

**BOARD OF TRUSTEES  
FINANCE AND ADMINISTRATION COMMITTEE**

**February 10, 2017  
9:00 a.m., University Center, Room 214**

**Agenda**

**1.0 Action Items**

**1.1 Resolution F01-17  
Adoption of Policy 5.39, Marketing & Branding**

This resolution adopts a new policy titled *Marketing & Branding*.

**1.2 Resolution F02-17  
Revision of Policy 5.11REV, Media, Social Media and Web Sites**

This resolution approves revisions to policy 5.11REV Media, Social Media and Web Sites, for technical revisions and updates to reflect current operations.

**2.0 Information Items**

**2.1 FY17 2<sup>nd</sup> Quarter Budget Status**

**2.2 Updates: Reserve Investments Report, Quarterly Personnel Activity, Capital Projects, FY16 SB6**

**2.3 Planned relocation of Board of Trustees' meeting room; repurposing of space for a 24/7 student study and technology location**

**3.0 Education**

Dr. Boyles and Mr. Braun will present the budget and advancement topics that were addressed in the campus-wide Budget Forum held on February 1, 2017.

**RESOLUTION F01-17**

**ADOPTION OF POLICY 5.39  
MARKETING AND BRANDING**

WHEREAS, Shawnee State University is the owner of all rights, titles and interest in its trademarks, trade names, graphic images, logos, seals, symbols, mascot, taglines, and any other marks associated with the University and its brand; and

WHEREAS, the University's brand is a valuable asset and should be promoted and protected; and

WHEREAS, the Office of Marketing and Communications is the official manager of the SSU brand and has an interest in establishing rules and guidelines regarding its use; and

WHEREAS, a clear policy and guidelines for branding will provide direction to both internal university constituents, external partners, and the public regarding protocol and authorized use of the university brand, its marketing resources, and the role and responsibilities of the Office of Marketing and Communications.

THEREFORE BE IT RESOLVED that the Board of Trustees of Shawnee State University approves Policy 5.39, Marketing and Branding.

(February 10, 2017)

# Shawnee State University

POLICY TITLE:	MARKETING & BRANDING
POLICY NO. :	5.39
ADMIN CODE:	3362-5-39
PAGE NO.:	1 OF 2
EFFECTIVE DATE:	02/10/17
NEXT REVIEW DATE:	02/2020
RESPONSIBLE OFFICER(S):	VPA&EA
APPROVED BY:	BOARD OF TRUSTEES

## 1.0 OVERVIEW

- 1.1 Shawnee State University is the owner of all right, title and interest in its trademarks, trade names, graphic images, logos, seals, symbols, mascot, taglines, and any other marks associated with the University and its brand.
- 1.2 Shawnee State's brand is a valuable asset and should be promoted and protected. Consistent use of Shawnee State University's brand (colors, images, style, fonts, logos, marks) reinforce the University's image, reputation, and relationship with key stakeholders, including students and families, prospective students, donors, alumni and community partners.
- 1.3 The Office of Marketing & Communications is the official manager of the SSU brand and is charged with establishing and enforcing branding guidelines that are available on the Office of Marketing & Communications website and overseeing appropriate use of Shawnee State University's logos, identity marks and brand elements.
- 1.4 The Office of Marketing & Communications will function to support institution-level priorities, including the university website; recruiting for enrollment management and admissions; development, alumni & community relations; and executive communications. Students, colleges, departments and programs will receive direct brand design support from the Office of Marketing & Communications only where sponsored by the corresponding Vice President. Design services for publications and materials not supported by the Office of Marketing & Communications are accessible through University Printing Services.

## 2.0 BRAND COMPLIANCE

- 2.1 Admissions Recruitment, Development, Alumni Relations and Athletics Promotion

2.1.1 All materials used in official marketing campaigns, to recruit new students, build relationships with alumni and donors, fundraise, or promote athletics must be coordinated through the Office of Marketing & Communications to adhere to established marketing strategies.

## 2.2 Internal Divisions, Departments & Units

2.2.1 Units, staff, students departments, and divisions carrying out activities that would enhance the University's reputation and that carry the University's logo must follow established branding guidelines available on the Office of Marketing & Communications website. Design services may be accessed through University Printing Services.

