



**YOUNGSTOWN
STATE
UNIVERSITY**

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**Allen L. Ryan, Jr., Chair
Anita A. Hackstedde, Vice Chair
All Trustees are Members**

**Wednesday, June 21, 2023
2:30 p.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

- A. Disposition of Minutes for Meeting Held March 1, 2023**
- B. Old Business**
- C. Committee Items**

1. Institutional Engagement Action Items

- Tab C.1.a. = Tab 1 a. Resolution to Modify Naming of University Facilities, Colleges and Programs, Policy 3356-5-15**
Helen Lafferty, Interim President will report.
- Tab C.1.b. = Tab 2 b. Resolution to Move Naming Recognition of the Larry E. Esterly Room**
Paul McFadden, President YSU Foundation will report.
- Tab C.1.c. = Tab 3 c. Resolution to Accept Gift of Real Estate**
Greg Morgione, Associate General Counsel will report.

2. Institutional Engagement Discussion Items

- Tab C.2.a. = Tab 4 a. YSU Foundation Quarterly Gift Report**
The YSU Foundation received 552 outright gifts and 9 pledges totaling \$8,314,645.37, pledge payments totaling \$932,208.60 and 2 new planned gift commitments totaling \$1,500,000.00? for the third quarter of Fiscal Year 2023.
Paul McFadden, President YSU Foundation will report.
- Tab C.2.b. = Tab 5 b. Update on YSU Initiatives for Strategic Alumni Engagement**
Heather Belgin, Director of Alumni Engagement will report.
- Tab C.2.c. = Tab 6 d. Enrollment Optimization Update**
Mike Sherman, Vice President Student Affairs, Institutional Effectiveness, and Board Professional will report.

D. New Business

E. Adjournment



**YOUNGSTOWN
STATE
UNIVERSITY**

**RESOLUTION TO MODIFY
NAMING OF UNIVERSITY FACILITIES, COLLEGES, AND PROGRAMS
POLICY 3356-5-15**

WHEREAS, University Policies are being reviewed and reconceptualized on an ongoing basis; and

WHEREAS, this process can result in the modification of existing policies, the creation of new policies, or the deletion of policies no longer needed; and

WHEREAS, action is required by the Board of Trustees prior to replacing and/or implementing modified or newly created policies, or to rescind existing policies.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Youngstown State University does hereby approve the modification of the University Policy stated above and attached hereto.

**Board of Trustees Meeting
June 21, 2023
YR 2023-**

3356-5-15 Naming of university facilities, colleges, and programs.

Responsible Division/Office: Office of the President
Responsible Officer: President
Revision History: February 1998; September 2009; March 2015;
June 2018; June 2023
Board Committee: Institutional Engagement
Effective Date: June 22, 2023
Next Review: 2028

- (A) Policy statement. The Youngstown state university board of trustees authorizes the naming of university facilities, colleges and programs in recognition of outstanding service to the university, community, or nation, or for significant contributions to the university.
- (B) Purpose. To establish standards and procedures for the naming of Youngstown state university facilities and academic programs.
- (C) Definitions.
- (1) “Facilities” - buildings, rooms, interior spaces and other portions within buildings, and all other areas owned, operated, or controlled by the university.
 - (2) “College” - the academic divisions of the university.
 - (3) “Program” - departments, institutes, centers, professorships, specific lecture series, symposiums, and other entities associated with university functions.
- (D) Parameters.
- (1) Youngstown state university (university) encourages donations or gifts, whether from individuals, groups, organizations, or corporations (hereinafter referred to as a donor), which enhance the university’s ability to meet its academic mission and the needs of the university community.

- (2) Substantial gifts and contributions to the university, the community, or the nation may be acknowledged by the naming or renaming of university facilities, colleges, or programs where appropriate. The naming acknowledgement may be in the name of the donor or as a memorial to a donor's friend(s) or family member(s).
 - (3) In the event that a facility, college, or program ceases to exist, is substantially altered or replaced, the use of the existing name or the use of a new name will be subject to the approval of the board of trustees. In cases where a corporation or organization name is used, the number of years during which the name will be used may be limited at the discretion of the board of trustees.
 - (4) A building gifted to the university may be named, where appropriate, for the donor or an individual or group of the donor's choice.
 - (5) Naming actions shall not detract from the university's values, mission, or reputation, nor shall any naming create a conflict of interest, or the appearance of a conflict of interest, or confer special privileges.
 - (6) Pledges for naming should be paid in full within five years of the commitment.
 - (7) Information regarding named gift opportunities shall be available through the office of the president of the university or the Youngstown state university foundation (YSU foundation).
- (E) Procedures.
- (1) The president of the university shall, in consultation with the university board of trustees, establish appropriate stipulations, opportunities, and minimum financial parameters applicable to naming opportunities.
 - (2) The president has the authority to approve a naming opportunity using a standardized gift agreement that has been approved by the university board of trustees.

- (3) The approved name shall be reported to the board of trustees at its next meeting.
- (4) The board of trustees reserves the right to remove and/or change names of facilities, colleges, or programs, whether administrative, philanthropic or honorific/commemorative, for any one or more of the following reasons:
 - (a) The donor defaults on the terms of the gift agreement; or
 - (b) The donor is subsequently convicted of a felony or otherwise engaged in conduct that, in the sole discretion of the board of trustees, is injurious to the reputation of the university; or
 - (c) If at any time the university determines that the continued naming of a facility, college, or program compromises the university's integrity or reputation.

3356-5-15 Naming of university facilities, colleges, and programs.

