

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES  
OFFICIAL PROCEEDINGS OF THE  
THREE HUNDRED AND SIXTIETH MEETING**

**February 22, 2019**

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**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES  
OFFICIAL PROCEEDINGS OF THE  
THREE HUNDRED AND SIXTIETH MEETING**

**February 21 and 22, 2019**

**(Note, the Executive Session on February 21, 2019 was cancelled)**

**I. CALL TO ORDER**

The meeting of the Wright State University Board of Trustees was called to order by Mr. Douglas Fecher, chair, on Friday, February 22, 2019, 9:33 a.m., in the Wright State Nutter Center Berry Room. Mr. Larry Chan, secretary to the Board of Trustees, called the roll:

**Present**

Michael Bridges  
Douglas Fecher  
Anuj Goyal  
Stephanie Green  
William Montgomery (late arrival)  
Grace Ramos  
Austin Rains  
Shaun Wenrick

**Absent**

Sean Fitzpatrick  
Bruce Langos  
C.D. Moore

**Chair's Statement:**

Mr. Fecher stated that the Wright State University Board of Trustees is a public body subject to the Ohio Open Meetings Act. It operates on a fixed agenda available to those attending the meeting. Persons wishing to address the Board in its public session should submit a written request to the Board of Trustees' office 72 hours in advance of the meeting in order to be placed on the agenda. However, all persons address the Board at the invitation of the Board and are subject to time limitations and other guidelines established to maintain the good order of the meeting.

**Proof of Notice of Meeting**

The meeting was called by written notification and a quorum was present.

**II. CONFLICT OF INTEREST STATEMENT**

Mr. Fecher read the following conflict of interest statement and reminded the Trustees to alert him should a conflict occur as the meeting progressed.

It is of utmost importance to ensure that all university decisions are free from any real or perceived conflicts of interest.

Therefore, please be mindful of all obligations with which you have been charged as a Trustee of Wright State University; and take the steps you deem appropriate to perform your duties fairly and impartially.

### **III. REPORT OF THE CHAIR**

#### **A. Chair's Comments**

None were offered.

#### **B. Written Reports - Wright State University Board of Trustees February 22, 2019**

The Advancement and Marketing Reports as presented to this meeting be, and the same, are hereby accepted. The reports are contained in the Appendix.

#### **C. Disposition of Previous Minutes**

Mr. Fecher moved to approve the minutes from December 13 and 14, 2018, January 4, 2019, January 29, 2019, February 3, 2019, and February 11, 2019 as submitted. Ms. Ramos seconded, and the motion was unanimously approved by voice vote.

#### **D. Approval of Expenditures \$500,000 and Above**

The Finance, Audit and Infrastructure Committee met just prior to this meeting and have moved contracts in the range of \$500,000 and above to the full Board for consideration. The Board reviewed the expenditures under consideration (see link below) and with no further discussion approved the following resolution.

#### **Link to Access Expenditures \$500,000 and Above**

<http://www.wright.edu/sites/www.wright.edu/files/uploads/2019/Feb/meeting/FAI%20BOT%20500K%20and%20Over%20Nov%201-Dec%2031%202018%20-FY20.pdf>

#### **Approval of Contracts \$500,000 and Above**

### **RESOLUTION 19-45**

WHEREAS, in order for the university to conduct business on an on-going basis, and provide products and services in a timely manner, purchases must be made; and

WHEREAS, these expenditures may exceed \$500,000; therefore be it

RESOLVED that authorization is granted for the accompanying contracts now before the Board of Trustees by, and hereby are approved.

Mr. Fecher moved for approval. Ms. Green seconded, and the motion was unanimously approved by roll call vote.

**E. Authorization of Conveyance of Highway Easement**

The Celina Board of Education operates a vocational school / adult education facility known as Tri-Star. Tri-Star's new location will be on State Route 703 directly across from Wright State's Lake Campus. ODOT is making improvements to the road to accommodate the increased traffic. Part of the intersection and some of the traffic equipment will encroach on approximately 0.265 acres of Wright State property along the road. ODOT is requesting a perpetual roadway easement on 0.125 acres, and a temporary construction easement on 0.14 acres, all of which are adjacent to the road on the edge of our property.

**Board of Trustees to Authorize  
Conveyance of Highway Easement**

**RESOLUTION 19-46**

**WHEREAS**, the Wright State University Board of Trustees owns a certain parcel of real property located in Mercer County, Jefferson Township, Section 3, Town 6 South, Range 3 East (the "Property"), which is situated along State Route 703;

**WHEREAS**, the Ohio Department of Transportation intends to expand and improve State Route 703 to accommodate the development of a public vocational school north of the University's Lake Campus. Traffic signaling equipment and a turn lane will be erected to accommodate an increased flow of traffic when the trade school begins operations.

**WHEREAS**, some parts of the State Route 703 improvements will be installed on the Property, and some portions of the Property will be temporarily occupied by construction equipment.

**WHEREAS**, the Ohio Department of Transportation desires a perpetual easement on approximately 0.125 acres of the Property, and a temporary easement on approximately 0.14 acres of the property, and has submitted detailed drawings, a donation letter, and an easement for the Board's consideration.

**WHEREAS**, the Trustees have determined that the easement will benefit Wright State University by improving the flow of traffic around the Lake

Campus, and that the perpetual and temporary easements will not materially impair the value or usability of the Property.

**NOW THEREFORE,**

**BE IT RESOLVED,** that the Trustees hereby authorize the creation of perpetual and temporary easements in favor of the Ohio Department of Transportation on land abutting State Route 703 in Mercer County, and as more particularly described in drawings and legal instruments previously submitted by the Ohio Department of Transportation.

**BE IT FURTHER RESOLVED;** that the Trustees authorize the President and/or her delegates to execute contract and conveyances, and take and perform all other actions necessary and proper, to create and convey the easements described in this Resolution.

Mr. Fecher moved for approval. Mr. Bridges seconded, and the motion was unanimously approved by roll call vote.

**IV. REPORT OF THE PRESIDENT**

**A. University Update**

President Schrader welcomed everyone and indicated her pleasure that the last several stressful weeks are over and the faculty have returned to the classroom.

“Like all of you, I am pleased that our Wright State faculty are back in the classroom. I sincerely welcome them back and look forward to working with our faculty to serve the amazing students of Wright State University. I especially want to thank our students for their patience, flexibility, and commitment to Wright State. You are why all of us are here and do what we do.

As a university community, we have come to a crossroads. We are no longer the same institution that we used to be. While the challenges of the last several years have been extraordinarily difficult, we do have the unique opportunity to all work together to create the type of institution that we want to become. I am a firm believer that out of great adversity comes great opportunity and I look forward to working with each member of our community to move our university forward.

I have spoken before about the importance of moving our organization into a growth mindset. Now is the time to begin building a virtuous organization that embraces the common good and focuses on the positive. Together, we can seek and seize new opportunities so that we all feel confident in our collective future. I realize that this is a culture shift and those take time. But

if we don't begin this now, the question is when?

Now is the time to bring people together, have conversations, and ask ourselves: what type of narrative do we want to create for our future? As J.K. Rowling, the author of the Harry Potter books said, *"We do not need magic to transform our world. We carry all of the power we need inside ourselves already."* Along with examining where we are and where we want to be, we also need to focus on the very simple, but often overlooked, acts of kindness.

We are all still processing what we've gone through as a university family. Like any family, we will not always agree. But I truly believe that our commitment to this university and our students is far stronger than any differences we may have. As we begin to move forward, please remember to let kindness be our guide.

During these stressful times, we are encouraging our colleagues to take advantage of Wright State's Faculty and Staff Assistance Program, which is provided at no cost to our employees. And as always, students can seek help through our Counseling and Wellness Services.

I am also encouraging everyone in our community to drop a note in the online Idea Box to let me know their thoughts about how we can come together to best serve our students and our communities.

There is no doubt that we have weathered some tough times over the last several years, but a new day is dawning for our university. Let's keep our eyes on the horizon and chart a new course together."

**B. Confirmation of Academic and Administrative Appointments and Changes**

***Faculty New Hires***

Rebecca Ayne Turner Moore, MSN, has been appointed Clinical Instructor, College of Nursing and Health, effective January 1, 2019.

Catherine Mary Turner Sherwin, Ph.D., has been appointed Professor and Vice Chair for Research, Pediatrics, Boonshoft School of Medicine, effective November 1, 2018.

Lisa Lynn Wolfe, MSW, has been appointed Instructor, Social Work, College of Liberal Arts, effective January 1, 2019.

### ***Faculty Promotions***

Chad R. Hammerschmidt, Ph.D., has been appointed Interim Chair, Earth and Environmental Sciences, Earth and Environmental Sciences, College of Science and Mathematics, effective January 1, 2019.

Daniel L. Zehringer, D.M.A., has been appointed Professor and Chair, Music, College of Liberal Arts, effective January 1, 2019.

### ***Faculty Separations***

Roberto J. Colon, M.D., Associate Professor, Internal Medicine, Boonshoft School of Medicine, effective November 2, 2018.

David F. Dominic, Ph.D., Chair and Professor, Earth and Environmental Sciences, College of Science and Mathematics, effective December 31, 2018.

Julian Gomez-Cambronero, Ph.D., Brage Golding Distinguished Professor of Research, Biochemistry and Molecular Biology, Boonshoft School of Medicine, effective November 12, 2018.

Gary Onady, M.D., Ph.D., Professor, Department of Pediatrics, Boonshoft School of Medicine, effective December 31, 2018.

Mohammad Saklayen, M.B.B.S., Professor, Medicine, Boonshoft School of Medicine, effective January 4, 2019.

Arijit Sengupta, Ph.D., Professor and Associate Dean, Undergraduate Program, Raj Soin College of Business, effective December 31, 2018.

### ***Unclassified New Hires***

Klotilda Abazi, M.Ed., has been appointed Academic Advisor, University College, effective January 10, 2019.

Tamer Abdelghaffar Abdelhakeem Abdelrehim, Ph.D., has been appointed Research Scientist, Biomedical, Industrial, and Human Factors Engineering, College of Engineering and Computer Science, effective November 5, 2018.

Alison Marie Agather, Ph.D., has been appointed Research Associate, Earth and Environmental Sciences, College of Science and Mathematics, effective January 22, 2019.

Robert Cowles, M.Ed., has been appointed Pre-professional Program Coordinator, Dean's Office, College of Science and Mathematics, effective January 22, 2019.



Bethany Sue DeLong, M.Ed., has been appointed Enrollment Management Program Director, Dean's Office, College of Education and Human Services, effective October 15, 2018.

Erika Rae Duncan, M.S., has been appointed Benefits Analyst, Human Resources, effective December 3, 2018.

Szilvia Maria Jenei, Psy.D., has been appointed Clinical Psychologist, Counseling and Wellness Services, effective November 5, 2018.

Ugar Kursuncu, Ph.D., has been appointed Postdoctoral Researcher, Kno.e.sis Center, College of Engineering and Computer Science, effective November 5, 2018.

Angelic Nicole Leonard, B.S., has been appointed Community Case Manager, Population and Public Health Sciences, Boonshoft School of Medicine, effective October 1, 2018.

Ryan W. Ley, B.A., has been appointed Information Technology Analyst II, Computing and Telecommunications Services, effective December 12, 2018.

McKenzie Redberg Nix, M.S., has been appointed Special Assistant to the Athletic Director, Intercollegiate Athletics, effective January 7, 2019.

Tylar Shaun O'Neal, B.S., has been appointed Gender Based Violence Program Coordinator, Counseling and Wellness Services, effective January 7, 2019.

Michael Robert Partin, B.S., has been appointed Software Engineer, Electrical Engineering, College of Engineering and Computer Science, effective January 7, 2019.

Michael L. Pearsall, M.S., has been appointed Director of Operations, Wright State Research Institute, College of Engineering and Computer Science, effective December 10, 2018.

John R. Shipley, M.S., has been appointed Associate Vice President and Controller, Business and Finance, effective January 1, 2019.