## 3.0 LICENSING

3.1 Use of Shawnee State University trademarked name, logos and brand are prohibited by external vendors without a license agreement or other contractual agreement.

3.2 License agreements may be obtained through the Office of Marketing & Communications who will coordinate with Procurement Services.

## 4.0 EXCEPTIONS

Promotional materials, including posters, flyers, and t-shirts, that are event-specific, are not a part of a marketing campaign, and do not carry the University logo are not subject to the branding guidelines

## 5.0 GUIDELINES

Official branding guidelines will be established and posted on the Office of Marketing and Communications web site at [www.shawnee.edu/offices/communications](http://www.shawnee.edu/offices/communications).

### History

Effective: 02/10/17

**RESOLUTION F02-17**

**REVISION OF POLICY 5.11REV  
MEDIA, SOCIAL MEDIA AND WEB SITES**

WHEREAS, a systematic review of institutional policies has been undertaken at the direction of the President in order to remove outdated policies, and to modify and update policies; and

WHEREAS, Policy 5.11Rev, Media, Social Media and Web Sites, was last reviewed and approved by the Board of Trustees on July 10, 2015 and requires technical revisions and updates to reflect current operations;

THEREFORE BE IT RESOLVED that the Board of Trustees of Shawnee State University approves the revision to Board Policy 5.11Rev, Media, Social Media and Web Sites.

(February 10, 2017)

# Shawnee State University

POLICY TITLE:	MEDIA, SOCIAL MEDIA, & WEB SITES
POLICY NO. :	5.11REV
ADMIN CODE:	3362-5-12
PAGE NO.:	1 OF 3
EFFECTIVE DATE:	02/10/17
NEXT REVIEW DATE:	02/2020
RESPONSIBLE OFFICER(S):	VPA&EA
APPROVED BY:	BOARD OF TRUSTEES

## 1.0 OVERVIEW

- 1.1 Shawnee State University is committed to sharing timely, accurate, and consistent information with its various audiences, including current and prospective students, parents and families, alumni and friends, neighbors and the community through whatever practical means are relevant and available, including media sources, social media sites, and websites.
- 1.2 The Office of [Marketing & Communications](#) is the official source of information to the media and manages Shawnee State University's official web and social media presence.
- 1.3 The Director of [Marketing & Communications](#) serves as the official university spokesperson and will coordinate designation of an appropriate source regarding specific areas of expertise.

## 2.0 DISSEMINATION OF INFORMATION TO MEDIA SOURCES

- 2.1 All official University information (events, program news, general news items, information concerning crisis situations) for dissemination to the media will be coordinated through the Office of [Marketing & Communications](#).
- 2.2 The Office of [Marketing & Communications](#) is responsible for developing a process that ensures University information is routinely shared with the public, including faculty and staff personal achievements.

## 3.0 CREATION AND MANAGEMENT OF SOCIAL MEDIA SITES

- 3.1 The Office of [Marketing & Communications](#) is responsible for monitoring and managing all social media platforms that officially represent Shawnee State University as an institution. Sites officially representing SSU departments, programs, and/or services may be managed at the department level, with approval by and coordination with the Office of [Marketing & Communications](#).

- 3.2 Users are encouraged to respectfully share their opinions and comment freely about topics posted on all official Shawnee State University social media platforms. Comments determined by the Office of Marketing & Communications to be off-topic; represent advertisements or spam; constitute or encourage illegal activity; infringe upon someone's rights; contain nudity or obscenities; or direct and target physical threats; will be removed.

