

For the Record...



September 2004

The purpose of this publication from the Office of Marketing and Communications is to keep the campus community informed of the latest actions, deliberations and discussions of the YSU Board of Trustees. "For the Record..." is distributed after the regular quarterly meetings of the board. Comments and suggestions may be sent to Ron Cole, manager of news and information services, at 330-941-3285 or racole.01@ysu.edu.

Enrollment, extending benefits to same-sex partners, new travel and entertainment guidelines and a report from the university's lobbyist were among the many topics discussed by the YSU Board of Trustees during meetings in September.

Here's a summary of the board's actions and discussions at the Sept. 24 full board meeting, as well as committee meetings on Sept. 2 and 9.

Board of Trustees, Sept. 25

*Larry E. Esterly, chair
H.S. Wang, vice chair*

The board met in Tod Hall:

President David C. Sweet reported to the board that enrollment is 13,101 this fall semester, the highest in nine years. "We're on our way to our centennial goal of 14,000," he said.

He also outlined his priorities for fiscal year 2005, including enrollment and retention, sound financial management, ensuring the success of the Youngstown Early College, implementing the Technology Master Plan, successfully completing negotiation with the faculty and classified staff unions, tightening the faculty hiring procedures and launching the centennial capital campaign.

"We're off to a good start," Sweet said about the new academic year.

The board:

- Passed a resolution to confer an honorary doctor of music degree on Maureen McGovern, a native of Boardman whose singing career includes two Academy Award-winning gold records and major roles in several Broadway productions. McGovern will receive the degree at commencement on Dec. 12.
- Approved a resolution accepting development gifts amounting to \$2.87 million for April to June 2004.
- Agreed to a resolution naming the foyer lounge in Jones Hall as the McKelvey Family Lounge in recognition of a \$100,000 gift to the Andrews Recreation and Wellness Center by Lucius B. McKelvey on behalf of the McKelvey Family. The McKelvey family is one of the most prominent families in the Mahoning Valley: George McCartney McKelvey founded The

G.M. McKelvey Co. in Youngstown in 1883, and it became one of the valley's most recognized department stores.

- Approved interfund transfers. John Habat, vice president for administration, said during committee discussions, that they are routine, end-of-the-fiscal-year transfers.
- Agreed to modify the fiscal year 2005 annual operating budget to reflect a \$3.4 million carry-forward balance from the fiscal year 2004 budget. Of the \$3.4 million, \$2 million will be placed in a short-term budget stabilization fund.
- Voted for a resolution to authorize YSU to solicit performance contractors to reduce energy costs while providing permanent improvements to the physical plant. In committee meetings, Habat said that, under state law, performance contracting allows for installment financing payments for up to 10 years to pay for energy conservation improvements. Habat said the administration will return to the board with another resolution once a company is selected. He said he anticipates a minimum 20 percent reduction in energy usage on campus. "Obviously, for many reasons, it's great to have a program like this in place," Trustee William J. Bresnahan said.
- Approved a resolution to purchase a piece of property in Smoky Hollow and to pre-approve the purchase of several other lots in Smoky Hollow, along Fifth Avenue and along Rayen Avenue for long-term parking development. "There is a very serious need in short term and intermediate term for this property to provide parking," Habat said in committee meetings.

In committee meetings, trustees discussed recent property purchases in Smoky Hollow, particularly one individual who has been purchasing lots through tax lien sales. Habat said that current YSU policy requires board approval prior to the purchase of any property, which has at times affected the university's ability to act in a timely manner to purchase property through tax lien sales. "I would think that if there is one individual pursuing land like this, there will be others to follow," Trustee Scott R. Schulick said. Trustee Larry E. Esterly asked the administration to develop a special policy under which the administration could purchase property through a tax sale without the pre-approval of the board.
- Voted for a resolution to modify the university's acquisition of real estate policy.
- Approved faculty/staff appointments.
- Esterly announced the chairs and vice chairs of the board's committees.
- Set the time and place of upcoming regular meetings of the board: 3 p.m., Wednesday, Dec. 15; 3 p.m., Friday, March 18, 2005; 3 p.m., Friday, June 24, 2005. All are in Tod Hall.

Finance and Facilities Committee, Sept. 9

William J. Bresnahan, chair

Scott R. Schulick, vice chair

- Committee members reviewed the fourth quarter comparison of budget to actual for the general operating fund. That report also showed that YSU's preliminary Senate Bill 6 ratio is continuing to improve. The ratio provides a formalized structure for monitoring the financial health of state colleges and universities. The maximum score is 5. When an institution reaches 1.75, a fiscal watch is declared. YSU's ratio was 3.0 in fiscal year 2000 and has steadily increased since, jumping to 3.8 in fiscal year 2004. "We've made consistent progress... The bottom line is the news is good and positive," Habat said. Sweet added, "The slope in the line is in the right direction."
- The committee heard brief reports on the activities of the audit and investment subcommittees.
- Sweet reported that a settlement of the lawsuit concerning the Wick Pollock Inn has been signed by all parties and is now before the court for approval. "We've moved another inch," he said. Sweet told Esterly, "I guarantee you that this will be resolved by the time you go off the board." "I have my greatest doubts," joked Esterly, whose nine-year term expires in 2006.