Responsible Division/Office: Office of the President
Responsible Officer: President
Revision History: February 1998; September 2009; March 2015;
June 2018; June 2023
Board Committee: Institutional Engagement
Effective Date: **June 7, 2018**, **2023**
Next Review: 20232028

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**RESOLUTION TO MOVE NAMING RECOGNITION OF THE
LARRY E. ESTERLY ROOM**

WHEREAS, Larry E. Esterly had a nearly 48-year association with Youngstown State University as a student, professor of Political Science, and member of the YSU Board of Trustees. Upon his passing in 2005, the YSU Board of Trustees honored Mr. Esterly for his commitment to YSU with the naming of the Larry E. Esterly Room in Kilcawley Center and;

WHEREAS, With the pending demolition of Kilcawley Center to make room for the new Zoldan Family Student Center, it has been recommended to move the naming recognition in honor of Mr. Esterly to the lobby of the political science faculty suites in DeBartolo Hall. In conversation with current political science faculty member Dr. Paul Sracic, who taught early in his career with Professor Esterly, it was agreed this would be a most deserving and appropriate name and;

WHEREAS, Additionally, conversations took place with Professor Easterly's widow, Donna, who also believes that the transfer of the naming to the lobby of the political science faculty suites in DeBartolo Hall would be the most appropriate recognition and;

WHEREAS, Per University Policy, the naming of physical spaces is at the discretion of and must have approval by the President and the Board of Trustees and;

NOW, THEREFORE, BE IT RESOLVED, that the Youngstown State University Board of Trustees designate the Larry E. Esterly Room naming be moved from Kilcawley Center to the lobby of the Political Science Faculty Suites in DeBartolo Hall.

**Board of Trustees Meeting
June 22, 2023
YR 2023-**



**YOUNGSTOWN
STATE
UNIVERSITY**

RESOLUTION TO ACCEPT GIFT OF REAL ESTATE

WHEREAS, Youngstown State University Board of Trustees policy provides that the Board of Trustees may be the recipient of gifts of real estate as determined by the President and as recommended to the Institutional Engagement Committee of the Board of Trustees; and

WHEREAS, the Youngstown State University Foundation owns real estate located within the University's campus as identified on the property map ("Real Estate") attached hereto as Exhibit A; and

WHEREAS, the Youngstown State University Foundation seeks to gift the Real Estate to the Board of Trustees for use by the University; and

WHEREAS, the President recommends that the Board of Trustees accept the gift of Real Estate from the Youngstown State University Foundation.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees does hereby accept the gift of Real Estate from the Youngstown State University Foundation.

**Board of Trustees Meeting
June 22, 2023
YR 2023-**

Gift Declaration: Property to be Gifted from YSU Foundation to YSU

-  To be Gifted from YSU Foundation to YSU
-  YSU-Owned Property
-  Woods Rentals of Ohio, Inc.-Owned Property
-  Other Property
-  Streets

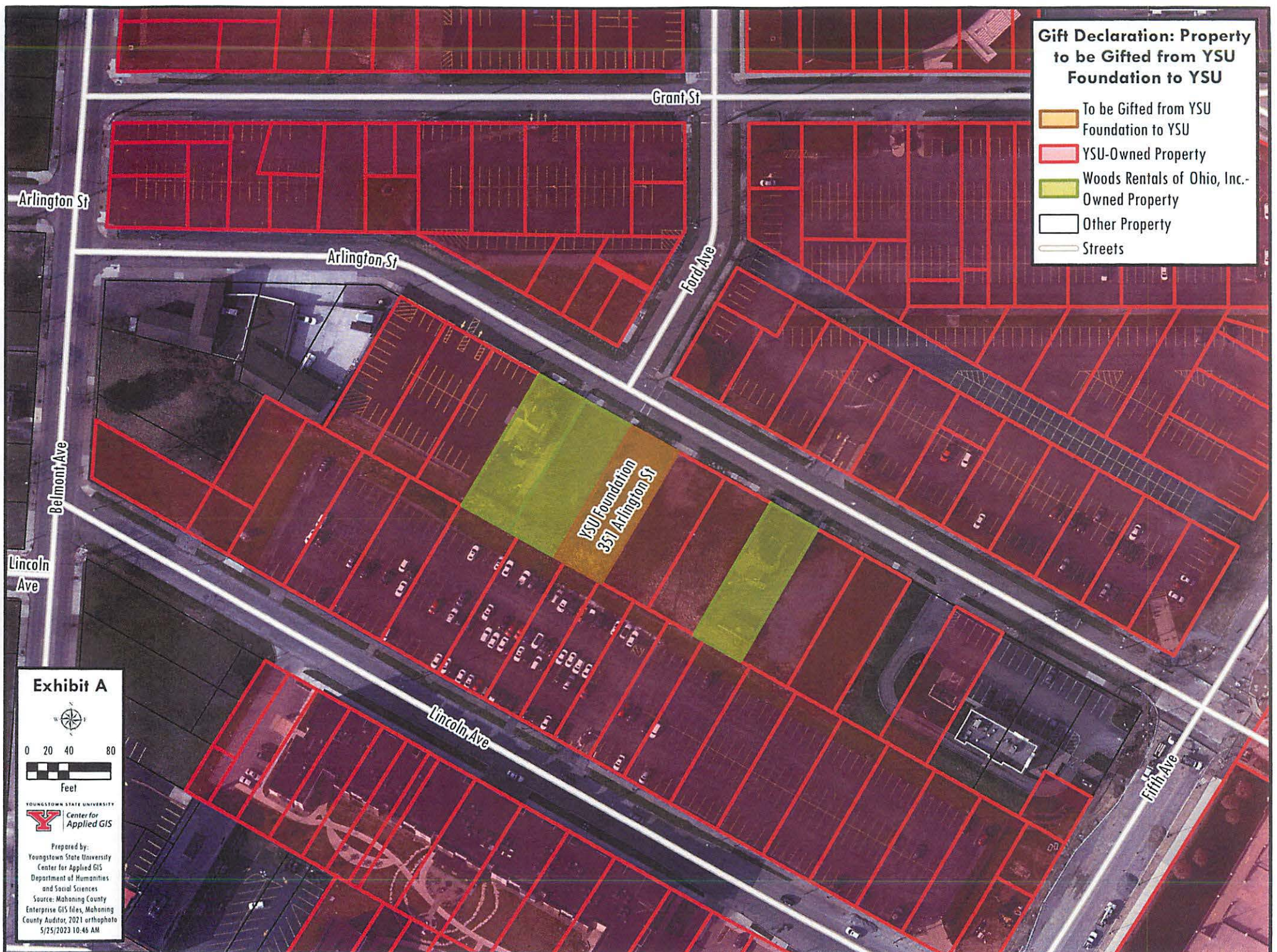


Exhibit A



0 20 40 80
Feet

YOUNGSTOWN STATE UNIVERSITY
Y Center for Applied GIS

Prepared by:
Youngstown State University
Center for Applied GIS
Department of Humanities
and Social Sciences
Source: Mahoning County
Enterprise GIS files, Mahoning
County Auditor, 2021 orthophoto
5/25/2023 10:46 AM

