

For the Record...



March 2005

For the Record..., published by the Office of Marketing and Communications, is distributed after the regular quarterly meetings of the YSU Board of Trustees as a way to keep the campus community informed of the board's latest actions, deliberations and discussions. Comments and suggestions may be sent to Ron Cole, manager of news and information services, at 330-941-3285 or racole.01@ysu.edu.

A master plan that provides the framework for the future physical development of the campus, an agreement to open the Higher Education Center of Columbiana County and a report on YSU's upcoming 10-year institutional accreditation review were among the top subjects discussed during the quarterly meetings of the YSU Board of Trustees in March. Trustees also heard a detailed update of the university's efforts to make sure enrollment continues to grow, a report on workforce education successes in the Rayen College of Engineering and Technology and a summary of YSU's scores in a new NCAA system to measure the academic progress of college athletes. In addition, trustees approved resolutions of appreciation for Trustee Chander M. Kohli and Student Trustee Charity A. Pappas, whose terms on the board expire in May.

Here's a summary of the board's actions and discussions at the March 18 full board meeting, as well as committee meetings on March 1 at YSU Metro College in Boardman and March 3 on campus.

Board of Trustees, March 18

Larry E. Esterly, chair

H.S. Wang, vice chair

The board met in Tod Hall:

President David C. Sweet updated the board on several matters. "It's been a busy session since we were last together," he said. Sweet reported that a committee searching for a new university provost has received 40 applications. He also reported that the search for a new dean for the College of Arts and Sciences has been narrowed to three candidates. A search also is underway for a new head men's basketball coach. Sweet said strategic planning initiatives are continuing in academic affairs, the Metro College and intercollegiate athletics, and he noted that contract negotiations with the university's faculty and classified staff unions will begin soon.

The president also reported on projects that are part of the Centennial Campus Master Plan. He said the new Andrews Student Recreation and Wellness Center (http://cc.ysu.edu/student-services/kilcawley/rec_center/) is on target to open in August, and he reported that a committee is working to identify a possible developer for the Wick Pollock Inn. He also noted that numerous partnerships are being developed to help with projects in the master plan, including partnerships with Youngstown 2010, Wick Neighbors, the Mahoning Valley Historical Society, Butler Institute of American Art, First Christian Church, Ursuline High School, Ohio Department of Transportation, the Catholic Diocese of Youngstown, St. Elizabeth

Health Center, Romanian Orthodox Church, Select Medical Group and the Youngstown Community Health Clinic.

Sweet also reported that, with the hiring of two additional development officers, that “we have the platform in place now to move forward” with the Centennial Capital Campaign. The president also said that the finance and advancement modules of the SCT Banner administrative computing system are on target to “go live” in July and September, respectively, and he reported on three recent administrative changes: George McCloud, special assistant to the president for university advancement; Joe Edwards, interim dean of the College of Fine and Performing Arts; and Eileen Greaf, executive director of financial affairs.

Interim Provost Bege Bowers reported on several academic initiatives, including the new Higher Education Center of Columbiana County and YSU’s upcoming institutional accreditation. (See details below.)

Tom Maraffa, special assistant to the president, updated the board on several enrollment management issues. (See details below.)

Sweet said he commends Bowers, who has “hit the ground running as interim provost.” He also commended Maraffa and Cynthia Anderson, vice president for student affairs, and the university’s entire recruitment team, for their work in enrollment management.

The board:

- Voted on a resolution recognizing the 10-year accreditation of the Master of Physical Therapy program by the Commission on Accreditation in Physical Therapy Education.
- Approved a memorandum of understanding with Jefferson Community College and the Columbiana County Career and Technical Center to establish the Higher Education Center of Columbiana County. The program, initially endorsed by trustees in December, addresses the low college-going rates in Columbiana County, Bill Beisel, executive director of the YSU Metro College (www.ysu.edu/metro/), said during committee meetings. “It allows us to leverage the resources and expertise of two other institutions to deliver programs in an underserved area,” Beisel said. The new center, which will be located at CCCTC in Lisbon, will offer courses designed to lead to degree programs at YSU and/or JCC. In the initial phase, courses will be offered leading to programs in education professions, information technology and health professions.
- Approved a resolution accepting 2,627 gifts from donors totaling \$2.04 million for the second quarter of fiscal year 2005.
- Voted for a resolution naming the new recreation center the John S. and Doris M. Andrews Recreation and Wellness Center. The trustees of the Andrews Trust provided the lead gift of \$2 million in the \$12.1 million fund-raising campaign for the new center, which will open in August. “It’s hard to describe our gratitude to John and Doris Andrews,” Paul McFadden, chief development officer, said in committee meetings.
- Agreed to name the Meditation Room in the recreation center after D.D. and Velma Davis, who provided a \$500,000 gift to the campaign. The Davises were founders of Davis Construction Co.
- Approved a resolution naming the racquetball court in the new recreation center after the Geletka Family. Dr. John Geletka and his wife, Gwen, provided a gift of \$100,000 to the campaign. Geletka, a dentist, is a former YSU trustee.
- Voted to name a walking bridge in the recreation center after the O’Leary Family. Robert O’Leary and his wife, Marilyn, donated \$100,000 to the campaign. O’Leary, a graduate of Youngstown University, was president of Miller’s Horseradish and Patterson Buckeye Co.

- Agreed that the food court in the new recreation center will be named after the Payiavlas Family, founders of AVI Food Systems Inc. The Payiavlas family and AVI donated \$160,000 to the campaign.
- Agreed to endorse the framework of the university's Centennial Campus Master Plan. In committee meetings, Hunter Morrison, director of the YSU Center for Urban and Regional Studies, outlined the plan that sets out a general framework for upgrading the campus leading up to and beyond YSU's centennial birthday in 2008. The plan includes constructing a new building for the Williamson College of Business Administration www.wcba.ysu.edu/, expanding laboratory space in Moser and Ward Beecher halls, improving Kilcawley Center so that it is more receptive to students and their needs, enhancing the inner core of the campus into a "great lawn" and upgrading the entranceways to the university, including University Plaza. Morrison said the university also is involving institutions across the North Side of Youngstown, including Ursuline High School, the Youngstown Board of Education, the Catholic Diocese of Youngstown and St. Elizabeth's Health Center, to talk about how they fit in to the future development of the neighborhood. "As it celebrates its 100th year, the university needs to think about the next hundred years," Morrison said. "It sets the stage for the future development of the entire North Side," Trustee Millicent Counts said. Trustee Donald Cagigas said the plan is "very impressive," but he questioned how it will be funded. Sweet said the university will use a combination of private donations and federal and state capital funds, as well as possibly borrowing funds for the projects. Bresnahan noted that endorsing the framework is a vote supporting the overall concept of the plan and does not authorize any specific action. "There's much to be done on this," he said.
- Voted to acquire three small parcels of property in the Smoky Hollow area.
- Trustee William J. Bresnahan updated the board on actions of the trustees' Audit Subcommittee. Bresnahan said the committee recently reviewed audits of payroll, accounting and gifts from the board's internal auditors.
- Trustee Scott R. Schulick reported on actions of the trustees' Investment Subcommittee. Schulick said the committee recently met with the university's investment advisors and decided to increase the university's investment in equities.
- Voted for a resolution ratifying faculty and staff appointments. In committee meetings, Hugh Chatman, executive director of human resources, summarized personnel actions for the second quarter of fiscal year 2005.
- Approved a resolution amending the university's organizational chart, as required by board policy.
- Approved a resolution of appreciation for the YSU Women's Track and Field Team (www.ysu.edu/sports/track/index.htm), which won the 2005 Horizon League Women's Indoor Track and Field Championship Feb. 26 and 27 at DePauw University in Indiana.
- Trustee Hai-Shiuh Wang, chair of the board's Ad Hoc Subcommittee on Bylaws Review, recommended a resolution to amend the board's bylaws. The recommendation will be acted on at a future meeting.
- Adopted a new board policy regarding short-notice committee meeting dates and times. The policy addresses the scheduling of board committee meetings occurring outside of the customary quarterly committee meeting schedule.
- Approved a new board policy that encourages the chairs of the board's committees to include the vice committee chairs in the development of committee agendas.
- Trustee Chander M. Kohli reported the following recommendations for board officers for 2005-06: Wang, chair; John L. Pogue, vice chair; and Franklin Bennett Jr., secretary. Kohli said a vote on the new officers will be taken at the board's June meeting.