- The committee also had a short discussion on the makeup of YSU's finance area. Sweet announced that this year's university audit is going much more smoothly than last year. He noted that 4.5 additional staff has been added to strengthen the middle management of the finance area. Schulick said he thinks there is a need for a single person – a chief financial officer or treasurer – to oversee a budget the size of YSU's. Trustee Donald Cagigas agreed. "I think it's very important with an operation this size to have somebody who's a chief financial person, not just an accountant," he said. "I think it's something that needs to be considered."

Internal Affairs Committee, Sept. 9

John L. Pogue, chair

Donald Cagigas,, vice chair

- Committee members reviewed information concerning the possibility of extending benefits to same-sex domestic partners.

Habat said four public universities in Ohio – Ohio State, Cleveland State, Ohio University and Miami University – recently began extending benefits to same-sex domestic partners. Currently, the only benefit YSU offers domestic partners is family leave. Habat said Cleveland State, OU and Miami all estimate that the cost of extending benefits to same-sex domestic partners is about \$50,000 a year, while Ohio State estimates the cost could be as much as \$900,000 a year. He said Cleveland State has had no employees sign up for the extended benefits, while OU has had 10. At the University of Michigan, 214 employees have signed up for same-sex domestic partner benefits, while the number is 137 at the University of Oregon, 20 at New Mexico State University and seven at Iowa State University. He said YSU estimates five to 12 potential participants if the benefits are extended.

"It's inevitable that we'll have to deal with this," Trustee John Pogue said. Trustee H.S. Wang noted that two board members who opposed extending the benefits have since left the board: Joseph Nohra's term as a trustee expired in June and F.W. "Bill" Knecht died in January 2004. "Things have changed," Wang said.

Bresnahan said he thought it was best to discuss the issue as part of regular contract negotiations, which begin next spring for faculty and classified staff, YSU's two largest unions.

But Esterly said he had reservations about entering contract talks without resolving the issue. "I would hope that this board gives a signal before we enter negotiations," he said. Trustee Chander Kohli agreed. "This issue is not going to go away," he said. "I think we have to tackle it."

The committee voted unanimously to ask that the administration to develop a packet of information about offering same-sex domestic partner benefits at YSU and that the information be given to committee members no later than its December meeting.

- The committee entered executive session to discuss specialized security details on campus.
- YSU Police Chief John Gocala outlined a mutual aid agreement for police protection with police agencies throughout Mahoning County. YSU currently has a mutual aid agreement with the Youngstown Police Department, which gives campus police the authority to act anywhere in the city and gives city police the authority to act anywhere on campus. The new agreement extends the agreement throughout Mahoning County, Gocala said. "Given the whole situation with homeland security, it's certainly something we recommend," he said. The committee voted to endorse the agreement.
- John Habat reviewed proposed travel guidelines for faculty and staff. Sweet noted that the guidelines, along with proposed guidelines for business-related expense/entertainment and the proposed cellular equipment usage policy, are on the agenda for discussion purposes only.

The guidelines and policy will come back before the committee in December for final approval.

Esterly suggested that references to the president's expenses should be eliminated from the proposed guidelines. Instead, rules for the president should be reserved for the president's contract.

Bresnahan had several questions, including a section of the guidelines that states business meals, entertainment and other business expenses should not be lavish or extravagant. "I don't know how ... we define lavish or extravagant, but we ought to take a stab at it," he said.

- Habat reviewed proposed guidelines for business-related expenses/entertainment. He said the guidelines were developed under the guidance of the Ohio Attorney General's office and the state auditor.
- Habat also reviewed a proposed policy on the use of cellular telephones. He said the university has 60 cell phones, which cost \$30,000 in fiscal year 2004.
- Jimmy Myers, director of equal opportunity and diversity, presented a report showing that YSU employs 16 more African Americans and Asians this year than last. "This makes a significant statement about the university's commitment" to diversity, he said.
- Committee members also received a report showing that 7 percent of the \$16.2 million in university purchases in fiscal year 2004 went to minority enterprises.
- Ron Strollo, executive director of intercollegiate athletics, reported that YSU will host the Horizon League volleyball tournament in November. He also updated the committee on activities in the soccer, cross country and football programs.