#### 4.0 CREATION AND MANAGEMENT OF WEB SITES

- 4.1 The Office of Marketing & Communications is responsible for managing Shawnee State University's web presence, which includes the official shawnee.edu site, as well as all official University affiliated or representative websites (e.g. athletics), whether developed and maintained by third-party vendors, university departments, or campus affiliates. All official university websites must be approved by the Office of Marketing & Communications.
- 4.2 All official university websites shall be managed within the campus Web Content Management System, unless exemption is granted by the Office of Marketing & Communications.—The Web Content Management System will provide templates for required information, enable incorporation of university branding, and facilitate site maintenance, while providing for centralized management and support. Except as described in this policy, all University offices are required to utilize the campus Web Content Management System for developing and maintaining their respective web sites.
- 4.3 Permission may be granted by the Office of Marketing & Communications to develop and maintain pages outside of the Web Content Management System based on the nature and requirements of the site, technical limitations, ability for ongoing and consistent management of the site, and relationship of the unit to the university.
- 4.4 University offices are responsible to ensure that their web pages within the campus Web Content Management System, as well as those outside the system but officially connected to shawnee.edu, meet standards of accessibility conforming to Section 504 of the Rehabilitation Act of 1973, compliance with copyright and trademark laws, university web guidelines, and university branding guidelines.
- 4.5 University offices are responsible to ensure that sites containing, soliciting, or collecting protected or personal data comply with the Family Educational Rights and Privacy Act of 1974 (FERPA) and University Policy 3.04, Student Education Records Privacy and Release.
- 4.6 Commercial advertising on [www.shawnee.edu](http://www.shawnee.edu) is prohibited. Websites hosted under official university domains may not advertise or promote private

individuals, firms, or corporations, or imply in any manner that Shawnee State University endorses or favors any specific commercial product, commodity or service.

- 4.7 Sponsorship acknowledgements and/or links to outside commercial sites for sponsorship purposes for any University related event must have prior approval from the Office of Development Director. Images, logos, graphics or text used to denote sponsorship affiliations or links to commercial sites may not in any way imply that the university is endorsing a product, service or company. Collection of money online must be coordinated through the Office of Development.

## 5.0 EMERGENCY INFORMATION

- 5.1 The Office of Marketing & Communications is responsible for coordinating crisis communications with other appropriate University officials, including the Department of Public Safety, depending on the nature and type of crisis or situation.
- 5.2 The Office of Marketing & Communications and the Department of Public Safety are responsible for developing a procedure for disseminating emergency notifications in the event of school closings or crisis.

## 6.0 ~~PROCEDURES~~/GUIDELINES

~~Procedures and G~~uidelines related to the dissemination of information to the media, management of University social media sites, and the construction of official University web sites shall be established and posted on the Office of Marketing & Communications web site at: <http://www.shawnee.edu/offices/communications/>

Guidelines found at: <http://www.shawnee.edu/offices/communications/>

### History

Effective: 06/15/90

Revised: 02/10/17; 07/10/15





**FY17 General Fund Budget Summary**

Comparison of FY16 and FY17

Period: July - December

SUMMARY	FY16			FY17		
	ACTUAL AS OF 12/31	ACTUAL FULL YEAR	% AS OF 12/31	ACTUAL OF 12/31	AS BUDGET FULL YEAR	% AS OF 12/31
TOTAL REVENUE	\$36,227,566	\$47,365,578	76.49%	\$35,384,589	\$47,158,268	75.03%
TOTAL EXPENDITURES	\$24,674,030	\$49,315,437	50.03%	\$23,943,787	\$48,900,803	48.96%
OPERATING SURPLUS (DEFICIT)	\$11,553,536	(\$1,949,860)		\$11,440,803	(\$1,742,535)	
ONE TIME PROJECT EXPENDITURES*				(\$248,470)		
ADJUSTED TOTALS				\$23,695,317	\$48,900,803	48.46%
ADJUSTED OPERATING SURPLUS (DEFICIT)				\$11,689,272	(\$1,742,535)	

One Time Project Expenditures detail*		
Oracle - ERP		
Compensation	\$	34,961
Non Compensation	\$	51,936
Total	\$	86,896
STEMM Enabling Projects		
Non Compensation	\$	161,574
Total	\$	161,574
Total One Time Project Expenditures	\$	248,470