- Agreed to name Wang as Kohli's replacement as a member of the board at the Northeastern Ohio Universities College of Medicine (www.neoucom.edu/) . Board Chair Larry E. Esterly commended Kohli for his "exemplary service" on the NEOUCOM board.
- Esterly also announced the formation of an Ad Hoc Committee on Presidential Performance, which will develop the structure of the annual job evaluation of the president, as called for in Sweet's new contract.
- Approved a resolution of appreciation for Kohli, whose nine-year term on the board expires in May. Since his appointment to the board by Gov. George V. Voinovich, Kohli has served as chair and vice chair, as well as on several committees. "It has been a great pleasure and honor to serve," he said. He said the nine years have passed quickly, and he thanked all board members, particularly Esterly and former board member Joseph Nohra, as well as Bennett.
- The board also approved a resolution of appreciation for Student Trustee Charity A. Pappas, whose two-year term also expires in May.
- Under unfinished business, Sweet recognized members of the physical therapy department in the audience. He also thanked Student Trustee Paul Walker, Student Government Vice President of Financial Affairs Bob McGovern and other YSU students who spent part of spring break lobbying state lawmakers in Columbus on behalf of YSU and higher education. "It was very beneficial for legislators to hear the student perspective," the president said.

Finance and Facilities Committee, March 3

William J. Bresnahan, chair

Scott R. Schulick, vice chair

- Donna Esterly, interim chief technology officer, updated the committee on the SCT Banner project, which is an overhaul of the university's administrative computing systems. She distributed the latest newsletter about the project. She said the finance module of the project is set to "go live" in July, followed by advancement. Dozens of university employees involved in the project are involved in extensive training at this time, she said.
- Walt Ulbricht, executive director of marketing and communications, distributed copies of *Inside Business* magazine, featuring an article about President David C. Sweet and the university's efforts to develop the Smoky Hollow neighborhood. Ulbricht said the magazine is distributed to 25,000 business managers throughout Northeast Ohio.
- John Habat, vice president for administration, reviewed general fund budgeted to actual revenue and expenses for the first half of fiscal year 2005 compared to fiscal year 2004. Habat noted that tuition revenue is up \$3.36 million or 9 percent, but state appropriations have declined \$1.15 million or 5 percent. Overall, revenue is up \$2.19 million or 4 percent. On the expense side, salaries and wages are up \$1.78 million or 6 percent. Overall expenses are up \$4.43 million or 7 percent.
- Holly Jacobs reviewed the insurance and immunity coverage for Board of Trustees members when acting on behalf of the university.
- Trustee Bresnahan gave a brief report on the activities of the Audit Subcommittee, including the review of recent audits. Those audits include many findings, and he said the subcommittee is generally satisfied with the administration's responses to those findings.
- Trustee Schulick gave a brief report on the activities of the Investment Subcommittee. He reported that the subcommittee has asked that some of the university's investments be moved from cash to equities.
- John Hyden, executive director of facilities, reported that construction of the Andrews Student Recreation and Wellness Center is 10 days behind schedule due to weather. "We've gone from mud to frozen mud and back to mud again," he said. But, he said the project is still set to open by the Aug. 15 target date. "Making 10 days up at this point is not impossible," he said. He also reported that interior work is starting on the expansion of the bookstore.

- Hunter Morrison, director of the YSU Center for Urban and Regional Studies, reported that Wick Neighbors Inc. (<http://wickneighbors.org/>) is moving forward on the development of Smoky Hollow, including engineering and infrastructure studies of the area. Sweet said Wick Neighbors Inc. “is chomping at the bit to get started” on the development.

Internal Affairs Committee, March 3

John L. Pogue, chair

Donald Cagigas, vice chair

- The committee entered executive session to discuss collective bargaining negotiations.
- Jimmy Myers, director of equal opportunity and diversity, presented a workforce analysis report that showed an increase of 33 employees from December 2003 to December 2004. The report also showed that in that time period the university had a net gain of eight African American employees, three Asian employees and 29 white employees. The number of Hispanic employees dropped by three, while the number of Native American employees fell by four.
- The committee reviewed a report showing that YSU purchases from minority business enterprises amounted to \$942,347 in the first six months of fiscal year 2005, about 7.5 percent of total eligible purchases.
- Ron Stollo, executive director of intercollegiate athletics, reported on winter and spring sports. He also told the board about YSU’s performance on a new NCAA report measuring the academic success of college sports program. The report shows that YSU posted a composite Academic Progress Rate of 953, above the 938 average for public universities nationwide and above the scores of several other Ohio universities. Stollo also presented a chart showing that YSU once again led the Gateway Football Conference in attendance and revenue in the 2003 season. YSU’s 16,004 average home attendance was well above the conference average of 10,103. The university’s football revenue for 2003 was \$1.43 million, compared to the conference average of \$708,314. He also updated the committee on the athletics department’s strategic plan, which includes commitments to ethical integrity and competitiveness.