David E. Toller, M.S., has been appointed Career Advisor, Career Center, effective January 28, 2019.

Jayden R. Whitford, B.S., has been appointed Community Case Manager, Population and Public Health Sciences, Boonshoft School of Medicine, effective November 5, 2018.

Brett William Wilson, B.S.A.S., has been appointed Assistant Women's Track and Field Coach, Assistant Men's and Women's Cross Country Coach, Intercollegiate Athletics, effective December 17, 2018.

Craig Daniel Young, B.A., has been appointed Accounting Associate, University Advancement, effective January 7, 2019.

### ***Unclassified Promotions***

Lance W. Cauley, M.B.A., has been appointed Associate Director, Career-Specific Services, Career Center, effective January 1, 2019.

Brian W. Daniels, B.A., has been appointed Desktop Support Technician II, Computing and Telecommunications Services, effective September 1, 2018.

Kimberly E'Vette Demmings, B.S., has been appointed Director, Women's Basketball Operations, Intercollegiate Athletics, effective January 12, 2019.

Kenton R. Dover has been appointed ITSM Administrator 1, Computing and Telecommunications Services, effective September 1, 2018.

Matthew A. Hemker, B.A., has been appointed Network Security Engineer, Computing and Telecommunications Services, effective January 1, 2019.

Monica Renee Mack, B.S., PHR, has been appointed Benefits Manager, Human Resources, effective November 1, 2018.

Jacqueline S. Neal, M.S., has been appointed Director of Major Gifts, College of Science and Math, University Development, effective January 1, 2019.

Andrea N. Peterson, A.S., has been appointed Administrative Assistant to the Dean, College of Nursing and Health Administration, effective December 15, 2018.

Sue M. Polanka, M.L.S., has been appointed University Librarian, P.L. Dunbar Library, effective January 1, 2019.

Travis Hensley Sobers, B.S., has been appointed Associate Head Women's Soccer Coach, Intercollegiate Athletics, effective October 1, 2018.

Mariann Weiss, M.A., has been appointed Career Advisor, Career Center, effective February 1, 2019.

Timothy P. Wertz has been appointed Manager, AV Systems, Computing and Telecommunications Services, effective September 1, 2018.

Lakia Q. Young, M.P.A., has been appointed Director of Admissions, Student Affairs and Admissions, Boonshoft School of Medicine, effective December 1, 2018.

### ***Unclassified Separations***

Samuel Lowell Armstrong, B.S., Athletics Marketing Program Manager, Intercollegiate Athletics, effective November 2, 2018.

Danielle M. Booth, M.P.A., Project Controller, Wright State Research Institute, College of Engineering and Computer Science, effective December 31, 2018.

Katia E. Clod-Svensson, M.A., Coordinator, Faculty and Clinical Affairs, Boonshoft School of Medicine, effective January 3, 2019.

April J. Darrin, WSRI Contracts Manager, Wright State Research Institute, College of Engineering and Computer Science, effective November 30, 2018.

Tiffany M. Estep, B.A., Research Assistant, Mathematics and Statistics, College of Science and Mathematics, effective December 7, 2018.

Ramana V. Grandhi, Ph.D., Research Professor, Mechanical and Materials Engineering, College of Engineering and Computer Science, effective December 9, 2018

Dentong Huang, Ph.D., Research Associate, Biochemistry and Molecular Biology, College of Science and Mathematics, effective December 31, 2018.

Glen A. Jones, M.B.A, Director, Post-Award, Research and Sponsored Programs, effective January 4, 2019.

Amr A. Mahrous, Ph.D., Postdoctoral Researcher, Neuroscience, Cell Biology, and Physiology, Boonshoft School of Medicine, effective November 27, 2018.

Lee A. McKarns, B.A., Student Union Support Services Manager, Student Union, effective January 4, 2019.

Todd R. Norell, B.S., Special Program Director, Wright State Research Institute, College of Engineering and Computer Science, effective December 31, 2018.

Mary R. Reshad, Assistant Director of Financial Aid, Financial Aid, Enrollment Management Division, effective November 9, 2018.

Kimberly D. Richison, Senior Subcontracts Administrator, Wright State Research Institute, College of Engineering and Computer Science, effective January 11, 2019.

Brenda K. Shafner, End User Support Specialist, Computing and Telecommunications Services, effective December 13, 2018.

Robert J. Shanahan, M.S., Senior Software Engineer, Wright State Research Institute, College of Engineering and Computer Science, effective December 7, 2018.

William F. Shockley, B.S., Executive Director of Major Gifts, University Development, effective December 31, 2018.

Tori T. Shumway, M.B.A., Staff Accountant, Business Office, Boonshoft School of Medicine, effective December 21, 2018.

Jonathan P. Steingass, M.S., Human Factors Engineer, Wright State Research Institute, College of Engineering and Computer Science, effective November 30, 2018.

### ***Classified New Hires***

Robert H. Lophovsky, M.A., has been appointed Custodial Services Worker, Physical Plant, effective November 19, 2018.

Chevis L. McElrath, has been appointed Custodial Services Worker, Physical Plant, effective November 5, 2018.

Charles F. Pulley, Jr., has been appointed Custodial Services Worker, Physical Plant, effective December 3, 2018.

Ahmad R. Rogers, has been appointed Custodial Services Worker, Physical Plant, effective October 15, 2018.

Damon E. Williams, has been appointed Custodial Floor Care Tech, Physical Plant, effective October 7, 2018.

Yalanda Winston, has been appointed Custodial Services Worker, Physical Plant, effective November 5, 2018.

### ***Classified Promotions***

Brittany Elizabeth Barrett, B.S., has been appointed HR Operations Analyst, Human Resources, effective December 10, 2018.

Libertad I. Leon, has been appointed Administrative Support Coordinator, Office of Equity and Inclusion, Office of the Provost, effective January 1, 2019.

### ***Classified Separations***

Georgianna Axel, Department Support Supervisor, Residence Life and Housing, effective October 1, 2018.

James E. Kenny, A.A., HVAC Boiler Operator Technician, Facilities Operations, Physical Plant, effective October 5, 2018.

Christine L. Krebs, Administrative Assistant, Mathematics and Statistics, College of Science and Mathematics, effective November 30, 2018.

Patti Jean Mutter, Human Resources Operations Analyst, Human Resources, Business and Finance, effective December 28, 2018.

Phillip J. Parrill, B.S., Talent Acquisition Assistant, Human Resources, effective October 5, 2018.

Sherri Lynn Wright, Office Assistant 2, Mechanical and Materials Engineering, College of Engineering and Computer Science, effective October 31, 2018.

### **RESOLUTION 19-47**

RESOLVED that the academic and administrative appointments, changes, retirements, departmental reporting, resignations and terminations submitted to this meeting be, and the same hereby are approved.

Mr. Fecher moved for approval. Ms. Green seconded, and the motion was approved 5-0-1 (Mr. Bridges recused) by roll call vote.

#### **C. Report of Investments**

Since the last Board meeting, the investment report for January 2019 has been received. This report has been distributed to the Trustees and filed with the official Board of Trustees' records.

#### **D. Ratification of Contracts and Grants**

Wright State University has recorded 206 awards totaling \$49,647,404 in external funding for the time period of July 1, 2018 through December 31, 2018. That brings us halfway through the fiscal year as we look at potentially breaking that \$100 million award mark at the end of this fiscal year.

Recent funding received by the University includes \$590,348 from the Ohio Department of Higher Education to Dr. Thomas Wischgoll and Mr. Vance Saunders (Computer Science, College of Engineering and Computer Science) to support capital-level purchases of equipment that will significantly enhance workforce training capabilities in the areas of information technology, health care, manufacturing, and defense. Additionally, Mr. Bryan Martin (Financial Aid, Enrollment Management, Division of Student Success) received \$194,816 from the U.S. Department

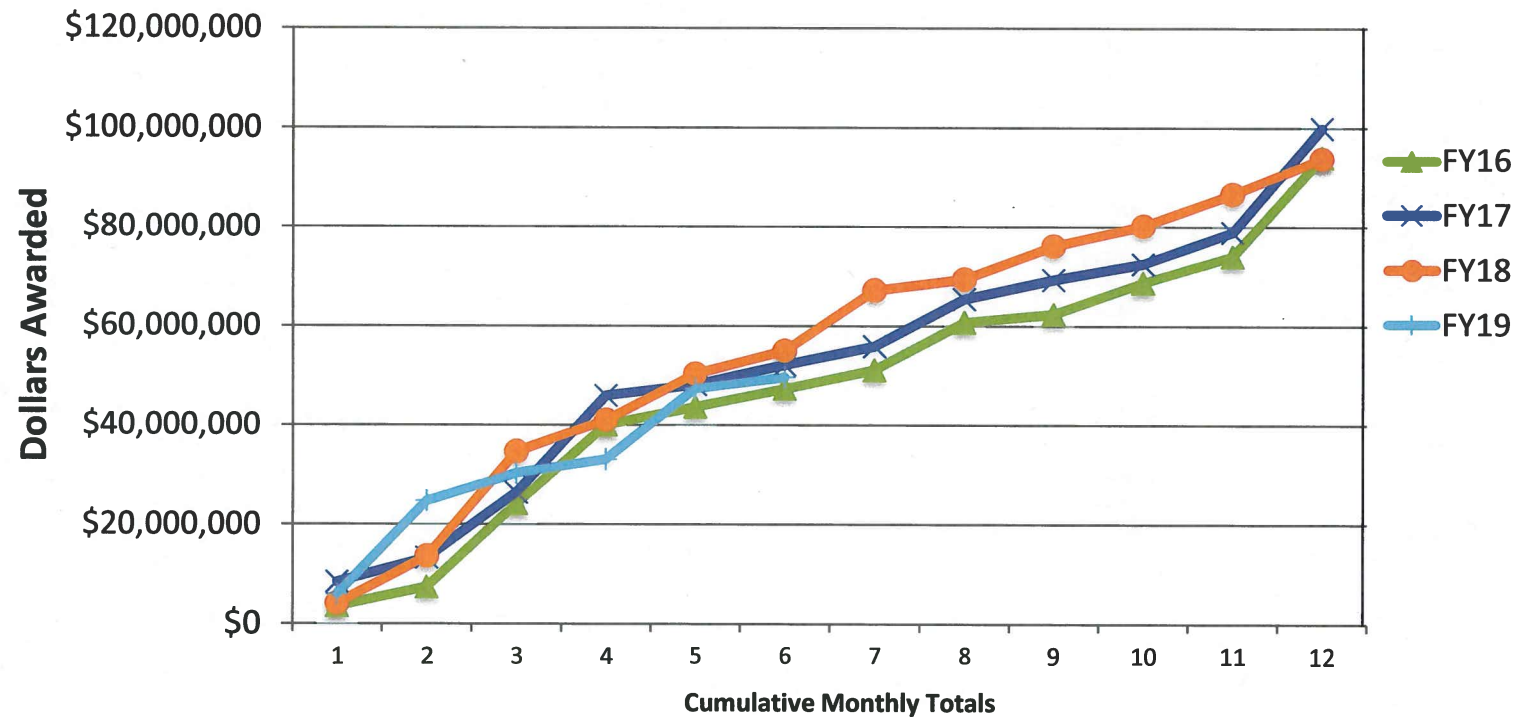
of Education to increase access to postsecondary education for low-income student parents through the provision of childcare services at Mini University.

#### **RESOLUTION 19-48**

RESOLVED that the contracts and grants submitted to this meeting be, and the same hereby are ratified.

Mr. Fecher moved for approval. Dr. Goyal seconded, and the motion was approved 5-0-1 (Mr. Bridges recused) by roll call vote.

