



**YOUNGSTOWN
STATE
UNIVERSITY**

**BOARD OF TRUSTEES
INSTITUTIONAL ENGAGEMENT COMMITTEE**

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

**Wednesday, March 1, 2023
2:30 p.m. or immediately following
previous meeting**

**Tod Hall
Board Meeting Room**

AGENDA

- A. Disposition of Minutes for Meeting Held December 8, 2022**
- B. Old Business**
- C. Committee Items**

1. Institutional Engagement Discussion Items

Tab C.1.a. = Tab 1 a. YSU Foundation Quarterly Gift Report

The YSU Foundation received 1,777 outright gifts and 35 pledges totaling \$2,395,053.24, pledge payments totaling \$1,958,544.87 and 3 new planned gift commitments totaling \$870,000.00 for the second quarter of Fiscal Year 2023.

Paul McFadden, President YSU Foundation will report.

Tab C.1.b. = Tab 2 b. YSU Enrollment Optimization Actions: Increasing the Size and Strength of the Enrollment Funnel

Elaine Ruse, Associate Vice President for Student Enrollment and Business Services and Christine Hubert, Director, Undergraduate Admissions will report.

D. New Business

E. Adjournment

Youngstown State University Foundation
Gift Processing Summary

	Second 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	\$1,196,417.30	\$952,534.65	\$243,882.65	\$2,141,343.22	\$2,863,878.61	-\$722,535.39
YSUF	\$1,198,635.94	\$6,139,021.04	-\$4,940,385.10	\$3,436,928.43	\$9,423,031.49	-\$5,986,103.06
Total Development (New Gifts and New Pledges)	\$2,395,053.24	\$7,091,555.69	-\$4,696,502.45	\$5,578,271.65	\$12,286,910.10	-\$6,708,638.45
Planned Giving/Charitable Gift Annuities	\$870,000.00	\$501,391.83	\$368,608.17	\$870,000.00	\$3,381,391.83	-\$2,511,391.83
Pledge Payments (For Pledges Currently or Previously Included as Development):						
YSU	\$596,818.75	\$1,866,922.47	-\$1,270,103.72	\$773,516.25	\$2,055,609.97	-\$1,282,093.72
YSUF	\$1,361,726.12	\$3,451,588.11	-\$2,089,861.99	\$1,963,057.44	\$3,775,257.55	-\$1,812,200.11
Total Pledge Payments	\$1,958,544.87	\$5,318,510.58	-\$3,359,965.71	\$2,736,573.69	\$5,830,867.52	-\$3,094,293.83
Number of Gifts						
New Gifts	1,777	2,044	-267	2,183	2,639	-456
Pledges	35	48	-13	40	58	-18
Payments	120	165	-45	200	304	-104
Planned Gifts/Charitable Gift Annuities	3	7	-4	3	13	-10

