (originally 17 copies were kept).

This collection was processed by Lisa Marie Garofali, who also wrote the finding aid. She holds an M.A. in History from YSU and is a 12-year employee of Archives & Special Collections.

Series Description

SERIES I: YSU Development Papers

SERIES II: Alumni Donations

Sub-Series: Dr. Henry Sheng

Sub-Series: P.C. Pickard

SERIES III: Subject Files

SERIES IV: Media

Related Materials

Alumni Association Collection, RG 37, Archives & Special Collections, William F. Maag, Jr. Library, Youngstown State University, Youngstown, Ohio

⁷ Wier, Justin. "Tressel's Million Dollar Plan." *The Jambar*. 04 June 2015.
<http://localhost:8080/xmlui/handle/1989/11490> (Accessed 22 January 2020).

WYSU-FM Records, 1969-2006,
RG42, Archives & Special Collections, William F. Maag,
Jr. Library, Youngstown State University, Youngstown,
Ohio.

Office of University Development, RG 38, Archives & Special Collections, William F. Maag, Jr.
Library, Youngstown State University, Youngstown, Ohio.

Index Terms

Academic Achievers
Beiersdorfer, Ray
Bright, Al
Centennial Campaign
Chuey, Carl
Clinton, Chelsea
Dwight, Ed
Ginette, Philip
Hannay, Roberta
Hatch, Lynn Alfred
Johnson, Jamail
Kennerly, David Hume
O'Neill, Ed
Pickard, P.C.
Sheng, Henry
Stambaugh, Arnold
Theta Chi
Tree Campus USA
Tressel, Jim
Williamson College of Business Administration

BOX 1

SERIES I: YSU Development Papers

These papers are from the time Catherine Cala was part of the Development Office at YSU. They involve funding and scholarship. In 1997, Roberta Hannay established the Roberta Marsteller Hannay Charitable Foundation to fund the Academic Achievers, an intense summer institute for at-risk students from Youngstown area high schools, in memory of her parents, Robert L. Marsteller and Mary Wick Pollock Marsteller. The papers here describe the establishment of the program and funding for the 2013-2014 years. In 2014, an event was held on campus which featured the photographic work of David Hume Kennerly who is considered one of the 100 most important people in photography according to the *American Photo Magazine*. He donated 53 of his photographs to the university to sell in order to establish an endowment for photograph students.

Folder No. Contents

- 1 YSU Development Papers. Roberta Hannay and Academic Achievers. 1997, 2013-2014
- 2 YSU Development Papers. David Hume Kennerly Event and Endowment. 2014

SERIES II: Alumni Donations

The material in this series contains a wide range of dates from 1913-2017. The collection in each sub-series was donated to the Alumni Association and addressed to Ed Goist. It is assumed these were passed down to Catherine Cala when she assumed the duties in the Alumni Engagement Department.

Sub-Series: Dr. Henry Sheng

Dr. Henry Sheng donated these materials which document his time at YSU as a Chemical Engineering Faculty member. Included are: articles, photos, correspondence, minutes from the Academic Affairs Committee (during the time he was chair of the committee), and material from the American Institute of Chemical Engineers when he was the advisor to the student group. He also included a Dana Concert Series Program. He is featured in the February 23, 1976 program performing the "Mongolian Suite" on piano.

Folder No. Contents

- 3 Alumni Donations. Dr. Henry Sheng materials during time at YSU (1968-1977).2017
- 4 Alumni Donations. Minutes of the Academic Affairs Committee when Dr. Sheng was chair. 1974-1976
- 5 Alumni Donations. Dana Concert Series Program. 1975-1976
- 6 Alumni Donations. American Institute of Chemical Engineers.1969-1971

Sub-Series: P.C. Pickard

Materials included in this sub-series were donated by Elyse Sarris, who is the granddaughter of Youngstown College's (now YSU's) first financial manager, P.C. Pickard. P.C. Pickard came to Youngstown College in 1936 and retired in 1966. The materials appear to be from a former scrapbook and features material of his life before coming to Youngstown. It includes an article about flooding in Athens, Ohio (where he grew up) and a coin and college bio of Pickard from Ohio University. Information from his Youngstown College days include college sports articles and programs (he was an avid sports fan), news clippings, clippings from yearbooks, correspondence on his retirement, his obituary, Heritage Award program, Theta Chi reunion (he was a former advisor), and family participation in the Walk of Pride.