**WRIGHT STATE UNIVERSITY**  
**Cumulative Grant and Contract Awards**  
**Comparison with Previous Three Fiscal Years through December**



FY19 through 12/31/18: \$49,647,404  
FY18 through 12/31/17: \$54,996,444  
FY17 through 12/31/16: \$52,172,954  
FY16 through 12/31/15: \$47,330,300

**WRIGHT STATE UNIVERSITY  
GRANT AND CONTRACT AWARDS**

**PREPARED FOR  
BOARD OF TRUSTEES MEETING  
February 22, 2019\***

TYPE	NEW AWARDS		ONGOING AWARDS**		TOTAL AWARDS	
	Number	Dollars	Number	Dollars	Number	Dollars
Research	10	\$577,378	19	\$4,752,343	29	\$5,329,721
Instruction	1	\$590,348	0	\$0	1	\$590,348
Institutional Support	0		0		0	
Public Service	5	\$135,959	4	\$928,160	9	\$1,064,119
Student Aid	1	\$194,816	2	\$8,600,158	3	\$8,794,974
<b>TOTAL</b>	<b>17</b>	<b>\$1,498,501</b>	<b>25</b>	<b>\$14,280,661</b>	<b>42</b>	<b>\$15,779,162</b>

\* Figures include total support for awards made since the December 2018 Board of Trustees Meeting.

\*\* Ongoing awards include renewals, continuations, supplements and amendments.

This report was prepared by the Office of Research and Sponsored Programs.



**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
<b>Boonshoft School of Medicine</b>						
<b>Basic Research</b>						
Amendment Non-Profit Subagreement	Metabolomics Analyses of Fecal Extracts in a 'Humanized' Microbiome Mouse Model of Toxicant Exposure	11/01/2018 05/31/2019	Henry M. Jackson Foundation	Reo, Nicholas V.	\$96,054	The major objective is to examine the effects of US military-relevant toxicants on the gut microbiome and its local environment and, conversely, assess the microbiome-based chemical changes to the toxicant.
Amendment Non-Profit Subagreement	Integrated Sense, Assess and Augment (ISAA)	02/01/2018 01/31/2019	Wright State Applied Research Corporation	Elbasiouny, Sherif M.	\$42,125	The objective of the Integrated Sense, Assess and Augment (ISAA) program is to identify, integrate, and test specific sense, assess and augment tools and methodologies and to identify those most likely to achieve significant human performance gains in demanding Air Force mission environments.
Amendment Educ. Inst. Subagreement	Telomere Length Dynamics in Relation to Changes in Adiposity and Metabolic Risk	10/01/2018 10/31/2018	University of Texas Health Science Center at Houston	Ebert, James Ray	\$11,429	This project will investigate the use of chromosomal telomere length and telomerase activity as biomarkers of human body composition, adiposity, and as overall metabolic risk factors.
Continuation Federal Grant	TRPM7 and Cellular pH	12/01/2018 11/30/2019	DHHS, National Institute of Allergy and Infectious Diseases	Kozak, Juliusz Ashot	\$370,000	The main goal of this study is to investigate the function of TRPM7 kinase in leukocytes using a novel transgenic mouse model where TRPM7 has been replaced with its kinase-dead mutant form.

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
Continuation Federal Grant	K-Ras Plasma Membrane Interactions: A Tractable Therapeutic Target	12/01/2018 11/30/2019	DHHS, National Cancer Institute	Cho, Kwang-jin	\$241,529	This research is a new approach to block oncogenic K-Ras signaling, which could be a starting point to develop novel anti-cancer therapies that specifically target K-Ras driven cancers.
New Non-Profit Grant	Selective Regulation of Distal Nephron Sodium Handling by Calcineurin Isoform	08/01/2018 06/30/2019	American Heart Association - National	Williams, Clintoria	\$77,000	This Scientist Development Grant proposes to identify the role of each calcineurin isoform in NCC and blood pressure regulation. If successful, results of the proposed experiments may highlight a new direction for blood pressure therapies.
Supplement Federal Grant	Sisterline: Substance Abuse Treatment and HIV Prevention for African-American Women at High Risk for HIV/AIDS in Montgomery County, OH	09/30/2018 09/29/2019	DHHS, Substance Abuse and Mental Health Services Administration	Ford, JoAnn	\$25,000	The purpose of the Sisterline Project is to expand and enhance substance abuse treatment and HIV prevention intervention services for African American women (ages 18 years and older) in Montgomery County, OH, who have substance use or co-occurring substance use and mental health disorders and are living with or at risk for HIV.
Supplement Industrial Agreement	Biopsy Study	10/27/2017 10/26/2018	Devicor Medical Products, Inc.	Dudley, Emily S.	\$4,983	Wright State University will support the testing of biopsy devices.
<b>Applied Research</b>						
Continuation Non-Profit Agreement	Miscellaneous Awards Under DCOP Fiscal Agency Agreement	08/01/2018 07/31/2019	Dayton Clinical Oncology Program	Paul, Kimberly A.	\$3,381	This amendment will allow supplemental funding for WSU to act as the fiscal agent for the Dayton Clinical Oncology Program (DCOP) for managing Non-NIH NCI funds per master agreement Addendum #1 having an effective date of May 12, 2005.

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
New Industrial Subagreement	CTRA - TEGG	12/07/2017 12/31/2019	INC Research LLC	Ekeh, Akpofure P.	\$49,388	CTRA - TEGG

**Public Service**

New Other Gov't. Subagreement	The Warriors Supporting Wellness (WSW) Project	11/01/2018 09/29/2019	Montgomery County ADAMH Services Board	Kinzeler, Nicole	\$12,500	The focus of this project is the evaluation of the Warriors Supporting Wellness (WSW) Mental Health Awareness Training (MHAT) Grant.
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**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**College of Education and Human Services**

**Applied Research**

Amendment	The Learning and	09/30/2018	University of	Huber, Mary Josephine	\$9,113	As a part of the proposed research center, Wright State researchers will explore and develop a peer support intervention to help college students with serious mental health conditions (SMHC) succeed academically in school.
Educ. Inst.	Working During the	09/29/2019	Massachusetts			
Subagreement	Transition to Adulthood Rehabilitation Research and Training Center		Medical School			

**Public Service**

New	HOPE Curriculum	10/11/2018	Educational	Lorson, Kevin	\$404	The sponsor requested teacher professional development support from the PI related to the HOPE curriculum.
Other Gov't. Contract	Workshop	06/30/2019	Service Center of Lorain County			

**February 22, 2019**  
**Wright State University**  
**Grants and Contracts Awarded**  
**Since the December 14, 2018 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
<b>College of Engineering and Computer Science</b>						
<b>Basic Research</b>						
Amendment Federal Contract	Sensor and Information Research Center for Understanding Systems (SIRCUS)	02/27/2015 03/30/2021	DoD, Air Force, Air Force Research Laboratory	Rigling, Brian D. Garber, Fred D. Saville, Michael Ash, Joshua Noel Wischgoll, Thomas Rizki, Mateen M.	\$190,000	The WSU team will undertake a multi-year effort to explore the development of methods to advance the state of the art in a variety of sensor exploitation research areas.
Amendment Industrial Subagreement	Training for Resilient Cyber Physical Systems Design, Development, and Testing	09/30/2018 09/29/2019	Knowledge Based Systems, Inc.	Zhang, Junjie Ganapathy, Subhashini Saunders, Vance M.	\$113,303	The WSU researchers will offer expertise of training for resilient cyber physical systems design, development, and testing.
Amendment Industrial Subagreement	Growth and Characterization of Multiferroic Materials	01/01/2016 11/30/2019	Azimuth Corporation	Zhuang, Yan	\$35,978	This project will explore the use of ferroelectric (FE), ferromagnetic (FM), and multiferroic ceramic materials for potential use in the development of tunable components for the production of next generation mobile communication systems to simultaneously support multiple frequency bands or communication standards.
Amendment Federal Coop. Agrmt.	Science, Technology and Research for Exploiting Sensor Systems (STRESS)	03/20/2018 05/19/2020	DoD, Air Force, Air Force Research Laboratory	Rigling, Brian D. Garber, Fred D.	\$31,000	This project will continue the ATRC summer student program and seek to expand its reach to all divisions of the AFRL Sensors Directorate.
Continuation Educ. Inst. Subagreement	Travel reimbursement for C2PNT FRN Cycle II Intelligent Channel Sensing	05/01/2017 01/20/2019	Ohio University	Wu, Zhiqiang	\$765	Funds provided for travel to meetings.

**February 22, 2019**  
**Wright State University**  
**Grants and Contracts Awarded**  
**Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
New Industrial Subagreement	Advanced Analog to Digital Converter (ADC) for GPS Receivers, Phase II SBIR	11/20/2018 01/15/2021	RBS Technologies, LLC	Ren, Saiyu	\$150,000	The Phase II effort will build on the Phase I work to continue the design and performance assessment of advanced Analog to Digital Converters (ADC) architectures. The objective is to complete a design of a microelectronic chip, have a prototype chip fabricated, and test the performance of the fabricated microelectronic ADC.
New Educ. Inst. Subagreement	SCH: INT: Collaborative Research: Development and Analysis of Integrative Models for Chronic Pain	09/13/2018 08/31/2019	Northwestern University	Banerjee, Tanvi	\$82,500	The researchers will develop new mathematical and statistical models for the dynamics of subjective pain in patients suffering from chronic pain.
New State Subagreement	SAE Aero Design	11/02/2018 11/30/2019	Ohio Space Grant Consortium	Thomas, Scott Keith	\$5,000	The goal of this project is to design and build a remote-controlled aircraft with certain limitation that will meet mission requirements.
<b>Applied Research</b>						
New Industrial Subagreement	Environmental Compensation Algorithms for Real-time Air Quality Sensors	07/01/2018 06/30/2019	Universal Energy Systems, Inc.	Rizki, Mateen M. Rigling, Brian D. Garber, Fred D.	\$92,000	The objective of this work is the design of environmental algorithmic correction factors for real-time air quality sensors.

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
<b>Instruction</b>						
New State Grant	Center for Virtual and Cyber-Physical Systems	10/15/2018 12/31/2020	Ohio Department of Higher Education	Wischgoll, Thomas Saunders, Vance M.	\$590,348	This funding will support a capital investment of equipment that will significantly enhance the training capabilities in the areas of information technology, healthcare, manufacturing, and defense to provide state-of-the-art training for the region's workforce pipeline.



**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
<b>College of Liberal Arts</b>						
<b>Public Service</b>						
Amendment State Subagreement	Southwest Ohio Regional Prevention Coordinator Proposal	07/01/2018 06/30/2019	Ohio Department of Job and Family Services	Dockery, Jane L. Murray, Carol S.	\$698,564	The Applied Policy Research Institute will oversee the administrative functions of the Southwest Ohio Regional Prevention Council and, in partnership with stakeholders, operationalize activities to address child abuse and neglect in the region.
New Other Gov't. Subagreement	CHA/CHNA Report Template and Guidance	11/01/2018 06/30/2019	Preble County General Health District	Dockery, Jane L. Murray, Carol S.	\$119,805	This project is to develop a Community Health Assessment/Community Health Needs Assessment report template, guidance, and template-ready data to streamline the every three year requirement to conduct an assessment by nonprofit hospitals and local public health departments.
<b>Student Aid</b>						
Continuation Other Gov't. Contract	Greene County Records Center and Archives Student Internship	12/26/2018 04/30/2019	Greene County Records Center and Archives	Swanson, Drew A.	\$5,000	A Public History Graduate Student will serve a paid internship at the Greene County Records Center and Archives. The student's work will benefit the Center and its patrons, while providing the student with valuable archival experience and instruction.