Youngstown State University Foundation
Gift Processing Summary

	Third Quarter			Year-to-Date		
	<u>FY'23</u>	<u>FY'22</u>	<u>Difference 2023/2022</u>	<u>FY'23</u>	<u>FY'22</u>	<u>Difference 2023/2022</u>
Development (New Gifts and New Pledges):						
YSU	\$7,268,092.78	\$991,910.13	\$6,276,182.65	\$9,409,436.00	\$3,855,788.74	\$5,553,647.26
YSUF	\$1,046,552.59	\$2,319,781.88	-\$1,273,229.29	\$4,483,481.02	\$11,742,813.37	-\$7,259,332.35
Total Development (New Gifts and New Pledges)	\$8,314,645.37	\$3,311,692.01	\$5,002,953.36	\$13,892,917.02	\$15,598,602.11	-\$1,705,685.09
Planned Giving/Charitable Gift Annuities	\$1,500,000.00	\$0.00	\$1,500,000.00	\$2,370,000.00	\$3,381,391.83	-\$1,011,391.83
Pledge Payments (For Pledges Currently or Previously Included as Development):						
YSU	\$817,790.36	\$718,573.84	\$99,216.52	\$1,591,306.61	\$2,774,183.81	-\$1,182,877.20
YSUF	\$114,418.24	\$90,258.50	\$24,159.74	\$2,077,475.68	\$3,865,516.05	-\$1,788,040.37
Total Pledge Payments	\$932,208.60	\$808,832.34	\$123,376.26	\$3,668,782.29	\$6,639,699.86	-\$2,970,917.57
Number of Gifts						
New Gifts	552	1,045	-493	2,735	3,684	-949
Pledges	9	12	-3	49	70	-21
Payments	91	128	-37	291	432	-141
Planned Gifts/Charitable Gift Annuities	2	0	2	5	13	-8



YOUNGSTOWN
STATE UNIVERSITY

The background of the slide is a photograph of a modern building. The building features a large, multi-story glass facade that reflects the sky and clouds. To the right of the glass facade is a brick tower with the words 'TODD HALL' visible on its side. The sky is blue with scattered white clouds. The overall scene is brightly lit, suggesting a sunny day.