Folder No. Contents

- 7 Alumni Donations. Materials from Elyse Sarris on her grandfather P.C. Pickard. 1913-2017

SERIES III: Subject Files

The materials here are odd because of the dates and do not really fall into the timeframe when Catherine was at the University. The exception is the Jazz Exhibit book, which is from Kansas City. The History of YSU is interesting. It included a pamphlet arranged by the University Relations Office, and a historical outline written by Hugh Manchester (a long time Trustee in the college's history) in 1966 of the early history of the college which features decisions by the YMCA, Board of Governors and the education direction of the college. This outline was given to YSU President Cochran by Board of Trustees Secretary Franklin Bennett. The Youngstown Today is a newsletter from the Alumni Association and includes a brief history of the group.

Folder No. Contents

- 8 Subject Files. Kansas City Jazz Exhibit. 2011
- 9 Subject Files. YSU History. 1966, 1992
- 10 Subject Files. Youngstown Today. 1978

SERIES IV: Media

This series contains a variety of photographs, discs, DVDs, and zip drives. It includes events like groundbreaking, dedications and ribbon cutting, events on campus, buildings, and fundraising activities. Here are some examples of Catherine's initiatives that she was known for such as memorial tree planting events and the original zip drive which features the Penguin Parade fundraising event. Some of the photographs are historical and some are snapshots perhaps taken by Catherine herself.

Folder No. Contents

- 11 Media. Stambaugh Stadium Dedication and First Game. 4 September 1982
- 12 Media. Ed O'Neill Commencement Speaker and Honorary Degree Receipt. Spring 2013
- 13 Media. Carl F. Chuey Herbarium Dedication and Tree Planting. 07 May 2015
- 14 Media. Graduation and Navy Photographs of Lynn Alfred Hatch. 1947 and 1950
- 15 Media. Photograph Descriptions of the Williamson College of Business Administration Groundbreaking Ceremony. 27 October 2008

BOX 2

SERIES IV: Media

Content:

Penguin Parade –zip disc
Centennial Campaign DVD 3 copies

YSU Nursing Medallions disc
Misc. Building and Structures Historical Photographs disc
Misc. Buildings Historical Photographs disc
Dr. Al Bright performs with the YSU Guitar Ensemble DVD 2004
YSU ID Package disc 2007
Chelsea Clinton. 26 February 2008 disc
Philip Ginetti Bench Dedication 2013 disc
YSU Kresge Appeal February 17, 2009 disc
Williamson College of Business Administration Donor Dinner 2010 disc
Williamson College of Business Administration ribbon cutting and dinner 15 August 2010 disc
Mr. and Mrs. Edward Powers Portrait and Plaque disc
Theta Chi YSU Weekend dvd July 2012
BFA show with Atty. Cubbinson disc December 2011
Ed O'Neill as a student YSU Spotlight theater performances disc
Installation of YSU President Jim Tressel disc 18 August 2014
Site Assessment of Garfield Building 106 W. Rayen Ave. disc PDF
Steel Museum Exterior Photos. 2012 disc
Peck House Interior and Exterior Photographs disc 2012
Williamson College of Business Administration Ground Breaking Ceremonies 27 October 2008
contains disc and photographs (see folder 15 for photo descriptions).
Tree Planting 2010 disc
Tree Planting Ceremony for Dr. Ray Beiersdorfer 09 November 2018 disc
Tree Planting at Tod Hall 14 November 2016 disc
Tree Planting Ceremony Jamail Johnson 03 May 2011 disc
Tree Planting Ceremony Carl Chuey 02 May 2014
Tree Campus event disc and photographs