**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
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**College of Nursing and Health**

**Basic Research**

New Non-Profit Grant	Workforce and	09/01/2018	American Nurses	Fowler, Barbara A.	\$5,000	This research study will explore factors influencing leadership development and career advancement of minority nurses in public health departments.
	Leadership Development of U.S. Minority Nurses in Public Health Departments	08/31/2019	Foundation			

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
<b>College of Science and Mathematics</b>						
<b>Basic Research</b>						
Amendment Educ. Inst. Subagreement	Reducing Impacts of Disease on Salmonid Aquaculture Production	07/01/2017 06/30/2019	University of Toledo	Leaman, Douglas	\$144,000	These studies will utilize homologous in vitro systems (cell-lines and dendritic cells) to identify a host of factors involved in recognition and response pathways to viral infection in rainbow trout.
Amendment Federal Grant	Lapses of Attention Predicted in Semi- Structured Ecological Settings (LAPSES)	11/01/2015 12/31/2018	DoD, Office of Naval Research	Jovina, Ion	\$25,164	The aim of this project is to study the fundamental mechanisms of attention.
Amendment Non-Profit Subagreement	Human-Centered Science Laboratory (HCSL) Support of AFRL Activities	03/25/2018 09/24/2019	Wright State Applied Research Corporation	Schneider, Tamera	\$5,000	The purpose of the Human-Centered Science Laboratory (HCSL) is to support research and development activities to advance the mission of the Human Trust and Interaction Branch (711 HPW/RHXS), Human Insight and Trust (HIT) Team, to foster human-robot teaming, methods to calibrate trust, and methods to foster transparency in human-machine contexts.
<b>Applied Research</b>						
New Educ. Inst. Subagreement	Knauss Marine Policy Fellowship Application	02/01/2019 02/28/2020	Ohio State University	Hammerschmidt, Chad R.	\$61,500	The Knauss Fellowship provides a one-year educational experience in an executive or legislative branch office which expands the fellow's experience with, and knowledge of, the policy-making process within federal agencies and congressional committees dealing with marine and coastal issues.

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
New State Grant	Improving soil health to increase plant production and quality on dredged material	11/01/2018 06/30/2019	Ohio Environmental Protection Agency	Rua, Megan A.	\$49,990	The researchers will determine if use of a cover crop will increase the abundance, diversity, and function of beneficial soil microorganisms and quantify the rates of contaminants of concern (COC) in the cover crop and subsequent crop plantings as a function of microorganisms.

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
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**Student Affairs**

**Applied Research**

New Other Gov't. Contract	Analysis of ED/GE and Alternative Program Options	10/03/2018 03/31/2019	Montgomery County Community Development Office	Dustin, Jack L.	\$5,000	The researcher will identify weaknesses in the current ED/GE program and recommend changes. Recommended changes will be based on evidence from nine counties studied in the MCOFutures project.
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**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
<b>Universitywide</b>						
<b>Public Service</b>						
Continuation State Subagreement	Support for Position of Senior Associate Director, SCTAI, FY2019	07/01/2018 06/30/2019	Ohio Department of Higher Education	Edwards, Sue	\$104,136	This position will be responsible for the operation and direct administrative functions of the Secondary Career-Technical Alignment Initiative of the Ohio Articulation and Transfer Network.
Continuation State Subagreement	Support for Position of Associate Director, SCTAI, FY2019	07/01/2018 06/30/2019	Ohio Department of Higher Education	Edwards, Sue	\$91,518	This position will be responsible for the implementation and communication functions of the Perkins-funded Secondary Career-Technical Alignment Initiative of the Ohio Articulation and Transfer Network.
New State Subagreement	Travel Support for Perkins SCTAI/CT2 Compliance, FY19	09/07/2018 06/30/2019	Ohio Department of Higher Education	Edwards, Sue	\$2,000	Funds awarded are to support Secondary Career-Technical Alignment Initiative staff travel for Perkins program-related compliance.
New State Subagreement	Support for OCTANE Activities	09/12/2018 06/30/2019	Ohio Department of Higher Education	Brun, Carl F.	\$1,250	To further the work of implementation of the secondary career technical alignment initiative, Wright State personnel will provide supportive effort for Ohio Career Technical Articulation Network Engagement (OCTANE) activities.
<b>Student Aid</b>						
Continuation Federal Grant	PELL Grant Program 2018/2019	04/01/2018 06/30/2019	U.S. Department of Education	Barnhart, Amy	\$8,595,158	These funds support PELL grants for students.

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

<b>Type</b>	<b>Title</b>	<b>Duration</b>	<b>Sponsor</b>	<b>Investigator(s)</b>	<b>Amount</b>	<b>Abstract</b>
New Federal Grant	ACHIEVE: A Chance to Have and Improve the Experience and Value of Education	10/01/2018 09/30/2019	U.S. Department of Education	Martin, Bryan M.	\$194,816	The renewal project will continue to increase access to postsecondary education for low- income student parents through the provision of child care services at Mini University.

**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**VP for Curriculum and Instruction**

**Public Service**

Continuation State Subagreement	Support for the Scaling Guided Pathways Grant Project	09/10/2018 06/30/2019	Ohio Department of Higher Education	Mustafa, Shoumi	\$33,942	The PI will provide effort to answer specific questions on aspects of transfer behavior and graduate rates of students attending (as first-time students) Ohio's public two-year institutions.
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**February 22, 2019  
Wright State University  
Grants and Contracts Awarded  
Since the December 14, 2018 Board of Trustees Meeting**

Type	Title	Duration	Sponsor	Investigator(s)	Amount	Abstract
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**VP for Research and Dean of the Graduate School**

**Basic Research**

Amendment	Adaptive Goal-Driven	12/01/2017	Lehigh University	Cox, Michael T.	\$100,000	The focus of this project is the automated learning and elicitation of knowledge needed for autonomous agents to operate robustly.
Educ. Inst.	Autonomous Agents	11/30/2019				
Subagreement						

**Applied Research**

Non-Profit	WSARC/WSRI Collaborative Project		Wright State Applied Research Corporation	Andersh, Dennis J.	\$3,303,519	This project denotes the portion of the FY19 WSARC funding portfolio recorded through the months of November and December 2018.
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**Total Funded    \$15,779,162**



## **V. REPORTS OF THE COMMITTEES OF THE BOARD**

### **A. Board Governance and Compliance Committee**

Mr. Bridges, in the absence of General Moore, chair, reported on the committee meeting of December 13, 2018.

General C.D. Moore, chair, called the meeting to order and read the conflict of interest statement.

- **Chair's Report**

The Wright State University Board of Trustees approved the Affiliated Entity Policy in December 2016. This policy requires each affiliated entity to enter into a memorandum of agreement with Wright State and submit a yearly report to the University. The annual report will include financial statements, audit statements, tax filings, annual budget reports, disclosure of material contingent liabilities and litigation, a list of current directors and officers, disclosure of significant events that changed the annual profile or operations of the organization, and if needed, a progress report outlining steps made towards financial independence.

General Moore thanked Mr. Dennis Andersh, executive director of Wright State Research Institute (WSRI) and CEO of Wright State Applied Research Corporation (WSARC), for his leadership in aligning the WSARC/WSRI to the strict guidelines of the Affiliated Entity Policy. WSARC was the first affiliated entity to complete the affiliated entity compliance process, was the first to complete an MOA with the University and now is the first to complete and submit an annual report.

Trustee Moore reflected on the change in affiliated entity relationships with Wright State University over the last three years. In 2015, there were over twenty organizations with a potential affiliation with Wright State University and a lack of transparency. After careful review, this list has been significantly reduced to affiliated entities that have a documented relationship with Wright State, have or will be signing an MOA, and that will be a part of Wright State's strategic priorities moving forward.

- **WSARC Annual Report**

Mr. Walt Branson, vice president for finance and operations and chief business officer, also recognized WSARC and Mr. Andersh for their role to increase transparency, responsiveness, and cooperation with the process. With WSARC being the first entity to make an annual

report, the intention is to standardize the annual report format into a template for use by all other affiliated entities.

Mr. Andersh briefed the committee on the content of WSARC's annual report. Organizational changes at WSARC included expanding the makeup of their Board of Directors to include external members from across the country, the dissolution or elimination of all of WSARC's affiliated entities, and the creation of an Executive Advisory Council and a Research Advisory Council.

In FY18, WSARC maintained a positive cash flow after depreciation and is making payments to Wright State in less than 60 days. ATIC property was sold at a loss which triggered WSARC to record a bad debt of \$1.3 million resulting from ATIC's inability to pay off their promissory note to WSARC. This transaction resulted in a debt of \$580 thousand to Wright State which is being recovered in \$50 thousand quarterly installment payments by WSARC to the University. WSARC continues to pursue repayment of the bad debt from ATIC.

A shared services agreement was signed between WSARC and Wright State effective July 1, 2018 to cover compensation for such things as shared IT and HR services. General Moore indicated that the inclusion of a signed "shared services agreement" will become standard where applicable as part of each affiliate entity review moving forward.

WSARC continues to cover all salary and fringe benefits for their employees and operates independently of the University on a financially self-sufficient basis.

Mr. Andersh outlined corrective actions and steps WSRI and WSARC have taken since 2015 to restructure, improve operations, enhance compliance, and insure transparency. The committee heard about the mission and vision of WSARC and WSRI and the role they play in enhancing the research enterprise in the region and statewide. WSARC has established guiding principles and business goals for 2019 and expanded their customer base to diversify their research portfolio. Research efforts have been focused into key areas such as human performance, autonomy and embedded systems.

Mr. Andersh reviewed WSARC's audited financial statements including the income statement and balance sheet ending June 30, 2018 and discussed FY19 performance to date.

Wright State University (and WSARC as the Executive Agent) and Ohio State University are agents for the Ohio Federal Research

Network (OFRN). OFRN received \$31.9 million in state funding across four years to grow Ohio's economy by leveraging research and development through alignment of Ohio's public research university's expertise with Wright Patterson Air Force Base and NASA Glenn priorities. To date, the expenditure of \$20 million in OFRN funds has led to \$139 million in new awards and a potential \$350 million in joint proposals in the pipeline.

Mr. Andersh concluded his report and asked for questions. There was a discussion about general and administrative expense (G&A) rates and how this relates to being competitive. WSARC increased their rates in April to make sure expenses were covered and hope to hold or lower them moving forward by reducing operating costs. A question was raised about registered legislative support and whether their services were vetted by Wright State's legal counsel. WSARC has two groups that offer legislative support and they will be vetted by legal counsel.

Trustee Rains commented on his internship with WSARC last year and how it enhanced his educational experience. He inquired about the number of internships and GRA experiences WSARC is now able to offer. Mr. Andersh indicated that WSARC currently has 14-15 interns and 6-7 graduate students and hopes to continue to increase this number. The committee recommended adding the number of student affiliations to future affiliated entity annual reports.

## **B. Student Trustee's Report**

This year, the focus of the Student Trustee's Report has been to highlight some of the unique stories of Wright State students. Mr. Sean Wenrick, Student Trustee, introduced Ms. Katie Howard, Sports Science and Pre-Physical Therapy major, and graduating senior.

Katie's story aligns with Wright State's mission of "transforming the lives of our students and the communities we serve". As a Dayton native and a legacy family member (Katie's mother was a Wright State grad and her sister is a freshman) Katie came to Wright State because of its proximity to major healthcare facilities and her passion for physical therapy. She credits the Wright State's chapter of Habitat for Humanity for jump-starting her leadership development and opening doors for her to become an Admissions Ambassador, the director of the Philanthropy 67 Student Alumni Association, and a member and president of the College of Education and Human Services Dean's Student Advisory Board.

Through her classroom experience with Dr. Karen Wonders, director of the Sports Science Program, Katie found her true calling and ah-ha moment as an intern with the Maple Tree Cancer Alliance. This non-profit organization

works with directly with cancer patients to create an individualized exercise program to aid on their road to recovery. Katie has been helping patients grow strong and more-sure of themselves and her ultimate goal is to continue transforming lives in our community. Building on her involvement with Maple Tree and her upcoming admission to University of Dayton's Physical Therapy program, Katie is positioned to do just that.

**C. Faculty Senate President Report**

Dr. Travis Doom, Faculty Senate president, shared that the Faculty Senate has been unable to secure a quorum and has not met since December due to having members on the strike line or covering courses.

As a personal observation, Dr. Doom stated that there is a lack of trust among all constituencies in the university community and that lack of trust is manifesting in unhealthy behaviors. So with that in mind, his remarks were focused on partnership.