Office of
Alumni Engagement
Highlights
June 21, 2023

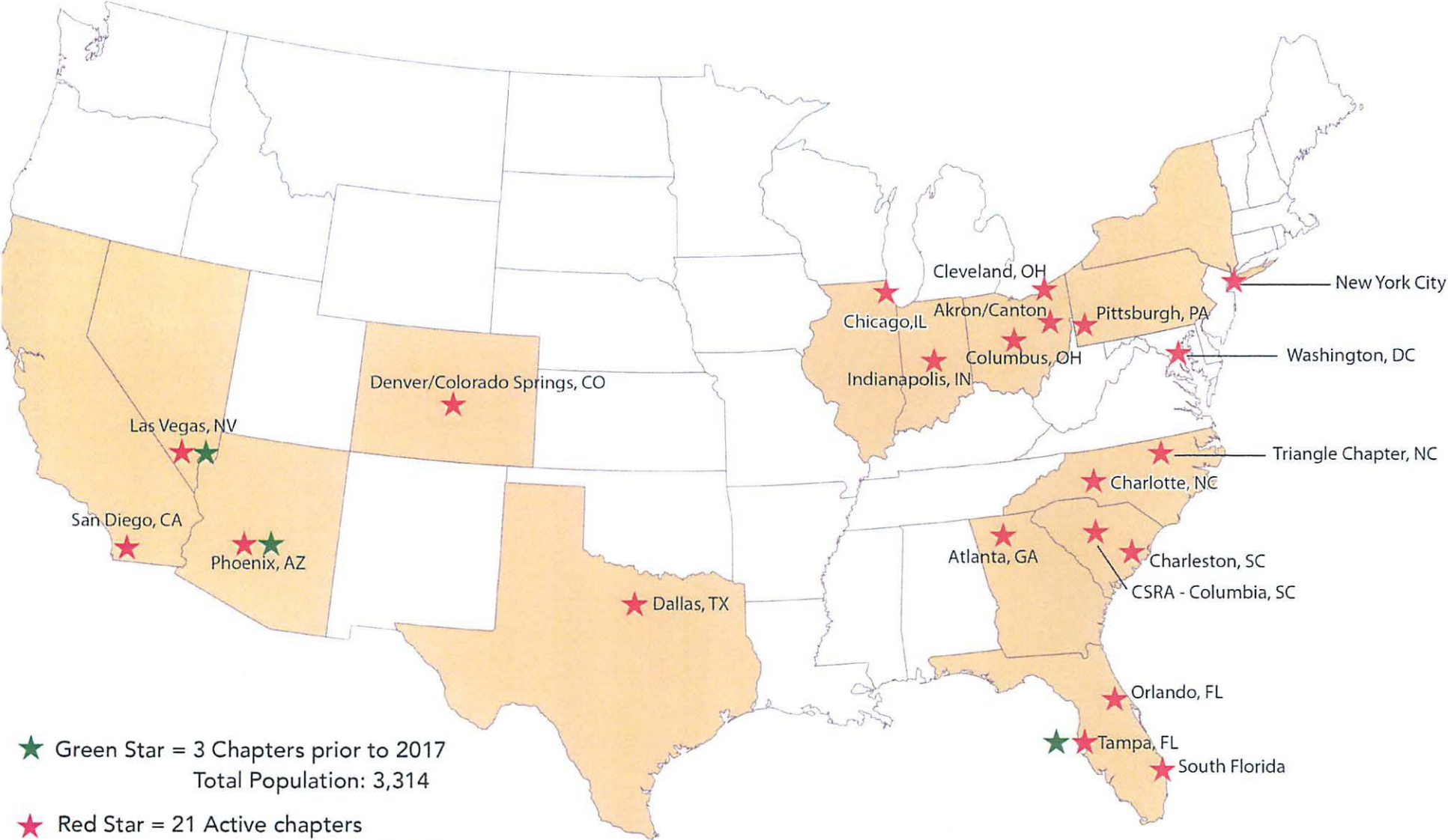
HEATHER BELGIN, DIRECTOR

Mission

The Office of Alumni Engagement cultivates lifelong relationships with Youngstown State University graduates and stakeholders by providing opportunities to attend **events, volunteer, share accomplishments, engage with students, and more.**

Alumni Engagement **leverages data** to connect YSU's colleges and campus departments with alumni who can make positive contributions toward University goals.

Alumni Chapters



★ Green Star = 3 Chapters prior to 2017
Total Population: 3,314

★ Red Star = 21 Active chapters
Total Population: 29,439



Supporting Athletics

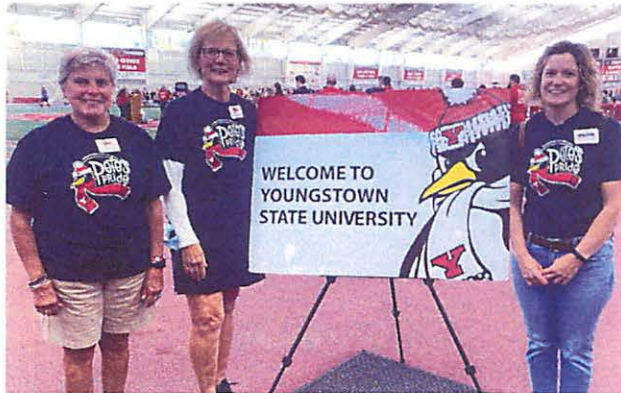


Community Engagement

Featured Engagement Opportunities

Pete's Pride

Data Integrity



College and Department Collaborations

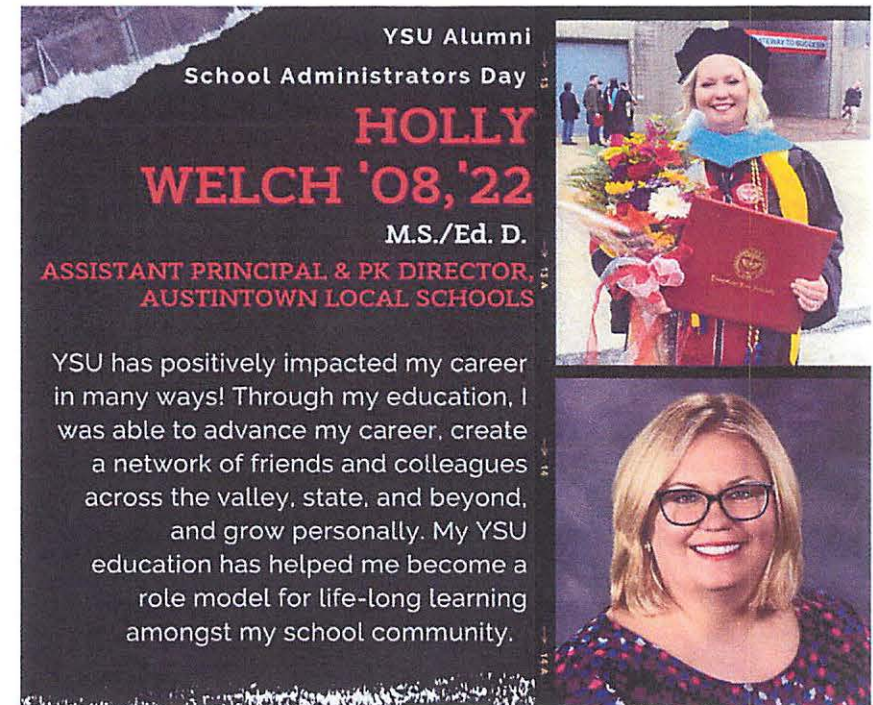


2022-2023 Social Media and Email

295%  - Instagram reach

138%  - Facebook reach

889,117 emails sent - 432 campaigns



YSU Alumni
School Administrators Day

**HOLLY
WELCH '08, '22**
M.S./Ed. D.
ASSISTANT PRINCIPAL & PK DIRECTOR,
AUSTINTOWN LOCAL SCHOOLS

YSU has positively impacted my career in many ways! Through my education, I was able to advance my career, create a network of friends and colleagues across the valley, state, and beyond, and grow personally. My YSU education has helped me become a role model for life-long learning amongst my school community.

YOUNGSTOWN STATE UNIVERSITY

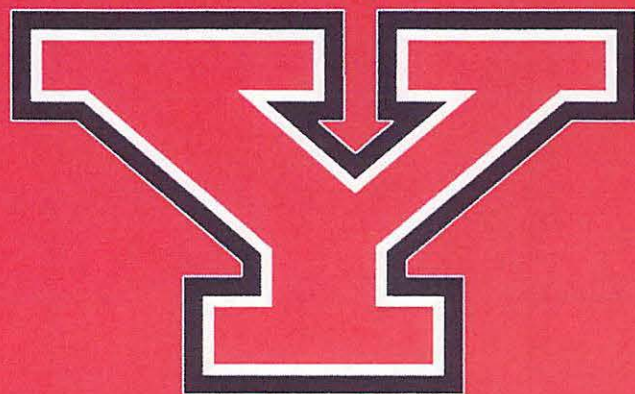


What's Next?