The new alcohol policies for the tailgating lots at football games are in place, Strollo said. "I really can't thank campus police and parking services too much," he said. This year, fans can no longer bring their own alcohol to the tailgate lots. Instead, the university received a permit to sell beer in the lots.

A new scoreboard at Stambaugh Stadium and new marquees on campus are in place as a result of a new "pouring rights" contract with Coca-Cola, he said. A new Diamond Vision video screen will be installed in time for the Sept. 25 football game. "It's going to be as nice of a board as Jacobs Field and Yankee Stadium," he said.

Finally, Strollo updated the committee on proposed state legislation that would allow tailgaters to bring their own alcohol to YSU's tailgating lots. The legislation, which passed the state House earlier this year, has been amended to apply only to schools with 15,000 full-time equivalent enrollments and under. "We hope it's a little more clear-sailing with the Senate and hope it ends up on the governor's desk some time in the winter," he said.

- Under new business, Sweet said that he has asked Provost Atwater to review faculty hiring procedures on campus. Sweet also noted that the university has hired about 1,200 people in the last year alone. "We have a process in place (for hiring), but it can always be improved," he added.

External Relations Committee, Sept. 2

H.S. Wang, chair

Larry D. DeJane, vice chair

- Trustee Esterly opened the meeting by congratulating Sweet and Cynthia Anderson, vice president for student affairs, on the university's enrollment growth. He also told trustees that the academic year ahead would be "a challenging one for this board" that will likely draw lively debate. Board members, he said, won't always agree, but he said it's important for the board to have unanimity on some issues. He said the board's retreat on Sept. 15 at the Spread Eagle Tavern in Hanoverton will be used to set and discuss priorities.
- Paul McFadden, chief development officer, reported that the YSU Alumni Society's \$100,000 gift to the rec center pushed the campaign over its \$12.1 million goal. "We're

sincerely most thankful to all of the benefactors who helped us bring this campaign home,” he said. Wang congratulated the staff in the development office.

- George McCloud, dean of the College of Fine and Performing Arts and special assistant to the president for development and public relations, reported that YSU has been working with the consulting firm Marts & Lundy for more than a year to develop the university’s next capital fund-raising campaign. The firm is currently conducting a feasibility study that includes interviewing potential donors from across the region and nation. “We’re going about this in an orderly and classically formulated way,” McCloud said. “We’re confident that that process is moving ahead.”
- McCloud and McFadden reported that the development office has hired Jacquelyn Daniel as annual giving coordinator and Jill Massas as prospect research coordinator. The office is still searching for a senior gift officer. The hirings are being made in preparation for the next capital fund-raising campaign.
- Catherine Cala, associate director in university development, updated the committee on Penguin Parade, a public arts project. Cala said the seven-foot fiberglass penguins, displayed at public places throughout Mahoning and Trumbull counties, will be moved to the Eastwood Mall in October. On Oct. 29, the penguins will be auctioned at Stambaugh Auditorium. Cala also reported that one of the penguins is missing. “We’re hopeful someone will give us some tip or clues as to its whereabouts,” she said. The penguin was last seen on the YSU campus in July. Another penguin, called “Hot Rod,” will be raffled. She also announced that talks are underway to possibly display some of the penguins at the capitol in Columbus. Sweet mentioned that Penguin Parade is a partnership of YSU and the Mahoning Valley Community Foundation.
- McFadden presented the committee with a report showing that the number of donors to the university in the fourth quarter of fiscal year 2004 was up 14 percent, from 3,201 last year to 3,644. The amount of money raised, however, dipped by 6 percent, from \$7.03 million to \$6.58 million.
- Shannon Tirone, director of Alumni Relations, reported on several activities, including alumni terrace dinners prior to all home football games, homecoming activities and the second annual Greek Reunion. “This is going to be a huge event that I think will grow every year,” she said. She also reported on regional alumni events in Pittsburgh, Cleveland, Columbus and in Florida. And, she said her office is planning an event in connection with the YSU Wind Ensemble’s performance at Carnegie Hall.
- Pam Palumbo, associate director of events management, was recognized by the committee for her office’s work on Forte on the Fifty, spring commencement, Freshman Scholars Tribute and the ribbon-cutting for Youngstown Early College. “Whether it’s rain or snow or sleet or sunshine, Pam comes through,” Sweet said.
- Walt Ulbricht, executive director of marketing and communications, provided committee members with copies of the university’s new alumni magazine, view book and undergraduate bulletin. He also reported that the electronic marquees on campus have been upgraded.

Ulbricht also reported the a summer advertising campaign in the Mahoning Valley that included radio and print ads resulted in an 8 percent increase in applications to the university. In addition, he told committee members that YSU ads will soon be seen on 82 screens in six movie theaters in Hudson, Akron, Solon and Willoughby, reaching 208,000 movie-goers.
- McCloud reported that each college has set up “visiting committees,” a board of advisors that will provide input on college activities ranging from academics to fundraising. “It has already proven to be very valuable,” he said. “The important thing is that we are becoming more consistent across all of the colleges.”
- Tom Green, a 1965 graduate of Youngstown University and president and chief executive of Thomas Green & Associates, reported to the board on his lobbying activities in Columbus.