"The fundamental truth of university shared governance is the need for faculty and the administration to work cooperatively to address university challenges. It is hoped that we can all agree that there should not be sides and everyone at Wright State should be invested in solving challenges that have been years in the making. Historically over the last two decades, management and labor have normally worked together in very productive cooperation. Damaging that relationship is not a step forward towards solving the many challenges facing our institution or others across the nation.

The partnership needs to be restored and the actions that led to this impasse not repeated or the university will be the poorer for it. This is something that the Faculty Senate Executive Committee will be focusing on for the remainder of the term. A position statement that's read at a formal board meeting will not facilitate the communication necessary to rebuild strong partnerships. It will be a long-term shared effort to make progress towards the very problems that you are attempting to address. Any attempt by any side to unilaterally solve these problems, is in his opinion, doomed to failure or will require working partnerships. Top down solutions risk further degrading trust. We need to get back to the basics of community building."

Trustee Fecher, on behalf of the Board, indicated complete agreement with the sentiments shared by Dr. Doom said and expressed the Board's willingness to work together to move Wright State forward. We need to begin to work as one university, not just to renew the university, but to move forward in a sense of growth. This can only happen together.

## **VI. PRESENTATION AND POLICY DISCUSSIONS**

Ms. Becky Cole, Vice President, University Advancement and President, WSU Foundation, Inc.

“WSU Foundation Students First Fund”

Ms. Cole introduced Ms. Holley Mapel, Student Trustee, for the Wright State University Foundation Board, and spoke about the strategic planning efforts that have been taking place since 2016 with the WSU Foundation and its Board. The Board is made up of 28 members and has a passion for student success. Their strategic plan mirrors university efforts and is designed to serve students in the best way possible to offer students a quality experience and a chance to persist, thrive, and succeed.

Growing out of this plan is a new grant program called the “Students First Fund”. The Foundation Board has set aside \$50 thousand in one-time dollars to fund initiatives that will impact student success. As Ms. Mapel explained, all students, faculty or staff are invited to create proposals for initiatives or programs that will encourage student leadership development, educational enhancement, mentoring opportunities, student life, community/corporate engagement, or campus engagement. Applications for these grants are due March 15, 2019 with decisions expected before the end of Spring semester. Funding will be dispersed at the start of Fall semester. The Foundation Board has committed to supporting this initiative for the next three years and has plans to consider enhanced funding. Everyone was encouraged to attend Ms. Mapel’s upcoming campus presentation to hear more information and to submit a proposal.

## **VII. UNFINISHED BUSINESS**

## **VIII. NEW BUSINESS**

1. Alumni Association Rowdy Gras – March 2, 2019, 7:00 p.m., Apollo Room
2. Board of Trustees’ Committee Day – March 29, 2019
3. Amigos Latinx Gala – April 5, 2019
4. Arts Gala – April 13, 2019, Creative Arts Center, 6:00 p.m.
5. Board of Trustees’ Executive Session – May 2, 2019
6. Board of Trustees’ Public Session – May 3, 2019
7. Commencement – May 4, 2019, Wright State Nutter Center Arena
8. Budget Presentation for Board of Trustees – June 14, 2019, Apollo Room

## **IX. ADJOURNMENT**

The meeting adjourned at 10:22 p.m.

**X. APPENDIX (WRITTEN REPORTS)**

- A. Advancement Report
- B. Marketing Report

**WRIGHT STATE UNIVERSITY  
BOARD OF TRUSTEES**

**Advancement Committee Report  
January 2019**

1. Alumni Relations Report
2. Wright State Foundation Financial Report
3. Development Report
4. *Discover Your Story*: Archives Campaign Report

# **Advancement Committee Report Alumni Relations Report January 2019**

## **Updates:**

### **Alumni Association Strategic Plan**

The Wright State Alumni Association has officially begun the process to develop and implement its strategic plan for the next three years. The WSUAA has retained a highly recommended strategic planning consultant, Harry Kangis of One Page Solutions in Cincinnati, to facilitate development of a new strategic plan for the Association. Harry was a 20+ year marketing and general management executive at Procter & Gamble, and for the past 17 years has worked with a wide variety of for-profit and non-profit organizations seeking to develop clearer and more focused strategic plans. He has also served on and led a number of non-profit boards. His spouse, Julia Hawgood, is a 1985 Psy.D. graduate of WSU's School of Professional Psychology

A strategic assessment has been sent and completed by all board members and will be reviewed by the full board at the next Alumni Association Board meeting on February 2nd. A Strategic Planning Committee has been formed and will begin meeting in February to develop the plan, based on the initial finding in the assessment, plus further discussion. The plan will be reviewed at the May 4, 2019 Board meeting and voted on at the following August 3, 2019 Board meeting.

### **Wright State Norwegian Cruise set for 2020!**

The Wright State Alumni Association has partnered with Norwegian Cruise Line to provide alumni and friends of Wright State a one of a kind travel experience. In May of 2020, we will embark on a 7-day cruise from New York City to Bermuda aboard NCL's newest ship (not sailing yet) ENCORE. More information about this trip can be found at [www.wrightstatealumni.com](http://www.wrightstatealumni.com)

### **UPCOMING EVENTS:**

Thursday, February 7: Wine Tasting at Cooper's Hawk Winery (Liberty Center)

Friday, February 15: Murder Mystery Dinner Train (Ft. Myers, FL)

Saturday, March 2: Rowdy Gras

Friday, April 5: Amigos Latinx Gala

Saturday, May 18: Wine Trail Tour (overnight)

Saturday, June 8: Wright State Day at the Dayton Dragons

Saturday, June 29: Cincinnati Reds Trip

Sunday, July 21: Wright State Day at Kings Island

Friday, August 2: 43<sup>rd</sup> Annual Alumni Association Legacy Scholarship Golf Outing

Saturday, August 3: Alumni College



Saturday, September 14: 9<sup>th</sup> Annual Bourbon Tour (overnight)

Monday, September 30 – Saturday, October 5: Homecoming

Friday, October 4: Alumni Achievement Awards

Saturday, October 5: Festival of Flight

Friday, December 13-15: Chicago Holiday Tour (overnight)

May, 2020: Wright State Norwegian Cruise from NYC to Bermuda

**Advancement Committee Report**  
**Wright State University Foundation Report**  
**January 2019**

The financial markets turned volatile in October and partially rebounded in November. As a result, the value of the Foundation's endowment portfolio declined 3.1% for the two-month period, wiping out all market appreciation for the fiscal year. As indicated below, our endowment portfolio finished the month with a market value of \$84.7 million, slightly less than its value on July 1, 2018. The portfolio's return entered negative territory during October and by the end of November stood at -0.87% for the year. This negative return rate was further exacerbated by its underperformance of its associated composite benchmark of -0.55%. The overall portfolio loss was spurred by losses in the equity markets, especially in the world equity (ex-US) space. Those securities have lost over 8% of their value since the beginning of the fiscal year. US equities and global equities (including US stocks) have maintained slightly positive returns for the year at 2.12% and 2.58%, respectively. However, domestic small cap stocks have lost nearly 5% in value. Fixed income returns have been flat thus far, although opportunistic income securities have performed positively (+1.06%). Gains in those securities were offset by losses in the emerging markets debt space (-2.01%). Earnings from our alternative investments (excluding private equity) returned 1.51% for the first five months of FY19, with our hedge fund investments leading the way with a +2.84% return. Our energy debt investment has lost 0.74% for the year. At November 30, 2018, the portfolio's one-, three-, five-, and ten-year returns were -0.22%, 6.20%, 4.46%, and 8.73%, respectively. Asset allocations at the end of November were in line with our investment policy, with actual allocations as follows: 43% equities, 24% fixed income, 13% multi-asset, and 20% alternatives.

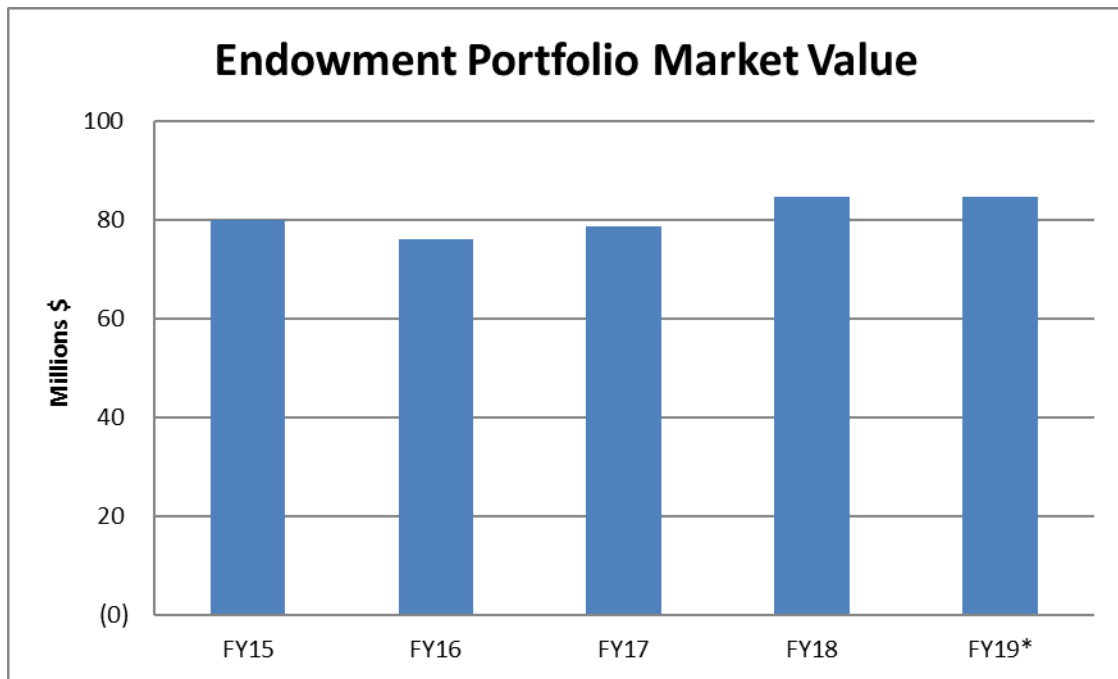
As predicted in the last report, investment declines in October and failure of the markets to recover in November resulted in a decline in the Foundation's gross reserve. The gross reserve was \$8.5 million on November 30<sup>th</sup>, a 1.7% decline for the year and a nearly 16% decline since the end of the previous quarter.