YOUNGSTOWN STATE UNIVERSITY





and proud.

YOUNGSTOWN STATE UNIVERSITY

www.alumni.ysu.edu

Heather Belgin

*Director of
Alumni Engagement*

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ENROLLMENT OPTIMIZATION UPDATE
BOARD OF TRUSTEES
JUNE 21, 2023
Office of Student Enrollment & Business Services
Undergraduate Admissions

Application Initiative

With the financial struggles of most families, Undergraduate Admissions assisted students by offering 2 different campaigns when we waived the applications fee. The first campaign was December 1 through December 15, 2022, and the second was April 14 - May 7, 2023.

- Campaign results
 - December 1-15, 2022
 - 492 students applied (183 additional applications compared to the same period the prior year)
 - 373 of the 492 students admitted (76%)
 - 80 of the 373 students are currently registered for orientation (21%)
 - April 14 – May 7, 2023
 - 175 students applied (34 additional applications compared to the same period the prior year)
 - 92 of the 175 students admitted (53%)
 - 43 of the 92 students are registered for orientation (47%)
 - Total campaign results
 - 667 total applications received (217 additional applications compared to previous year)
 - 465 students accepted (70%)
 - 123 students registered for orientation (26%)

Penguin Preview Days

- Held in June 2022, October 2022, November 2022 and February 2023
 - Hosted 721 students interested in Summer/Fall 2023 terms
 - 596 of the 721 students applied to YSU (83%)
 - 566 of the 596 students were admitted (95%)
 - 369 of the 566 students, to date, have registered for orientation (65%)
 - February 17, 2023 event specifically
 - 159 accepted students attended the event
 - 119 of the 159 students have registered for orientation (74%)

Experience Y Day (EYD) Yield Programs

- Yield events hosted throughout the month of March for each college and Exploratory Undecided Students
 - 259 students attended one of the EYD programs
 - 235 of the 259 students have registered for orientation, to date (91%)

Campaigns/Communications

Enhanced communications to students, parents, and school counselors. These initiatives were designed to help increase the number of applicants, completed applications, and registrants for orientation:

- Applications ~ (in addition to the application fee waiver campaigns above)
 - Emails to students who started but did not complete their admissions application
 - Text messages sent to prospective students announcing that it was not too late to apply and receive merit-based scholarships
- Complete applications
 - Automatic emails sent to students and school counselors to submit high school transcripts
 - Automatic emails are being sent to transfer students to remind them to have their college transcripts sent
 - Emails from our recruiters to school counselors with the link to upload final high school transcripts
 - Emails are being sent with follow up text messages to inform students of what is still missing to complete application
- Final high school transcripts
 - Emails were sent on June 1 to school counselors to upload final transcripts.
 - 300+ transcripts received by 3:30 the same day email was sent
 - Text message sent to students on June 2 to remind them we need their final high school transcript
- Orientation Reservations
 - Targeted messages to students and parents
 - 427 students received a text message – sent to those whose final high school transcripts were received but had not registered for orientation
 - Text messages were sent to students to encourage them to register for orientation prior to or by May 1st (National Decision Day)
 - Emails were sent to parents of accepted students letting them know that their student still needs to register for orientation

Results from Text and Email campaigns surrounding May 1st

Orientation Reservation Campaigns	Method of Delivery	Population	Date Sent	RSVP same day	Following 2 Days
May 1 Deadline	Text	Student	4/14/2023	15	15
May 1 Deadline	Email	Parent	4/17/2023	23	22
May 1 Deadline	Text	Student	4/21/2023	7	33
May 1 Deadline	Email	Parent	4/24/2023	20	28
May 1 Deadline	Text/Email	Student/Parent	4/28/2023	29	64
May 1 Deadline today	Text/Email	Student/Parent	5/1/2023	42	22

Totals

136

184

College Credit Plus/Youngstown Rayen Early College Initiatives:

The Admissions Office is working hard to acknowledge students who earn YSU credit while in high school. The goal is to increase the number of CCP and YREC students who attend YSU after high school graduation.

One way to acknowledge them is the different colored lanyard Admissions provides them at daily campuses visits and events like Penguin Preview Days and Experience Y Days.

Here are some other initiatives we have started to help with the goal of increased enrollment.

- Offering a special session at Penguin Preview Days for CCP/YREC students

Comments from a CCP student who attended this session in February – the student let us know that he was deciding between YSU and another school. After attending the February PPD event and specifically this session, he felt that he would not receive all the personal attention he received during the session at the other school and that was the deciding factor for attending YSU this fall.

- Email and text campaign to CCP students
 - 314 students sent email and text about applying to YSU
 - 75 additional students applied after receiving these communications
 - 42 of the 75 students have registered for orientation, to date (56%)
- Text messages and emails to register for orientation and classes, if applicable

The chart below shows the students (list provided to Admissions from Sharon Schroeder) of the CCP students who have been admitted, registered for orientation and registered for classes.

	Total students in Group	Orientation Registrations	% Registered for Orientation	Registered for Classes	No Show for Orientation	Withdrew Application
Pathway 1 ~ Register for classes; no orientation required	1	1	100%	1		
Pathway 2 ~ Register for classes prior to attending orientation	56	41	73%	31		1
Pathway 3 ~ must attend orientation to register for classes	343	168	49%	104	1	1
Totals/Average	400	210	53%	136	1	2

Office of Student Enrollment & Business Services

Financial Aid & Scholarships

Outreach to Fall 2024 admitted students.

Contacted new students who had not yet completed the 2023-2024 FAFSA or federal verification to offer staff assistance with FAFSA completion and the completion of federal verification.

- 268 of the 1,184 students (23%) without a 2023-2024 FAFSA we contacted have completed their 2023-2024 FAFSA as of May 31, 2023, and 54 of the 187 students (29%) have completed the federal verification process as of May 31, 2023.

Outreach to EAB Enrollment IQ survey respondents who requested financial aid assistance.