Institutional Engagement Committee

Youngstown State University Board of Trustees

March 1, 2023

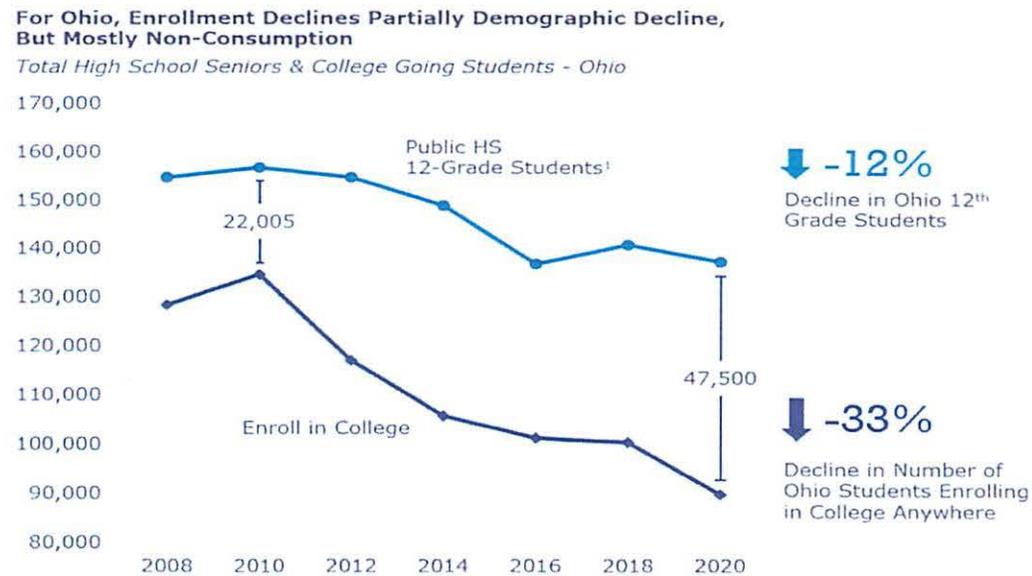
DRAFT

**STRATEGICALLY
INCREASE
ENROLLMENT
MARKET SHARE**

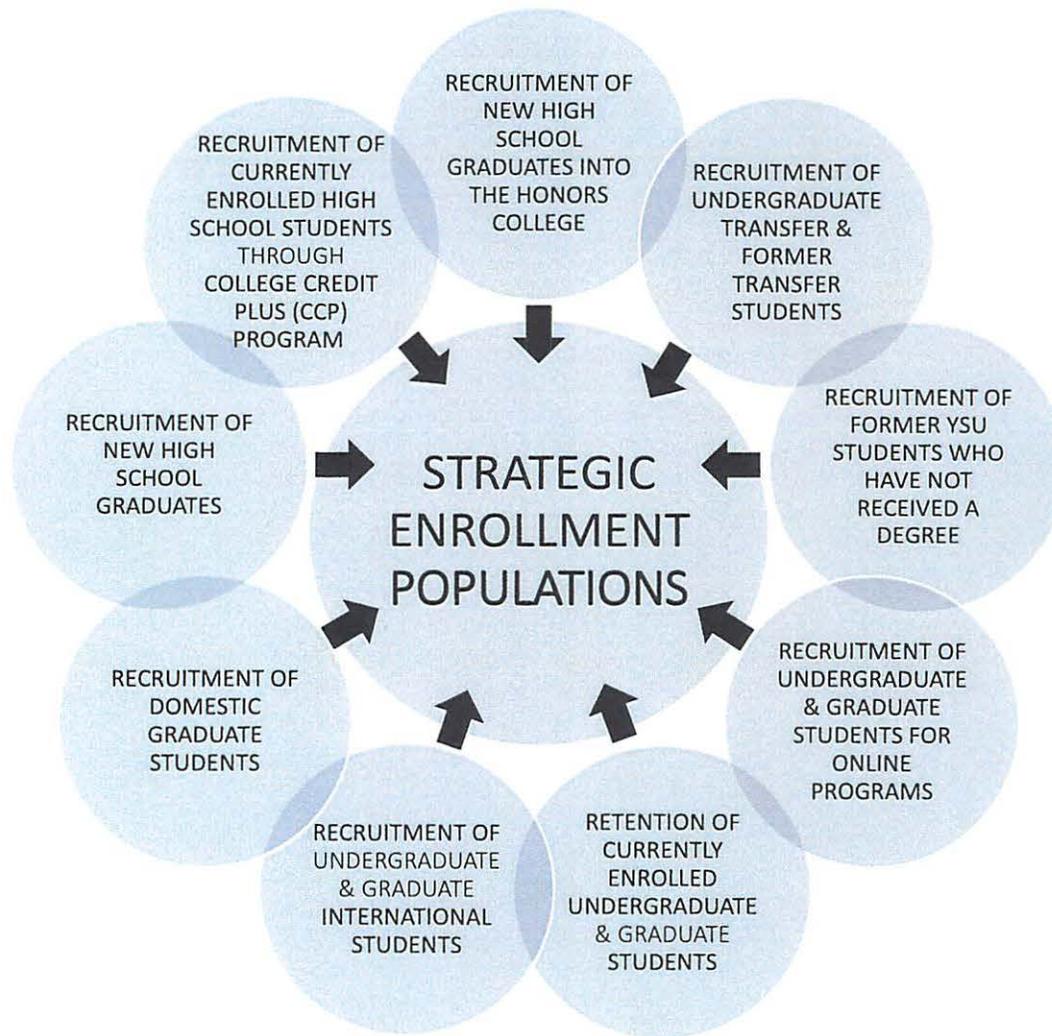
Provide academic as well as enrichment experiences to attract market share:

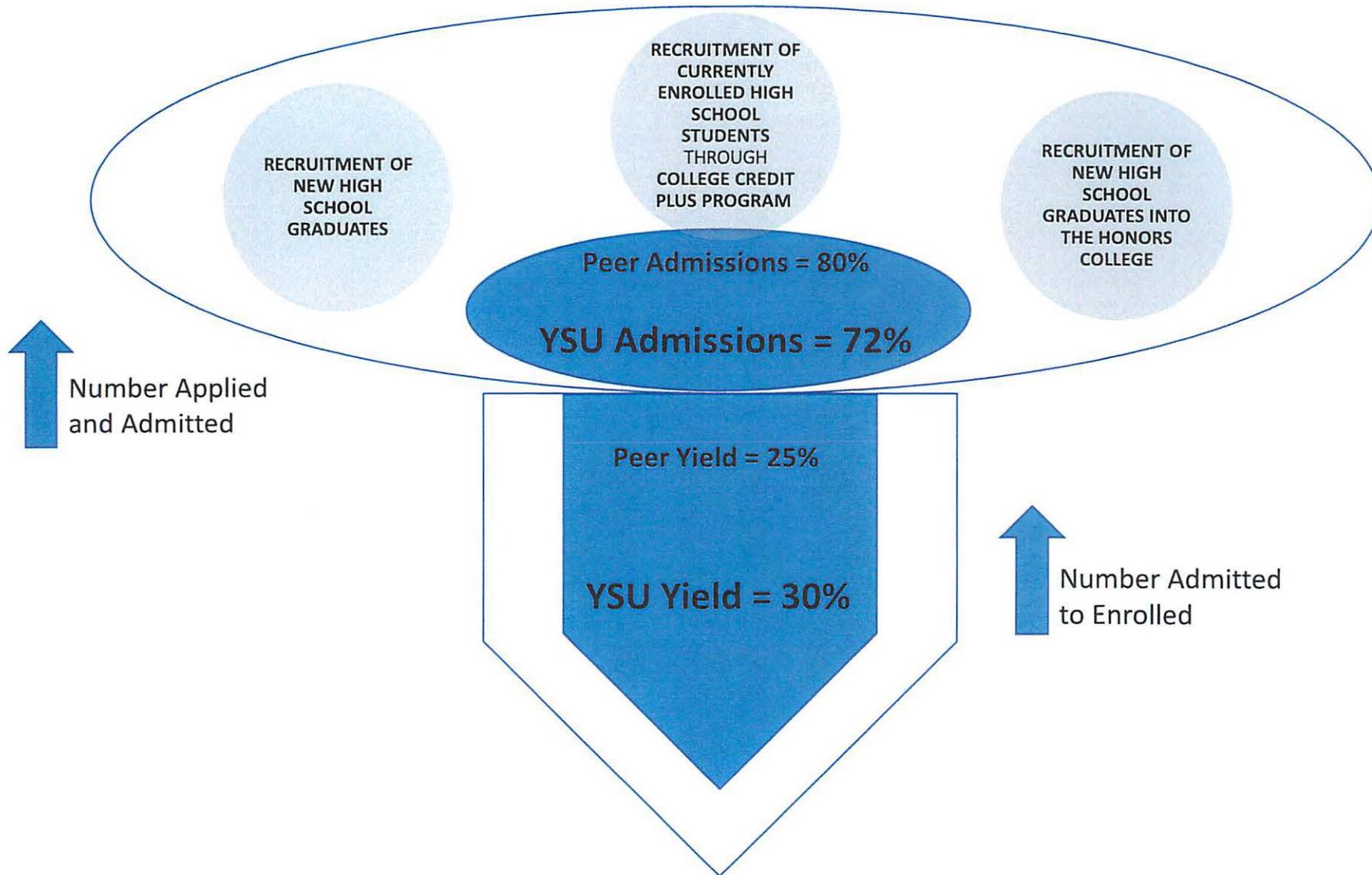
- General Education that is transformative
- Availability of internship and co-ops
- Unique academic program design
- E-sports
- Pickleball
- Career and life-skills related credentials