The Foundation's current endowment portfolio composition, including target allocations, actual allocations, and market values, as of November 30, 2018, is presented below:

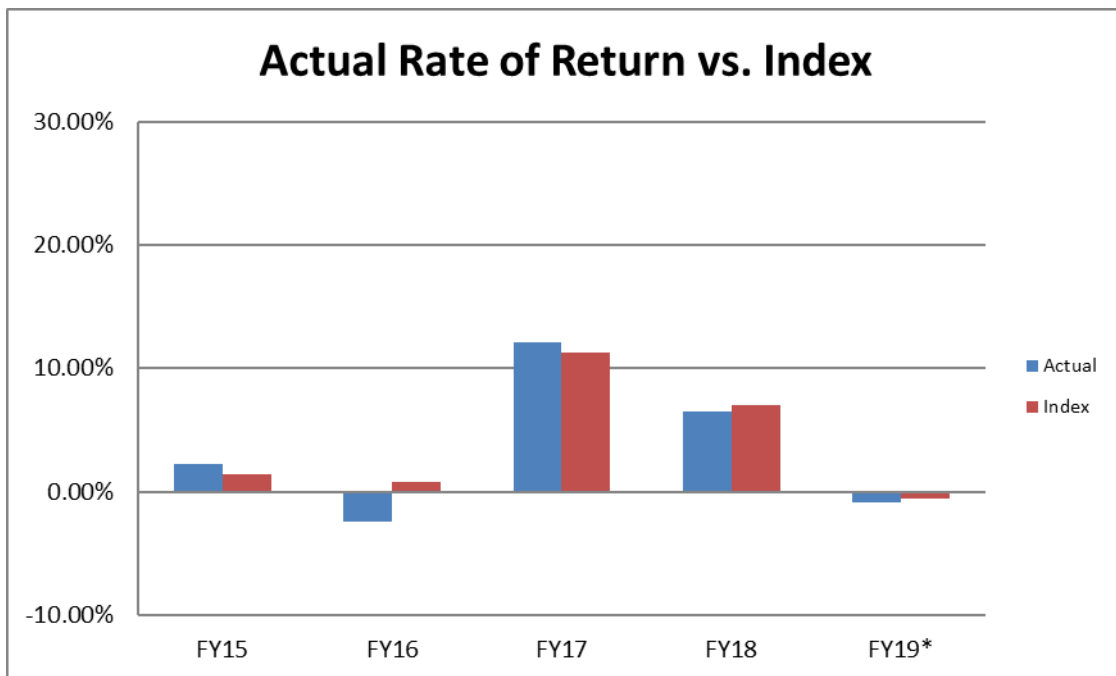
**Endowment Portfolio Composition**

<b><u>Asset Class</u></b>	<b><u>Target Allocation</u></b>	<b><u>Actual Allocation</u></b>	<b><u>Market Value November 30, 2018</u></b>
<b>Equity</b>	<b>42%</b>	<b>43%</b>	<b>\$36,539,075</b>
<b>Fixed income</b>	<b>24%</b>	<b>24%</b>	<b>20,060,364</b>
<b>Multi-asset</b>	<b>14%</b>	<b>13%</b>	<b>11,379,165</b>
<b>Hedge funds</b>	<b>8%</b>	<b>8%</b>	<b>6,919,891</b>
<b>Private equity</b>	<b>8%</b>	<b>7%</b>	<b>5,891,766</b>
<b>Energy Debt</b>	<b>4%</b>	<b>5%</b>	<b>3,951,800</b>
<b>Cash &amp; equivalents</b>	<b>0%</b>	<b>0%</b>	<b>0</b>
<b>Totals</b>	<b>100%</b>	<b>100%</b>	<b>\$84,742,061</b>

### Endowment Value



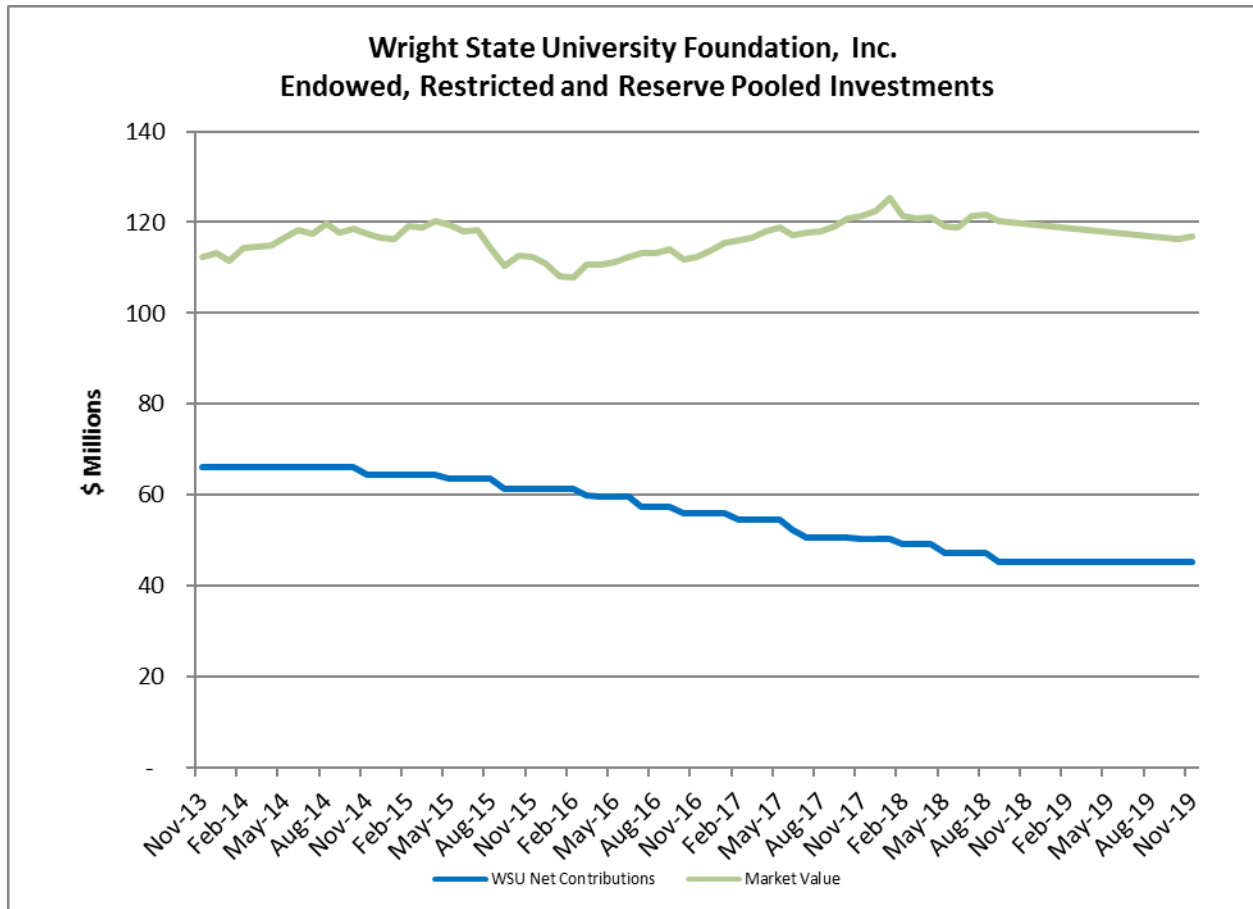
### Endowment Historical Rates of Return



\* Through November 30, 2018

The index is composed of various market indices of like asset classes in the same proportion as the Foundation's approved asset allocation as defined in its Investment Policy Statement (IPS).

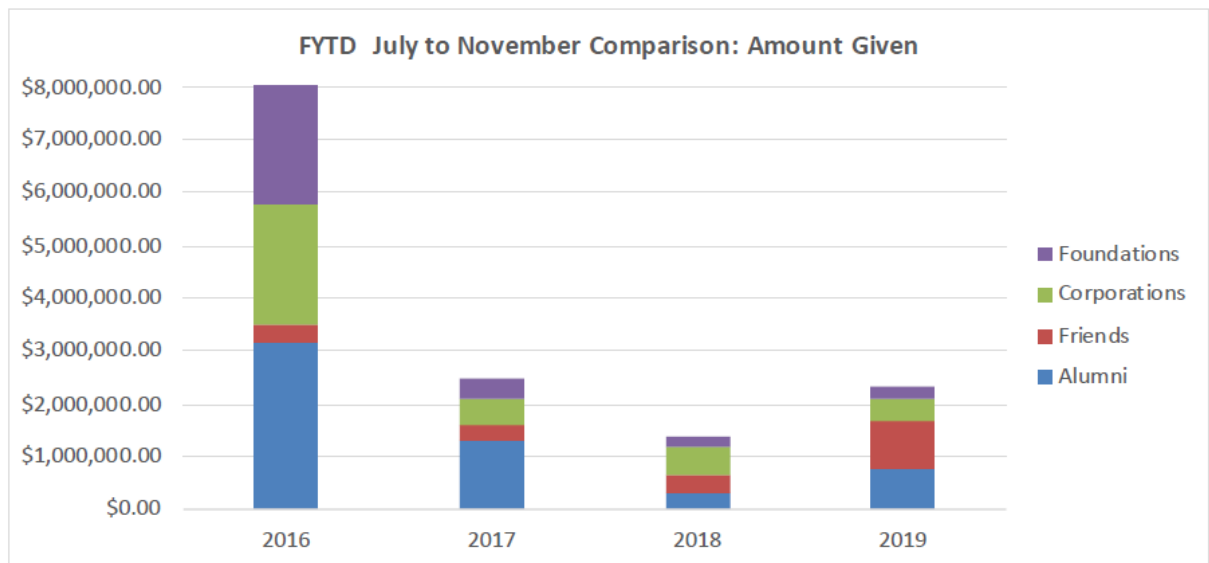
**All Portfolios Value vs. Contributions**





**Commitments per Fiscal Year by Source: Dollars FYTD Comparison  
July 1, 2015 - November 30, 2018**

FY July to November	Alumni	Friends	Corporations	Foundations	Grand Total
2016	\$3,160,741.37	\$332,422.88	\$2,287,539.33	\$2,861,312.38	\$8,642,015.96
2017	\$1,310,545.68	\$278,515.78	\$518,804.74	\$362,922.23	\$2,470,788.43
2018	\$310,701.71	\$347,899.54	\$522,704.10	\$184,530.45	\$1,365,835.80
2019	\$761,815.27	\$909,751.94	\$411,918.03	\$230,655.64	\$2,314,140.88



*This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.*



**Commitments per Fiscal Year by Area/Unit**  
**July 1, 2015 - November 30, 2018**

<b>Area/Program</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>Athletics</b>	<b>\$1,625,373.23</b>	<b>\$466,954.02</b>	<b>\$548,935.74</b>	<b>\$249,012.11</b>
<b>Colleges and Schools</b>	<b>\$19,344,466.46</b>	<b>\$6,408,952.95</b>	<b>\$4,853,902.49</b>	<b>\$1,424,328.14</b>
CECS	\$2,688,041.12	\$1,031,049.08	\$1,475,699.33	\$79,939.25
CEHS	\$91,686.41	\$111,219.63	\$66,036.88	\$27,879.74
COLA	\$990,897.46	\$775,600.57	\$919,534.89	\$682,385.62
CONH	\$571,485.30	\$1,554,858.89	\$214,074.03	\$229,110.00
COSM	\$10,920,654.39	\$564,120.26	\$163,770.91	\$57,410.00
LAKE	\$1,307,467.92	\$260,859.92	\$227,020.00	\$5,882.32
RSCB	\$494,847.31	\$810,319.59	\$268,255.20	\$99,994.00
BSOM	\$2,136,516.55	\$1,183,717.01	\$1,483,914.33	\$230,127.21
SOPP	\$142,870.00	\$117,208.00	\$35,596.92	\$11,600.00
<b>University Libraries</b>	<b>\$93,412.03</b>	<b>\$67,262.19</b>	<b>\$287,080.63</b>	<b>\$300,964.38</b>
<b>University Wide</b>	<b>\$5,096,013.16</b>	<b>\$1,991,237.48</b>	<b>\$1,485,839.79</b>	<b>\$339,836.25</b>
<b>Grand Total</b>	<b>\$26,159,264.88</b>	<b>\$8,934,406.64</b>	<b>\$7,175,758.65</b>	<b>\$2,314,140.88</b>

*This report includes all pledges and gifts to Wright State University Foundation, not pledge payments.*

# **WRIGHT STATE UNIVERSITY FOUNDATION, INC.**

## **Report of Total Receipts: Cash and Gifts-in-Kind For the Month Ended November 30, 2018 and 2017**

### **MONTH-TO-DATE**

GIFT SOURCE	NOV 2018		NOV 2017		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	413	\$136,757	393	\$73,167	5%	87%
Corporations	41	290,567	28	42,121	46%	590%
Foundations and Organizations	16	350,924	13	740,526	23%	-53%
Friends	360	58,421	388	67,993	-7%	-14%
<b>SUBTOTAL CASH RECEIPTS</b>	<b>830</b>	<b>\$836,669</b>	<b>822</b>	<b>\$923,807</b>	<b>1%</b>	<b>-9%</b>
Gifts-in-kind	1	21	5	523	-80%	-96%
<b>TOTAL ALL RECEIPTS</b>	<b>831</b>	<b>\$836,690</b>	<b>827</b>	<b>\$924,330</b>	<b>0%</b>	<b>-9%</b>