Admitted students who told EAB they plan to attend YSU but had not yet signed up for orientation were offered staff assistance with FAFSA completion, federal verification, and questions. Financial Aid messaging conveyed that orientation dates were filling up fast and encouraged registration for orientation as soon as possible.

- 1 out of 29 students (3%) we contacted completed their 2023-2024 FAFSA as of May 31, 2023.

Outreach to students registered to attend orientation.

Admitted students who were registered for orientation but had not yet completed their 2023-2024 FAFSA or federal verification were contacted.

- For orientations held on May 25th and 26th, and June 1st and 2nd, 8 out of 73 students (11%) contacted completed their 2023-2024 FAFSA's, and 8 out of 26 students (31%) we contacted completed federal verification as of May 31, 2023.

Orientation Programs Checklist Outreach

Orientation checklists distributed at orientation encourage students to complete the 2023-2024 FAFSA and federal verification (if applicable), accept financial aid offered (if interested in loans), sign master promissory notes (if borrowing), complete entrance loan counseling (if borrowing), or schedule financial aid appointments (for step-by-step assistance).

- 44 students received a checklist on May 25th
- 75 students received a checklist on May 26th
- 80 students received a checklist on June 1st
- 97 students received a checklist on June 2nd

Continuing YSU student Outreach

Continuing students who completed a 2022-2023 FAFSA but had not yet completed their 2023-2024 FAFSA were emailed on February 28th, April 4th, and May 3rd encouraging them to complete their FAFSA and to offer staff assistance with FAFSA completion.

- 3,452 students were emailed on February 28th
- 2,837 students were emailed on April 4th

- 2,258 students were emailed on May 3rd

Financial Aid Newsletters

The Financial Aid Dollars & Sense newsletters were emailed to continuing YSU students on January 12th and April 10th

Financial Aid Offers

Financial Aid Offers were issued to new students on February 20th and to continuing YSU students on March 20th

- 1,834 new students were packaged on February 20th and 3,524 continuing students were packaged on March 20th

Participation in Undergraduate Admissions, University, and High School Events

- Financial Aid staff participated in undergraduate admissions recruitment events that included Penguin Preview Days, Experience Y Yield Program Days, and the Transfer and Adult Visit day.
- Community Service and University events included on campus Financial Aid Night which was held on October 20, 2022, CCAC college audition days, Honors college recruitment and orientation programs, and New incoming student Orientation programs.
- High school events included financial aid night programs and senior awards ceremonies to present graduating seniors with their freshman scholarships for excellence merit scholarship certificates.

Penguin Service Center: Billing Budget Counseling

- Fund Your Education virtual appointments for first time, first year students with PSC counselors to eliminate billing barriers that could prevent current or future enrollment
- Completed 76 post-orientation appointments throughout May; 143 schedule so far in June

Students rate this statement: "I understand the YSU billing process."	Before the Session	After the Session
Strongly Agree	13%	48%
Agree	55%	52%
Disagree	32%	
Strongly Disagree		



Enrollment Impact Strategies from the Department of Social Work:

- A Stark Community College graduate was so happy with what we were offering at YSU that she referred 4 of her fellow students and they all followed up the same week and changed their plans to attend YSU instead of another institution. When I thanked her for the referrals she said:

“I am so glad they were able to reach out to you. A few more maybe contacting you lol! When you are good to people, they will be good to you. With that being said. Thank you for all your help and support.”

- Our program has had internships and the classes that coincide with internships available in the summer for main campus students to allow for graduation in spring, summer or fall. The Partnership programs have only had classes available to them Fall and Spring. This year we made all of our main campus summer classes online live so that Partnership students could take them in order to offer more timely graduation. This also requires the program to allow students to take courses out of sequence which has also led to faster graduation.
- The offering of Lakeland and Lorain Partnership classes online synchronous to reduce barriers to attendance and offer classes to students in neighboring communities that would have otherwise thought it was too far away. Also offering main campus students these classes when they have barriers to in person attendance.
- Reviewing “lost to care” students each summer and reaching out to them. We reach out to students that did not complete their BSW or MSW programs. We work closely with Molly Burdette and the Come Back program as well as MCAT to help students that funding is a barrier to returning.
- Reaching out to alumni from our BSW program to see if they are interested in MSW program. Also reaching out to both BSW and MSW alumni to find out job placement and licensure information.
- Met with 8 of our local CEO’s who wanted to meet about getting more social workers into their agencies. The outreach to alumni is one way to do this as well as meet accreditation requirements to collect this information. We are also bringing the agencies into our classrooms at multiple stages of students education to connect them with agencies early and often. All of this alumni partnering keeps a reciprocal relationship with our community agencies as they are the main referral to us for their workers to complete their BSW and MSW degrees.

Sokolov Honors College

1. The return of honors-only orientation dates in spring 2022 allowed the Sokolov Honors College to construct an event designed especially for honors students and their families. As we know, a sense of belonging is a foundation for success; the structure of the day revolved around welcoming families, preparing them to be successful at YSU and in honors, and previewing the holistic support offered by the Honors College community. Student orientation programming included interactive opportunities to learn about YSU and honors while getting to know incoming and current honors students. A Kahoot! trivia session brought to life important campus information; a rec center session allowed for team building opportunities; and upper-class honors students helping during schedule construction allowed for peer interaction. During lunch, faculty members and alumni joined students in an informal setting to allow for casual conversation and the beginning of the relationship-building process. Fall 2022 witnessed 98.67% of honors applicants matriculating to YSU. The Sokolov Honors College again offered honors only orientation dates in spring 2023. A total of 192 attended two sessions offered in March and May.
2. Critical to yield success from applicant to enrolled YSU student is the utilization of the peer perspective. From Honors Ambassadors visitations at high schools to student recruiters' involvement in personalized individual campus visits and honors events, such as the Open House and YSU-BaccMed Camp, the student voice provides a relevant and authentic view to help inform the college choice. Additionally, honors Undergraduate Teaching Assistants' engagement with new incoming students post orientation sessions throughout the summer develops the community through programming centered around opportunities to learn, lead and serve through which a sense of belonging is cultivated and leads to higher student matriculation, satisfaction, persistence and graduation.