External Relations Committee, March 1

H.S. Wang, chair

Larry D. DeJane, vice chair

- Paul McFadden, chief development officer, presented the board with the fund-raising report for the second quarter of fiscal year 2005. The report shows a 40 percent increase in donors, from 894 in the second quarter of fiscal year 2004 to 1,249 this second quarter. The amount of money raised has dropped from \$2.62 million in the second quarter of fiscal year 2004 to \$1.95 million this second quarter.
- McFadden introduced Joseph Cassese, newly hired development officer. Cassese, a YSU graduate, previously was account/sales representative for Dobson Communications and Sporting Goods Inc. and equipment assistant for the Cleveland Browns and St. Louis Rams. McFadden also announced that Heather Chunn, who earned bachelor’s and master’s degrees at YSU, also has been hired as a development officer. Chunn previously was media planner and buyer for Malone Advertising in Akron.
- Trustees reviewed information concerning events planned by the Alumni Relations office, including alumni functions in New York in March. Shannon Tirone, director of Alumni Relations, said a meeting of YSU alumni in Arizona on Feb. 25 was very successful. She said

the Arizona contingent “is a very close-knit group that, quite frankly, on their own started their own chapter.” Sweet told trustees that he and McFadden met with several alumni during a recent visit to the Los Angeles area. “We have a lot of friends around the country, and our objective now is to aggressively cultivate some of these names,” he said.

- George McCloud, newly named special assistant to the president for advancement, said that after extensive discussions, YSU has decided to conduct two commencement ceremonies in May, rather than one. The change, which will include separate events for undergraduate and graduate students, was needed to accommodate the increasing number of graduates and the growing number of family and friends who attend the graduation ceremonies, McCloud said. “This is a good news story,” Sweet said about the growing numbers.
- Walt Ulbricht, executive director of marketing and communications, played radio commercials for YSU that ran on radio stations in the Mahoning Valley and the Cleveland market during a winter marketing campaign from Jan. 16 to Feb. 13. During that time, the number of visits to YSU’s Web site increased 38 percent. Inquiries and applications to YSU increased 13 percent in Cuyahoga County. Online applications increased 20 percent.

Ulbricht also announced that YSU’s “Success Stories” branding campaign has been very successful, but “it may be time now to move on.” Ulbricht said a new campaign, which will be launched in about a year, will focus on the branding statement, “YSU – My University.” Ulbricht said the campaign will include “strong, bold and proud voices from our faculty, staff, students and alumni.” McCloud said, “This is an effort to keep the message fresh and keep it evolving so that in the marketplace it doesn’t grow tired.” Sweet noted that the new branding campaign still must be field tested. “This is a work in progress,” he said.

- Gary Sexton, director of WYSU FM, reported that the station’s conversion to digital broadcasting will cost about \$300,000, which will include replacing a 15-year-old analog transmitter. To help raise money, the station plans to kickoff the “Pump Up Our Power” campaign in August, which will include people pledging a certain amount of money for every mile that Sexton runs in a 50-mile race in September. “We’re having a lot of fun putting this together,” Sexton said. “And now, when I run, I can honestly say that I’m working.” Sexton although thanked Trustee John Pogue and the Wean Foundation for financial support.
- McCloud and Sweet talked briefly about Channels 45/49. YSU, Kent State University and the University of Akron are the station’s license holders. Sweet and McCloud are on the board, as well as former YSU trustee Eugenia Atkinson. Sweet is chair of the board this year. The board recently agreed to add two additional community representatives from each of the three universities, Sweet said.
- McCloud outlined a tentative calendar for the university’s Centennial Celebration and Campaign, which will run through 2008.
- McCloud also announced that Connie Knecht, widow of former YSU trustee F.W. Knecht, will receive YSU’s Friend of the University honor this year.
- Under new business, Sweet made an announcement that he said may have been more appropriate for “old” business – he wished McCloud a happy birthday.