**FY17 General Fund Budget**  
Second Quarter Status  
(July-December)

REVENUE	FY16			FY17		
	ACTUAL AS OF 12/31	ACTUAL FULL YEAR	% AS OF 12/31	ACTUAL AS OF 12/31	BUDGET FULL YEAR	% AS OF 12/31
<b>State Funding</b>						
Capital Component	\$19,344	\$38,689	50.00%	\$13,630	\$27,260	50.00%
State Share of Instruction (SSI)	\$6,522,345	\$13,207,644	49.38%	\$6,497,813	\$12,995,628	50.00%
State Share of Instruction (Access Challenge)	\$363,675	\$727,350	50.00%	\$181,838	\$363,675	50.00%
Student Support Services (Disabilities)	\$0	\$3,795	0.00%	\$0	\$3,795	0.00%
Supplement	\$1,163,048	\$2,326,097	50.00%	\$1,163,048	\$2,326,097	50.00%
	<u>\$8,068,412</u>	<u>\$16,303,575</u>	<u>49.49%</u>	<u>\$7,856,328</u>	<u>\$15,716,455</u>	<u>49.99%</u>
<b>Tuition &amp; Student Fees</b>						
Course Fees	\$1,179,426	\$1,261,086	93.52%	\$1,131,057	\$1,299,442	87.04%
General Fee	\$2,256,743	\$2,427,060	92.98%	\$2,162,585	\$2,429,162	89.03%
Instructional Fee	\$21,307,011	\$23,128,348	92.13%	\$20,963,465	\$23,205,336	90.34%
Miscellaneous Fees	\$302,408	\$507,511	59.59%	\$201,867	\$520,144	38.81%
Non-Resident Surcharge	\$1,142,690	\$1,359,484	84.05%	\$1,154,999	\$1,427,458	80.91%
Technology Fee	\$413,315	\$445,842	92.70%	\$396,652	\$446,542	88.83%
University Center Bond Fee	\$965,996	\$991,271	97.45%	\$930,579	\$991,271	93.88%
	<u>\$27,567,590</u>	<u>\$30,120,603</u>	<u>91.52%</u>	<u>\$26,941,203</u>	<u>\$30,319,355</u>	<u>88.86%</u>
<b>Other Income</b>						
Indirect Cost Recovery	\$34,795	\$174,459	19.94%	\$24,815	\$174,000	14.26%
Miscellaneous Income	\$294,513	\$504,685	58.36%	\$272,693	\$658,908	41.39%
	<u>\$329,308</u>	<u>\$679,143</u>	<u>48.49%</u>	<u>\$297,508</u>	<u>\$832,908</u>	<u>35.72%</u>
<b>Transfers from Other Funds</b>						
Auxiliary Fund	\$262,256	\$262,256	100.00%	\$289,550	\$289,550	100.00%
	<u>\$262,256</u>	<u>\$262,256</u>	<u>100.00%</u>	<u>\$289,550</u>	<u>\$289,550</u>	<u>100.00%</u>
<b>TOTAL REVENUE</b>	<u><u>\$36,227,566</u></u>	<u><u>\$47,365,578</u></u>	<u><u>76.49%</u></u>	<u><u>\$35,384,589</u></u>	<u><u>\$47,158,268</u></u>	<u><u>75.03%</u></u>