Resch Academic Success Center

Enrollment Optimization Report

The Resch Academic Success Center provides academic support for all YSU students. We have four main service areas:

1. **Academic Coaching:** Coaches work 1:1 with mandated students that are on academic probation and also with self-referrals on test taking, organization, and time management strategies.
2. **Accessibility Services:** Provides support to students with physical, medical, learning, hearing, visual and psychological disabilities. We work in conjunction with students and faculty in the process to establish accommodations, services and access to academic programs.
3. **Strong Start Program:** First year program for YSU students whose true academic promise may not be reflected in their standardized test scores or their high school GPA. Program features include:
 - a. Academic Coaching for the entire first year
 - b. Strong Start 1500 Success Seminar
 - c. Career exploration support
4. **Tutoring Services:** Peer tutoring in a wide variety of lower and upper division courses. Small group tutoring for high demand and historically difficult courses.

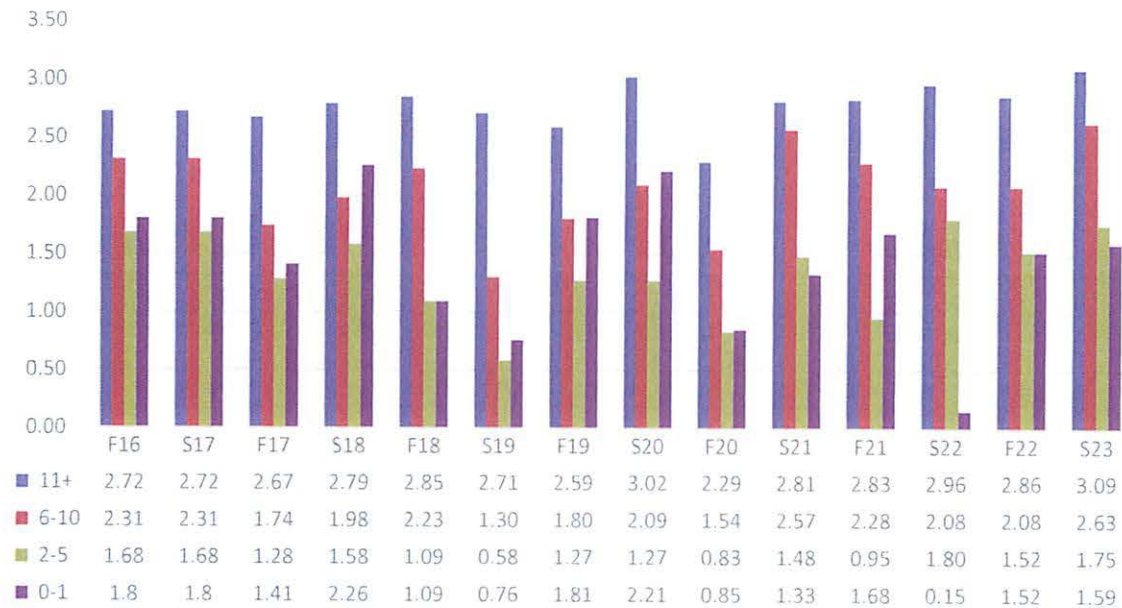
Impact on Enrollment and Retention: Our main directive is academic support which boosts student retention.

- Strong Start Program Advisors provide intense support to a cohort of students that are academically at-risk as determined by high school GPA. Changes were made based on observations, feedback from students, and success rates. These changes include:
 - Students can declare major starting F23
 - Students will not be dismissed after one semester if under a 2.0. We will do 1:1 academic coaching weekly for the following spring semester and if they are under a 2.0 after spring, then they will be dismissed.
- Retention of first generation and minority students
- Academic coaching impacts retention for struggling students (see chart below)
- Tutoring services has historically impacted student success and retention (see chart below)

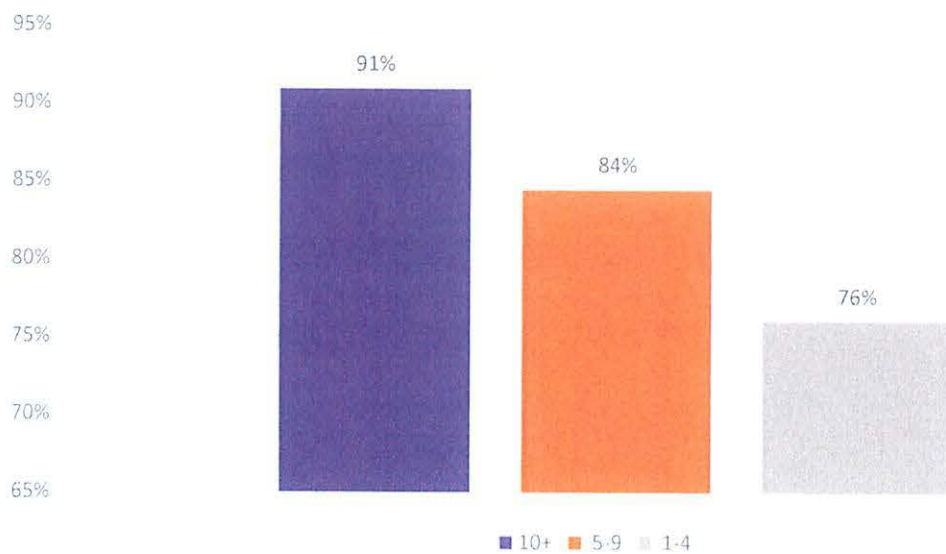
Data shows the Academic Success Center supports retention

Strong Start	Students			Term GPA			Dismissed		Retention		Registered S23?	
	# in Cohort	# Registered	# NR	Avg.	# 2.0+	# -2.0	#	%	#	%	#	%
F20	132	129	3	2.25	91	38	22	17%	107	83%	55	43%
S21	96	88	8	2.43	60	28	13	15%	75	85%		
F21	132	125	7	2.06	76	49	49	39%	76	61%	58	46%
S22	76	75	1	2.36	64	11	11	15%	64	85%		
F22	121	108	13	1.97	56	52	30	28%	78	72%	66	61%
S23	79	66	13	2.24	44	22	13	20%	53	80%		

Avg. Term GPA for Students Using Academic Coaching By Visit Category Fall 2016 - Present



Pass Rates for Students Using Tutoring Services By Visit Category Last 5 Years



Opportunities for F23 and S24

- Students are utilizing our services at a pre-pandemic rate, and we will continue to market our services to see bigger increases in usage.
- First year students are using tutoring services at a much higher rate because of targeted marketing in the YSU 1500 courses. Tutors will visit classes again for F23.