Academic and Student Affairs Committee, March 1

Chander M. Kohli, chair

Millicent S. Counts, vice chair

- Tom Maraffa, special assistant to the president, gave a detailed update of YSU’s enrollment management activities.

He reported that enrollment is up again this spring for the 13th consecutive semester to 12,396 students, which includes 43 Youngstown Early College students now enrolled in university classes. To reach the enrollment goal of 14,000 by fall semester 2008, YSU must enroll an additional 225 students a year.

Maraffa noted that YSU is moving forward on several fronts to increase enrollment. He noted that 41 percent of first-time entering YSU students have completed less than minimum high school core requirements. Working with the Mahoning County Educational Service Center, the university will develop profile reports of YSU students, including data on performance, financial aid, majors, etc., and share those reports with each student's high school. The goal, Maraffa said, is to help local high schools identify ways to better prepare students for college.

He also reported on YSU's new conditional admissions policy (http://cfweb.cc.ysu.edu/news/news_viewnew.cfm?RecNum=291), under which academically at-risk students must follow a regimen of requirements aimed at making them successful in their college courses, thus keeping them in school.

Maraffa also talked in detail about some proposed changes in YSU's approach to awarding scholarships and about preliminary plans to use \$725,000 in additional need-based scholarship funds that YSU will have this year.

As part of the enrollment management activities, Cynthia Anderson, vice president for student affairs, reported on future housing needs on campus. Anderson said YSU's enrollment plan calls for 20 percent of YSU students living in student housing or in the campus neighborhood by fall semester 2008. Anderson said a committee will be formed to determine the feasibility of that goal and to develop a future housing plan for the university.

- Cynthia Hirtzel, dean of the Rayen College of Engineering and Technology (<http://www.eng.ysu.edu/>), reported on the college's efforts in workforce education, including five new associate in technical studies degrees in collaboration with FirstEnergy. The electric utility technology degree graduated its first 12 students in Spring 2004, and all 12 had job offers, Hirtzel said. The Power Plant Technology program will have its first graduates this May. Hirtzel said the college also has a new "career ladder/path" in construction management and technology. "We are constantly meeting with companies and just asking them what their needs are, both in terms of academics and research," she said. The new programs, she said, upgrade the skills of workers in the Mahoning Valley, have the potential to attract new companies to the Valley and create new jobs. "These are the kinds of associate degree programs that have an economic impact and also open up eventually the larger university experience to those who may not normally come to YSU," said Larry Esterly, board chair.
- Bege Bowers, interim provost, reported on work being done to prepare for YSU's institutional accreditation by the Higher Learning Commission, a division of the North Central Association of Colleges and Schools. The accreditation, which is conducted every 10 years, assesses the university's entire educational organization, including student learning, educational activities, governance and administration, administrative and student services, financial stability and institutional resources such as faculty and staff. "I can't over-emphasize how extremely important this is and how much of a commitment it is," Bowers said. "It's a lot of work and has to be a major focus of what we do over the next three years." Larry Esterly, board chair, said, "Nothing we do over the next three years will be as important as this." The accreditation process includes an extensive self-study that leads up to a campus visit from a team of evaluators, which Bowers said is most likely to occur in Spring 2008. Bowers said a self-study steering committee and coordinator will be appointed this summer to begin planning for the self-study process. The Higher Learning Commission can take several actions, from granting full, 10-year accreditation to withdrawing an institution's accreditation altogether. (During the board's meeting on March 18, Bowers announced that a staff member from NCA who was to handle YSU's accreditation has resigned. For that reason, YSU is considering asking NCA to delay its accreditation site visit by one year.)

- Without discussion, the committee received background materials regarding grants and sponsored programs, the 2004 Ohio Board of Regents Performance Report (http://cfweb.cc.ysu.edu/news/news_viewnew.cfm?RecNum=275) , updates on academic programs, a list of faculty awarded tenure for 2005-06 and a list of faculty granted research professorships for 2005-06.
- The committee also received an update on Youngstown Early College. Of the 70 high school students enrolled in YEC, 43 are enrolled in YSU classes in the spring semester. Richard Bretz, special assistant to the provost, said the leaders of YEC are being careful not to put YEC students in college classes before they are ready. “We’ve been very pleased with their performance to date,” he said.