**FY17 General Fund Budget**  
Second Quarter Status  
(July-December)

	FY16			FY17		
	ACTUAL AS OF 12/31	ACTUAL FULL YEAR	% AS OF 12/31	ACTUAL AS OF 12/31	BUDGET FULL YEAR	% AS OF 12/31
<b>EXPENDITURES &amp; TRANSFERS</b>						
<b>Compensation Expenditures</b>						
Benefits	\$4,927,714	\$9,278,722	53.11%	\$4,504,897	\$9,822,041	45.87%
Salaries	\$10,746,550	\$24,121,811	44.55%	\$10,510,840	\$23,987,880	43.82%
	<u>\$15,674,264</u>	<u>\$33,400,534</u>	<u>46.93%</u>	<u>\$15,015,737</u>	<u>\$33,809,921</u>	<u>44.41%</u>
<b>Non-Compensation Expenditures</b>						
Equipment, Buildings, Property	\$398,572	\$1,060,110	37.60%	\$234,455	\$821,828	28.53%
External Professional Services	\$333,904	\$828,946	40.28%	\$861,339	\$659,888	130.53%
Information, Communication, Shipping	\$651,688	\$1,004,020	64.91%	\$517,828	\$1,258,094	41.16%
Maintenance, Rentals, Service Contracts	\$1,201,599	\$2,211,487	54.33%	\$1,230,170	\$1,719,059	71.56%
Miscellaneous	\$162,799	\$1,127,949	14.43%	\$171,295	\$1,167,638	14.67%
Oracle Cloud Subscriptions	\$0	\$0	0.00%	\$0	\$227,948	0.00%
Scholarships	\$1,590,079	\$3,421,914	46.47%	\$1,436,517	\$2,968,000	48.40%
Supplies	\$523,387	\$1,065,787	49.11%	\$353,325	\$997,936	35.41%
Travel, Entertainment	\$169,448	\$416,089	40.72%	\$234,251	\$461,751	50.73%
Utilities	\$584,420	\$1,402,106	41.68%	\$589,042	\$1,508,912	39.04%
	<u>\$5,615,896</u>	<u>\$12,538,407</u>	<u>44.79%</u>	<u>\$5,628,221</u>	<u>\$11,791,054</u>	<u>47.73%</u>
<b>Transfers to Other Funds</b>						
Agency Fund	\$139,530	\$129,109	108.07%	\$129,587	\$129,587	100.00%
Auxiliary Fund	\$2,015,791	\$2,018,839	99.85%	\$1,919,219	\$1,919,219	100.00%
Plant Fund	\$1,228,548	\$1,228,548	100.00%	\$1,251,022	\$1,251,022	100.00%
	<u>\$3,383,870</u>	<u>\$3,376,497</u>	<u>100.22%</u>	<u>\$3,299,828</u>	<u>\$3,299,828</u>	<u>100.00%</u>
<b>TOTAL EXPENDITURES &amp; TRANSFERS</b>	<u><b>\$24,674,030</b></u>	<u><b>\$49,315,437</b></u>	<u><b>50.03%</b></u>	<u><b>\$23,943,787</b></u>	<u><b>\$48,900,803</b></u>	<u><b>48.96%</b></u>



Personnel Action	Name	Employment Status		Effective	Salary	Comments
		From	To			
<b>Appointments</b>	Eric Ramaekers		Veterans Coordinator, University College	10/15/16	\$46,255	15 Years experience working with students in a college setting, 7 years working with Veterans & families. Masters degree in Leadership
<b>Change of Status</b>	Jonica Burke	Director, Budget & Financial Analysis	Director, Enterprise Resource Planning & Financial Services	10/01/16	\$98,480	Promotion
	Heather Cate	Assistant Director, Human Resources	Acting Director, Budget & Payroll	10/01/16	\$70,324	Acting Appointment
	Matthew Crawford	Programmer/Analyst, ITS	Senior Programmer/Analyst	10/01/16	\$67,320	Promotion
	Vickie Crawford	Senior Programmer/Analyst, ITS	Associate Director, User Engagement & Support	10/01/16	\$82,270	Promotion
	Corey Culbertson	Coordinator, Payroll & Records	Acting Payroll Supervisor	10/01/16	\$43,875	Acting Appointment
	James Farmer		Coordinator, Transfer Student Services	11/19/16	\$47,476	Salary Adjustment due to FLSA changes
	Charlotte Hardy		Assistant Director, Financial Aid	11/19/16	\$47,825	Salary Adjustment due to FLSA changes
	Chris Kacir	Professor, Social Sciences	Acting Dean, University College	12/19/16	\$98,400	Acting Appointment
	Megan Ketter	Representative, Human Resources	Coordinator, Human Resources	10/01/16	\$38,532	Promotion
	Coleen Kosan	Academic Advisor	Assistant Director, Advising & Academic Resources	12/18/16	\$51,631	Promotion
	Logan Minter		Project Director, Upward Bound Math Sciences	11/19/16	\$47,476	Salary Adjustment due to FLSA changes
	Eric Putnam		Assistant Director, Athletics	11/19/16	\$47,476	Salary Adjustment due to FLSA changes
	Susie Ross		Coordinator, Human Resources	11/19/16	\$47,476	Salary Adjustment due to FLSA changes
	Becky Thiel	Acting Dean, Graduate Studies & Assessment	Dean, Graduate Studies & Assessment	10/24/16	\$94,000	Acting Appointment Ended
	Dan White	Manager User Support, ITS	Network Application Manager, ITS	10/01/16	\$61,312	Promotion