### **FISCAL-YEAR-TO-DATE**

GIFT SOURCE	FY2019		FY2018		PCT. CHANGE	
	DONORS	DOLLARS	DONORS	DOLLARS	DONORS	DOLLARS
Alumni	1,144	\$368,502	1,150	\$325,923	-1%	13%
Corporations	121	963,595	126	872,375	-4%	10%
Foundations and Organizations	34	517,136	43	916,697	-21%	-44%
Friends	781	370,046	896	359,462	-13%	3%
<b>SUBTOTAL CASH RECEIPTS</b>	<b>2,080</b>	<b>\$2,219,279</b>	<b>2,215</b>	<b>\$2,474,457</b>	<b>-6%</b>	<b>-10%</b>
Gifts-in-kind	7	44,397	15	29,117	-53%	52%
<b>TOTAL ALL RECEIPTS</b>	<b>2,087</b>	<b>\$2,263,676</b>	<b>2,230</b>	<b>\$2,503,574</b>	<b>-6%</b>	<b>-10%</b>

## **Advancement Committee Report Development Report January 2019**

### **Planned Giving Update**

FY2019 Planned Gift Report:

- ☐ Seven planned gift commitments with a stated gift value of \$3,405,000 have been recorded thus far in FY19.
- ☐ Four planned gifts distributions from realized estates have been received during this fiscal year. The combined total of these estate distributions total \$82,695. We anticipate another distribution to be made from one of these estates with an additional expected value of \$70,000.
- ☐ We also have distributions pending from seven other estates at some point in time as these estates are liquidated. The total of these six estates is anticipated to be over \$4,300,000.
- ☐ There are currently eight additional planned gifts in discussion with an estimated projected value exceeding \$10,400,000. We also have forty potential planned gifts in the early stage of discussion.
- ☐ We continue to market the planned giving program through a variety of means including face-to-face discussions, a monthly e-newsletter that goes out each month to over 20,000 individuals, bi-annual promotional mailing, and an e-blast. Our January e-newsletter focused on wills and trusts and received above average interest from potential donors seeking information to help them set up a will or trust.

### **Annual Giving Update**

Annual gift solicitation (gifts of up to \$10,000), building off the momentum of the Rise. Shine. Campaign, engaging more and more donors with Wright State, increasing current individual giving levels, and identifying new major gift prospects.

### **Fall Direct Mail Appeal**

The annual fall direct mail appeal dropped November 14. It was customized with student features in each academic area. The primary audience for Fall Appeal is alumni, however, without traditional Phonathon again in FY19, this appeal will also be sent to friends.



## Strategies

- Continue to personalize, including suggested giving amounts based on historical giving
  - Provide current donor club, if applicable
- Continue to solicit our most engaged alumni/friends utilizing our Wright State engagement scores in addition to utilizing our updated Wright State annual giving likelihood scores

### Fall Appeal Results

30 day results FY19	\$39,825	201 gifts
30 day results FY18	\$31,819	272 gifts
30 day results FY17	\$36,560	248 gifts
30 day results FY16	\$24,147	220 gifts

### **#GivingTuesday – Tuesday, November 27th**

GivingTuesday is a global day of giving fueled by the power of social media and a collaboration that started in 2012. Wright State participated for the sixth year in a row in 2018.

A collaboration between the Wright State Foundation Offices of Alumni Relations and Annual Giving to promote philanthropy at Wright State. This year, our campaign focused on three Raise Wright Crowdfunding projects and the Boonshoft School of Medicine day of giving. BSOM participated with a digital campaign targeted at alumni giving in addition to an on campus event for BSOM medical students over the lunch time hours on the 27<sup>th</sup>.

### #GivingTuesday Results

2018 (CY)	\$11,634, 115 donors
2017 (CY)	\$11,465, 86 donors
2016 (CY)	\$10,717, 129 donors
2015 (CY)	\$7,800, 75 donors

### **2018 CSIC – Campus Scholarship and Innovation Campaign**

2018 CSIC results will be calculated through December 31, 2018. Results are pending.

**Advancement Committee Report**  
***Discover Your Story: Archives Campaign Report***  
**January 2019**

**Project Update:**

- The Archives Team is working with Facilities on a new phased-in approach to the project so that the collections will begin to be moved to 2455 Presidential Drive in stages as funding permits.
- The Archives staff is planning for a partial move in the summer of 2019.
- The relocation will move the collections currently housed on the fourth floor of the Dunbar Library to the first floor of 2455 Presidential Drive.

**Campaign Fundraising:**

- We've submitted multiple proposals to national and local foundations for support of the project and have been successful in securing new gifts. Most recently, we received a major gift from the Kettering Fund. We've submitted additional proposals that are currently being evaluated by local foundations and are preparing to make a major national ask.

**Archives Tours**

- Dawne Dewey continues to offer tours to prospective donors and to community members with the hope of introducing people to our collections and helping to spread the word about the project.

**Gifts Committed to Date:**

- To date, we've raised nearly \$875,000 toward the goal of \$6.5 million in CASH.
- There are 5 named spaces included in the giving totals
  - √ Amanda Wright Lane Lobby
  - √ Dr. Lewis Shupe Oral History Lab
  - √ Dr. Gary Barlow Conference Room
  - √ Makino, Inc. Volunteer and Student Center
  - √ Linda Black-Kurek Family Foundation Exhibit Gallery

**Project Description:**

- The Archives Center Modernization project provides for the renovation of 30,000 SF of space and the relocation of the current Special Collections and Archives. The new space will provide appropriate environmental conditions to lengthen the life of these priceless collections. Controls will include protections from temperature, humidity, light, fire, and air quality. They are moving from their current space in two campus locations of 12,000 square feet to a dedicated space of 30,000 square feet.

# **Marketing Report**

## **Mid-December–Mid-February 2018**

### **I. PUBLICATIONS HIGHLIGHTS**

The Office of Marketing print team has completed 35 projects for our Wright State community partners including multiple projects aimed at recruitment and increasing enrollment.

In collaboration with the College of Engineering and Computer Science (CECS), we completed and implemented a communications plan that includes automatically generated email lists and postcard mailings to high school seniors. We also completed a folder for recruiting events that includes brochures and inserts that describe the CECS academic departments and degree offerings.

We worked with the College of Science and Mathematics to produce 4,000 postcards as well as an email, inviting students to the February 18 Path to Health Professions Day. These were sent to both high school seniors and potential transfer students.

We helped increase positive university visibility and community awareness by producing program ads for the State Science Day, the Women in Leadership Symposium, the Ohio Prevent Blindness People of Vision Award Luncheon, the Martin Luther King Celebration Banquet, the Ohio Civil Rights Hall of Fame ceremony, the NAACP Freedom Fund Banquet, and the National Conference for Community & Justice of Greater Dayton Friendship Dinner,

We also produced posters for various buildings around campus to support the Students First Fund initiative.

The following lists the completed projects.

#### **ADVANCEMENT**

- Foundation People of Vision Program Ad
- Students First Fund Posters

#### **CENTERS OF EXCELLENCE**

- CECS Grand Challenges Website

#### **BUSINESS AND FISCAL AFFAIRS**

- Controller 2018 Annual Report Cover

#### **COLLEGE OF EDUCATION AND HUMAN SERVICES**

- CEHS IDDL/MSLD/Org Studies *Skywrighter* Ad

#### **COLLEGE OF ENGINEERING AND COMPUTER SCIENCE**

- CECS Prospective Student Postcards
- CECS Marketing Folder
- CECS SOCHE Event PP Text
- CECS Email Communications
- CECS Email Headers

## **COLLEGE OF LIBERAL ARTS**

- *ArtsGala* 2019 DDN Ads
- *ArtsGala* 2019 Jan18 DBJ 1/4 Page Ad
- CELIA 2019 Vista Displays: 20767
- COLA ILA Card Update: 20700
- Microaggression: The New Face of Bigotry Poster

## **COLLEGE OF NURSING AND HEALTH**

- Military BSN Billboards

## **COLLEGE OF SCIENCE AND MATHEMATICS**

- Path to Health Professions 2019 Postcard
- COSM Neuroscience Notebook Cover
- Path to Health Professions 2019 Email Invitation

## **ENROLLMENT MANAGEMENT**

- Admissions Undecided Event Postcard 2019
- Admissions Raider Open House Postcard (February 23) 2019

## **MULTICULTURAL AND COMMUNITY ENGAGEMENT**

- UCIE Recruitment Brochure Update for India 2019
- UCIE Banner Update 2019

## **PRESIDENT AND PROVOST, OFFICES OF THE**

- Commencement Program Fall 2018
- University/President Holiday Card 2018
- Diversity and Inclusion Website Refresh 2018
- Premier Flyin' to the Hoops Program Ad
- FAFSA Display Ads
- Premier Flyin' to the Hoops Vinyl Banner
- MLK Banquet Ad 2019
- Raider Open House Display Ads

## **RAJ SOIN COLLEGE OF BUSINESS**

- ISSCM Certificate Program Graphics
- RSCOB Holiday Email: 20761
- RSCOB LIFT<sup>2</sup> Save the Date Card 2019
- RSCOB Business Scholarship Challenge Postcard 2019

## **STUDENT AFFAIRS**

- Student Affairs Annual Report 2018

## **II. BRANDING HIGHLIGHTS**

### **UNIVERSITY BRANDING**

- As custodians of the visual brand and messaging, our office continues to help units understand and incorporate Wright State's brand guidelines into their materials, promotional items, and online. We fill requests for university, college, department, and unit logos, and answer questions from stakeholders and Printing Services.
- We also participate in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

### **LEARFIELD LICENSING**

- Through the Learfield Licensing portal, we approved 130 licensed items for market and returned two designs for revisions during the period from Dec. 1, 2018, to Jan. 31, 2019.

## **III. ADVERTISING HIGHLIGHTS**

From December 1, 2018, to February 1, 2019, the Office of Marketing completed the following Digital Advertising:

### **TRANSFER CAMPAIGN**

- **November 14, 2018–January 11, 2019**—The radio comprised three radio spots that ran for three weeks each; the first was primarily generating brand awareness, and each progressively created a more solid call to action to transfer and start at Wright State for Spring Semester.
- Two digital campaigns ran for transfer. The first component ran from Thanksgiving to the week before Christmas. The second campaign ran from December 29 through January 7. These all had a call to action to start at Wright State for Spring Semester.

### **FAFSA CAMPAIGN**

- **December 29, 2018–January 8, 2019**—Two separate campaigns ran in digital simultaneously: one targeting students and another targeting parents. The call to action for this campaign was to submit a FAFSA prior to our priority deadline. Prospective students who send their FAFSA info to Wright State are more likely to begin here in the fall.

### **UNDERGRAD CAMPAIGN, PART I**

- **January 14–February 1, 2019**—A full multi-part campaign targeting prospective students and their parents to consider Wright State for Fall 2019.

### **BSN MILITARY CAMPAIGN**

- **January 20–May 10, 2019**—The final components of the grant-funded campaign are currently running in social, and outdoor billboards are being produced. These billboards will be placed locally to appeal to WPAFB service men and women.

### **ONLINE MBA CAMPAIGN**

- **November 21–December 23, 2018**—A combination of drive time radio, paid search, online display and Facebook/Instagram advertisements aimed at adults 21–44 living in Columbus promoting our 100% flexible, online MBA with the lowest in state tuition that is AACSB accredited.

## **ARTSGALA**

- **January 2019**—Print ads in DBJ and DDN to promote the upcoming *ArtsGala* fundraiser.

## **COLLEGE OF EDUCATION AND HUMAN SERVICES**

- **January 2019**—Print ads for Instructional Design for Digital Learning, Leadership Development and Organizational Studies graduate programs in the *Skywrighter*.