Green's firm is a lobbying organization headquartered in Columbus. About three years ago, YSU retained Green's firm to represent the university's interests on the state level. A former editor of *The Jambar* and reporter at *The Vindicator*, Green said there isn't much good news coming out of Columbus.

"It is not pleasant right now representing higher education in what is a very, very difficult budget situation," Green said. "I wish I could say it's getting better, but it's not."

He said talk in the capital city is that higher education funding could be by cut as much as 20 percent in the next annual budget. "I don't know how higher education maintains its programs at that level of cuts," he told trustees.

Green said a 1-percent temporary sales tax instituted last fiscal year is due to be removed next fiscal year, which would leave a \$1.3 billion shortfall in the budget. "I don't know if anyone has any magical answer on how to replace a hit like that, especially when there are no other revenues coming into the state," he said.

In general, the state budget pie is divided three ways: 35 percent Medicare, 35 percent primary and secondary education, and 30 percent left over for other state agencies and operations, including higher education, he said. "We've tried many things to attract the attention of the General Assembly" to the plight of the state's public higher education institutions, he said.

Green noted that, with term limits, new legislators must continually be educated about the complexities of the budget. "The legislature needs to know that it needs to step up and value its institutions of higher education," he said.

- Gary Sexton, director of WYSU-FM, talked to the committee about an evaluation report of the station by Hamilton Consulting. Sexton reported that the station recently received its best ever ratings. "This is a very hard-working station that provides an enormous amount of service," McCloud said.

Academic and Student Affairs Committee, Sept. 2

Chander M. Kohli, chair

Millicent S. Counts, vice chair

- Tom Maraffa, special assistant to the president, announced that fall semester enrollment stood at 13,079 as of the morning of Sept. 2. That's an increase of 234 from last year and an increase of about 1,300 from four years ago. He also reported that full-time equivalent enrollment is 10,538, up by 176 from last year and up 14.5 percent from four years ago. He said the number of new, undergraduate, transfer and graduate students are all up.

Maraffa, who is heading YSU's enrollment management efforts, said there are several ongoing efforts to keep enrollment moving upward: new academic programs, a conditional admissions policy, a push to target more financial aid to needy students and a possible pilot tuition reciprocity agreement with Slippery Rock University.

"That's been a long-term objective here and hopefully we're getting closer to it," he said about the SRU partnership. Sweet added, "I think we have more things in line moving forward on this than we've had in a long time."

Cynthia Anderson, vice president for student affairs, pointed out other reasons for the enrollment successes, including a fully-staffed and stable admissions staff, increased participation in student orientation programs and the Center for Student Progress and boosted marketing efforts. "We're getting ourselves known out there as a quality institution," she said.

Sweet said many factors lead to increased enrollment, including academic programs that are tied to students getting jobs after graduation, increased retention rates, student success stories, financial aid, low tuition and a clear, campus-wide focus on increasing enrollment. "It's a

complicated equation, as we know, but it endorses the efforts of everyone on campus,” he said about the enrollment increase.

- The board heard an update on Youngstown Early College by Provost Tony Atwater; Robert Bolla, dean of the College of Arts and Sciences; Richard Bretz, assistant to the provost; and Larry Johnson, YEC dean. “There has been a groundswell of support from the campus to help make this program a success,” Johnson said.

YEC, located in Fedor Hall on the YSU campus, is an innovative high school aimed at giving public school students a head start in college. The school, the first of its kind on a public university campus in Ohio, opened Aug. 13.

Bolla said about the YEC students: “They have great aspirations and they’re very happy to be here... We’re just starting, and there will be stumbles, but we’ll make it.” Atwater said, “We’ve just begun, but things look like they’re moving rather smoothly.” Trustee Counts noted that an employee of the United Methodist Community Center is working at YEC as a liaison with parents. Sweet said the Rich Center for Autism, also located in Fedor Hall, is considering working with YEC students on joint programming. “We’re just beginning to scratch the surface for the possibilities of interaction,” he said.

- Jeffrey Dick, associate professor of geological and environmental sciences and director of the Undergraduate Research Initiative, gave a presentation on the initiative.
- Becky Geltz, director of institutional research, made a presentation on enhanced access to university data via the YSU web site.
- The committee also received a written report from Peter Kasvinsky, dean of graduate studies and research, showing that YSU faculty and staff received \$6.54 million in grants in fiscal year 2004, 11 percent above the \$5.89 million in fiscal year 2003.