<b>Terminations</b>	Pat Carson	Director, Contracts Management		12/01/16		Retirement
	Brenda Haas	Dean, University College		12/02/16		Resignation
	Laurie Hatton	Associate Director, Financial Aid		12/01/16		Retirement
	Courtney Hayward	Grant Writer & Institutional Analyst, Institutional Research &		12/30/16		Resignation
	Jessica James	Program Assistant, Upward Bound Math Science		12/30/16		Resignation
	Robert Trusz	Dean, Clark Memorial Library		10/07/16		Resignation
	Robert Matthew Ward	Associate Director, Development		10/31/16		Resignation

**Status of Construction/Renovation Projects through January 31, 2017**

<b>Project</b>	<b>Status</b>	<b>Projected Budget</b>	<b>Funding Source</b>
<b>Health Sciences Program Expansion (STEMM) Phase 1</b>	<ul style="list-style-type: none"> <li>Phase I ATC &amp; Kricker Hall complete.</li> <li>Project 99% complete.</li> </ul>		
<b>Health Sciences Program Expansion (STEMM) Phase 2</b>	<ul style="list-style-type: none"> <li>The space vacated by the MOT, PT and Sports Professions departments will be renovated to add additional space for both ADN and BSN programs. This includes a new zoned air handling unit, central vacuum and compressed air for the labs, and all new finishes. This project will also allow all Nursing Faculty to have offices in the space, as well as classrooms sized for increased enrollment.</li> <li>Project started 1/4/17.</li> <li>Phase 2 to be complete Fall, 2017.</li> </ul>	\$ 4,000,000 \$ 350,000	State Capital Local Funds
<b>Advanced Technology Center/Technology and Industrial Buildings Rehabilitation</b>	<ul style="list-style-type: none"> <li>Programming started.</li> <li>Additional spaces on the first floor are being designed to modernize the entire main entrance and classrooms to further develop the Business and Engineering Programs' collaboration effort that was initiated with the Health Sciences Programs Expansion Project. New finishes, HVAC, and restroom renovations will be included.</li> <li>Plastics and digital gaming programs being redesigned and rightsized for future growth.</li> </ul>	\$ 4,280,000	State Capital
<b>Athletic Complex (Rhodes Center)/Recreation, Student Health &amp; Wellness</b>	<ul style="list-style-type: none"> <li>Architect to be selected February, 2017.</li> <li>The planned facility improvements include, but are not limited to: upgrading of the building's life safety systems, ADA access, and facility infrastructure; replacement of the original (circa 1983) pool filtration systems; separating the athletic programs' cardiovascular area to permit additional space and modernization of a general student fitness area; upgrading of deteriorated exterior areas.</li> </ul>	\$ 7,150,000	Bond & Local
<b>Townhouse Renovation Project Phase 3</b>	<ul style="list-style-type: none"> <li><b>Complete renovation of 8 Townhouse apartments (2 quads - units 9-16).</b></li> <li>Renovations will replace all existing drywall with new high impact drywall. Project will renovate 32 bedrooms, 8 kitchens, 8 living rooms, and 16 bathrooms. All rooms will be examined for water infiltration, missing or degraded insulation, and damaged ductwork. All new sub-floors to be installed on 1st and 2nd floors; vinyl flooring will replace carpet in all 8 apartments.</li> <li>Project scheduled to begin May, 2017; scheduled for completion August, 2017.</li> </ul>	\$ 840,000	Bond & Local
<b>Library Rehabilitation</b>	<ul style="list-style-type: none"> <li>Funds to be transferred to the Advanced Technology Center and Industrial Buildings Rehabilitation Project</li> </ul>	TBD	State Capital
<b>Facilities Campus Master Plan Update</b>	<ul style="list-style-type: none"> <li>Committee identified.</li> <li>Existing Campus Master Plan being reviewed.</li> <li>Consultant to be selected March, 2017.</li> <li>Project to be complete by 12/1/17.</li> </ul>	\$ 200,000	State Capital

	PRELIMINARY FY16 SENATE BILL 6 SCORES
	Without GASB 68
Ohio State	4.5
Miami	4.4
NEOMED	3.9
Bowling Green	3.9
Kent State	3.6
Youngstown State	3.5
Ohio University	3.4
Cincinnati	3.2
Shawnee State	3.2
Akron	3.2
Cleveland State	3.1
Toledo	3.1
Central State*	2.3
Wright State	2.1
Average	3.4

\* Did not respond to survey-used PY

2/1/2017