- Tutoring Services included math tutoring by appointment for the first time during F22 semester. 126 students used the service. We will continue to collaborate with the math department to provide support in math and stats.
- We saw an increase 72% of self-referrals for academic coaching during F22 and S23. Students want and need academic support in a 1:1 setting. We hired 4 graduate assistant interns and have 3 professional staff members for F23 and S24 to support this increased need.

The Office of University Bursar

Supports the University's strategic goals by serving as the billing and collection agent for the university. It is also our goal to help students work through any financial obstacles or challenges to help students stay enrolled in school so they may obtain their educational goals. Listed below are some of the Bursar office initiatives, policies and procedures which may have a positive impact on enrollment.

Implemented the Ohio College Comeback program. Effective fall 2022, in collaboration with seven other public colleges and universities in Northeast Ohio YSU implemented the Ohio College Comeback program to help students who left college without a degree continue their education and reduce or eliminate their previous outstanding debt. This program is open to eligible students who previously attended any one of the eight participating institutions, have been out of college at least a year, maintained a 2.0 cumulative GPA before they left, and owe the institution \$5,000 or less. *There were five students who signed the College Comeback agreement for fall 2022, of which three completed successfully and had their previous debt canceled at the Attorney General's office. There were seven students who signed up for spring 2023. Five students successfully completed the requirements for spring 2023 and had their previous debt canceled and one of those graduated with an associate degree.*

Students are now permitted to register for the next term even if they have an outstanding prior term balance (one semester prior only). Students are now permitted to register if they have a previous term balance. If their previous term balance is not paid before the start of class their registration will be canceled. Allowing students to register and obtain the classes they need may give them more incentive to pay any outstanding previous term balance. *Over 517 students registered for spring 2023 with prior balances and only 58 were dropped from their spring 2023 for non-payment.*

Extended the payment due date for Academic Partnership (AP) online courses. Tuition for AP courses is due the Friday before school begins. The deadline has been extended every semester until the Friday after classes begin (but before the 100% refund period) to improve enrollment. *On the payment due date there is an average of 150 students who have not paid. By extending the payment due date we remove approximately 10 students from their classes.*

Revised pre-payment policy. Students who were previously financially suspended had a pre-payment hold placed on them and were required to pre-pay for the next semester. After financial counseling and agreeing that all tuition will be paid before classes begins the student can now register for class and have additional time to make payment arrangements.

Extended our semester payment plans to help students with their monthly payments. Students have the option of selecting a payment plan that divides their balance into five installments for fall and spring instead of only four installments making their installment payments more affordable and manageable. *There were 486 students for spring 2023 that registered for the five-payment plan.*

International Enrollment

- Having implemented an International Student Enrollment Plan, overall international student enrollment is projected to increase from 655 in spring 2023 to ~1,000 in fall 2023 (a projected increase of 52%).
 - In Spring 2023, INTL UG enrolled was 361, compared to 325 in F22 (an increase of 11%).
 - In Spring 2023, INTL Grad enrolled was 275, compared to 212 in F22 (an increase of 30%).
- Having a mandatory spring international student housing requirement resulted in higher occupancy rates for YSU Housing in the spring 2023 semester than in the fall 2022 semester.
- Significant collaboration amongst divisions was necessary for this to happen. Key areas which drove the enrollment growth included Marketing & Communications, STEM College, the Graduate School, Financial Aid, Student Success, and International Programs. Other areas which will increasingly play a supporting role in the retention of these students will be Student Experience and Honors College.
- International festival in spring semester attracted over 200 students (international and domestic).
- Over 100 students studied abroad this academic year (compared to fewer than 20 last year).

Student Success

1. First Year Student Services, in collaboration with the International Programs Office, has increased efficiency and improved student experience by automating the onboarding on international students
2. First Year Student Services, in collaboration with the departments below, is removing barriers and increasing the readiness of incoming freshmen by meeting individually with those at Orientation check-in who have outstanding financial aid, housing, athletics, and/or placement tasks. As of June 8:
 - Financial Aid has connected face-to-face with 398 students
 - Housing has connected face-to-face with 29 students
 - Athletics has connected face-to-face with 37 students
 - Placement Testing has connected face-to-face with 58 students
3. Student Success has led the initiative to create and implement the Math Review Advantage. The program will impact YSU's enrollment and student success efforts by helping to increase the number of incoming freshmen who achieve the math placement level needed to avoid co-requisite instruction, or to be eligible to begin pre-requisite math courses, or to be eligible to register for required math and in some cases major courses. 46 students have participated to date and have raised their placement level or continue to review and prepare to retest.
4. Survey results indicate the positive impact YSU's Orientation program has on enrollment:

As of June 8:

- Of the 555 students who have completed the Orientation survey to date, 258 indicated they were excited about attending YSU prior to Orientation; 96 of those students are still excited after attending Orientation while 159 are now very excited to attend YSU after Orientation. Of the 31 students who indicated they were not excited about attending YSU prior to Orientation, 27 are now excited or very excited to be attending YSU.
- Of the 153 parents who have completed the Orientation survey to date, 93% indicated that attending Orientation increased their confidence that YSU was the right choice for their student.