Unique academic learner record (potentially redesigned transcript)



EAB analysis of ODE Fall Enrollment (Headcount) Datafiles – FY2008 – FY 2020 – Public Districts and Buildings; EAB analysis of IPEDS Fall Enrollment by State of Residence Data; EAB interviews and analysis.





RECRUITMENT OF
UNDERGRADUATE
TRANSFER &
FORMER TRANSFER
STUDENTS

STRATEGIC
ENROLLMENT
POPULATIONS

RECRUITMENT OF
INDEBTED STUDENTS
VIA DEBT-RELIEF
STRATEGIES

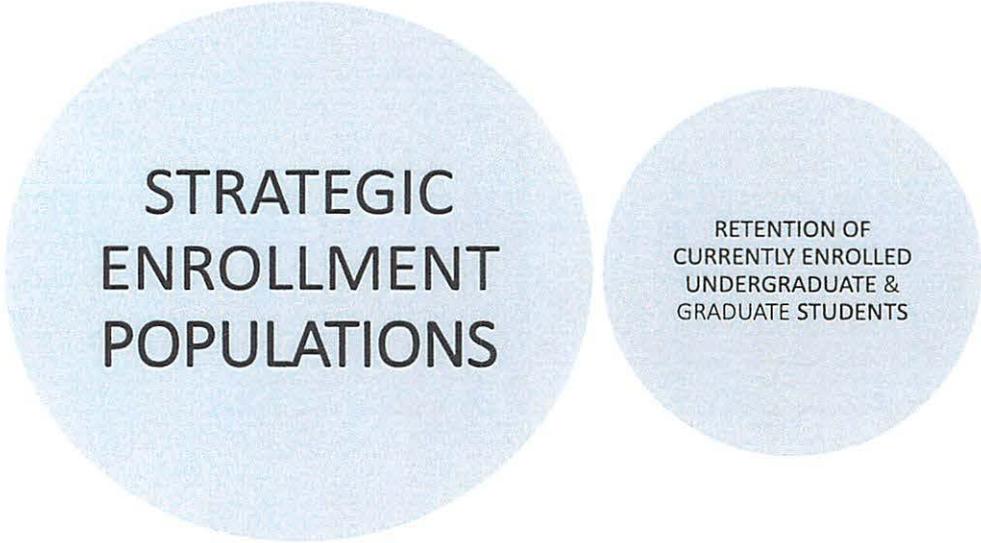
RECRUITMENT OF
FORMER YSU
STUDENTS WHO
HAVE NOT RECEIVED
A DEGREE

RECRUITMENT OF
UNDERGRADUATE &
GRADUATE
STUDENTS FOR
ONLINE PROGRAMS

STRATEGIC
ENROLLMENT
POPULATIONS

RECRUITMENT OF
DOMESTIC
GRADUATE
STUDENTS

RECRUITMENT OF
UNDERGRADUATE &
GRADUATE
INTERNATIONAL
STUDENTS



STRATEGIC
ENROLLMENT
POPULATIONS

RETENTION OF
CURRENTLY ENROLLED
UNDERGRADUATE &
GRADUATE STUDENTS