## **FLYIN' TO THE HOOPS**

- **January 18-21, 2019**—Premier Flyin' to the Hoops tri-state high school basketball tournament program ad, banner, and audio spots at Trent Arena

## **IV. WEB HIGHLIGHTS**

### **TRANSFER**

- <https://www.wright.edu/admissions/transfer>
  - Developed a new top-level site for transfer students
  - Rebuilt from the ground up
  - Uses all current best practices and branding standards
  - Incorporated new content around success stories, and the value of Wright State
  - Simplified copy on many pages to be as friendly as possible to all audiences

### **WOMEN IN STEMM**

- <https://www.wright.edu/audience/women-in-stemm>
  - Developed a new site aimed at all things women in STEMM for the university
    - Will eventually replace multiple smaller sites that are not being maintained
    - Will improve SEO for prospective students, staff and faculty looking for this content
    - Worked closely with a multidisciplinary team to integrate content from COSM and CECS

### **DIVISION OF STUDENT SUCCESS**

- <https://www.wright.edu/division-of-student-success>
  - Developed a new landing page for the new Division of Student Success
    - Updated sites that were previously using that namespace
    - New site is an umbrella for Enrollment Management, the University Center for International Education, the University Registrar and the former University College all reporting to Paul Carney

### **ADVANCEMENT**

- <https://www.wright.edu/giving/students-first-fund>
  - Worked closely with the Foundation Board to develop this new initiative around funding opportunities for student success
  - Developed a new webpage
  - Developed an application form
  - Developed an online rubric to be used during the evaluation process

### **LABOR RELATIONS**

- <https://www.wright.edu/labor-relations>
  - Worked closely with the office of communications to produce a site in a timely manner

- Ensured all content posted was approved and up as quickly as possible

## **NUTTER CENTER**

- Assisted CaTS and Nutter Center staff in transitioning all existing content from their legacy system to Four Winds for all digital displays in the Nutter Center and the outdoor signs on Colonel Glenn
  - Ensures continuity of services across the university for digital displays using a single system
  - Office of Marketing can now act as backup to Nutter Center staff for content changes, support, and updates
  - Implementing new ongoing content related to recruiting efforts into the existing content rotation

## **WEB DEVELOPMENT OPERATIONS**

- Continued to ensure all public websites deploy all updates for vulnerabilities
- Continue to refine our codebase for efficiency and management

## **V. SOCIAL MEDIA**

### **GROWTH**

- Calendar year 2018 ended with 161,794 total connections, up 9.1 percent over 2017. Social media audience growth is beginning to plateau as it reaches critical mass figures. Aside from the decline in organic (unpaid) reach and engagement from Facebook's algorithm, Wright State continues to see strong results from our growing investments in social media.
- So far in 2019, the university has seen substantial growth in our Facebook and Twitter accounts, largely due to the national attention derived from the union negotiations and strike. Facebook has seen 400 new followers, and Twitter 300 new followers. Our overall numbers have not grown much, however, as both LinkedIn and Instagram have implemented follower reductions to eliminate fake accounts and bots. These user sweeps have resulted in our LinkedIn account losing more than 1,000 followers since December 1, and a drop of nearly 200 followers on Instagram over the last week. After these platforms complete this process, we anticipate these accounts to begin rebounding. As of February 1, 2019, the year-to-date growth of our primary accounts is 0.8 percent. Excluding LinkedIn and Instagram, our YTD growth rate is 2.9 percent—well ahead of our usual February growth.

### **SOCIAL MEDIA TIMELINE AT WRIGHT STATE UNIVERSITY**

- **2008:** Began official Wright State account on MySpace
- **2009:** Added official Wright State account on Facebook on June 23
- **2010:** Hit 6,000 followers on Facebook; MySpace removed as an official channel
- **2011:** Hit 8,900 followers on Facebook
- **2012:** Surpassed 10,000 followers on Facebook; accumulated enough fans/followers to begin to collect meaningful data
- **2013:** Added Twitter and LinkedIn; began using Sprout Social individual accounts in the Offices of Marketing and Communications on December 4
- **2014:** Added more Twitter accounts; added Vine, Instagram, Pinterest, Tumblr, YouTube, and Google+; began using Sprout Social Enterprise on December 1
- **2015:** Created full-time social media director position with student team; surpassed 100,000 total fans/followers

- **2016:** LinkedIn dropped education pages; added Snapchat; ended year with 137,705 connections
- **2017:** Vine, Tumblr removed as official channels; launched Facebook account for Newsroom and Twitter account for President Schrader; conducted ITN for next social media management platform, began contract negotiations with the top vendor an incumbent, Sprout Social; launched Snapchat on-demand filter advertising; ended year with 148,363 connections
- **2018:** Finalizing contract with Sprout Social, which will dramatically increase our bandwidth for using the social media management platform; surpassed 80,000 followers on LinkedIn; ended year with 161,794 connections
- **2019:** Google+ shut down as a social media network; began dividing Facebook reach as organic and paid; began tracking LinkedIn reach as the follower count is becoming less reliable

## **UNIVERSITY SOCIAL MEDIA SUMMARY**

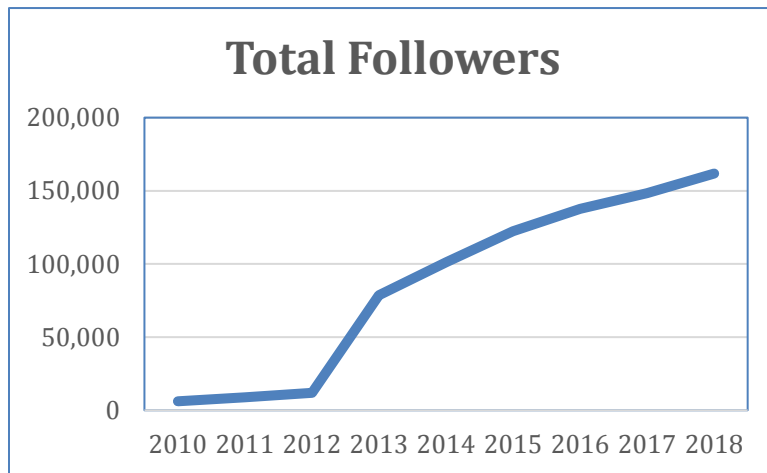
- The social media managers group has declined by roughly 23 percent over the last two years due to staff cuts. The numbers in the annual metrics that follow are directly correlated to this dramatic cut.
- One metric not previously included in the annual charts is worth reporting in this annual review. Outbound content (the posts sent out from the Wright State accounts connected to Sprout Social) has declined by 23.4 percent over the last year, which is also correlated to the decrease in managers across both campuses. However, our inbound content has only declined by 5.9 percent, showing that while our output has declined, users are still seeking out our accounts and turning to social media for community news, infotainment/entertainment, and general customer service at roughly the same level as before the decline in output.
- While account growth has slowed here and at our peer institutions, it is noteworthy that our total followers across the university's 15 main accounts have increased by more than 9 percent in 2018.

## **Sprout Social**

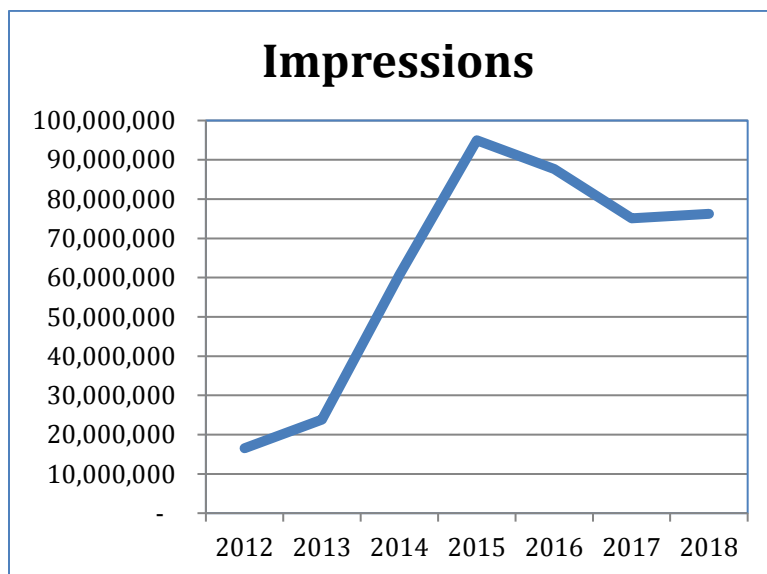
- Wright State now has 246 social media profiles connected to our social media management enterprise system, Sprout Social. This platform allows us to monitor, track, analyze, and engage with any accessible social media content that mentions brand keywords. We can also schedule unlimited content to keep our accounts active.



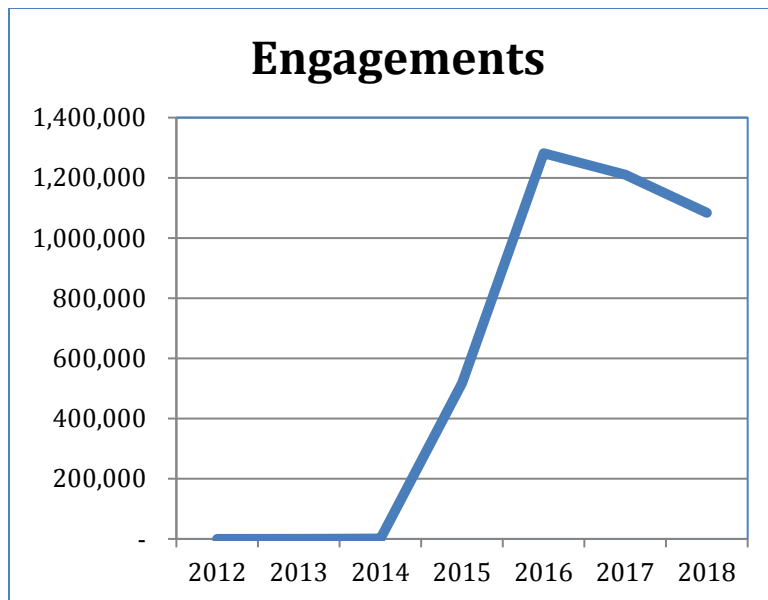
## Growth Charts



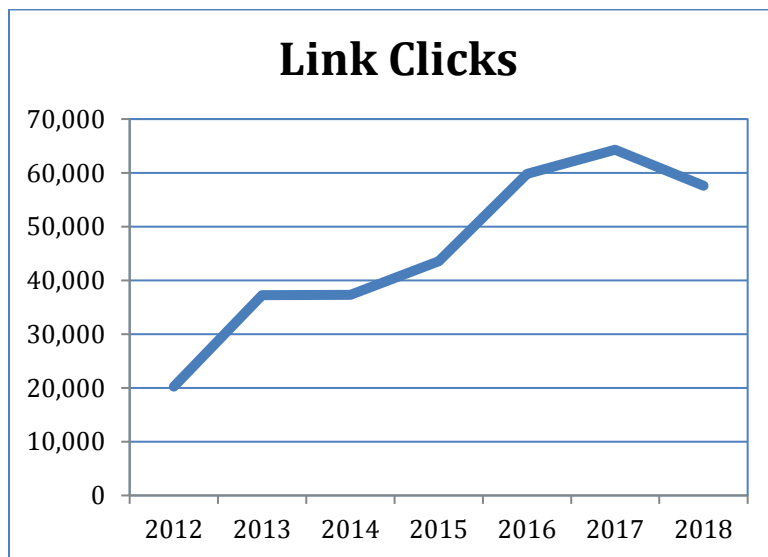
**Total Followers:** Number of users who have opted to follow our social media accounts



**Impressions:** Number of times our content was served to users on Twitter, Facebook, and LinkedIn. This metric has only recently become available for Instagram, where we have seen the most growth. The decrease over the last year is attributed to the lack of available data from Instagram and Snapchat and the decrease in Facebook organic reach.



**Engagements:** Total number of engagements across Twitter, Facebook, Instagram, and LinkedIn.



**Link Clicks:** The cumulative number of clicks on Bit.ly links, a web address shortening service that provides real-time link tracking. These are clicks to our website from our social media content and to our social media content from other channels. For more data or information, please contact Katie Halberg at [katie.halberg@wright.edu](mailto:katie.halberg@wright.edu).

## **VI. PHOTOGRAPHY AND VIDEO**

- The Office of Marketing video and photography team completed the following projects in support of our mission to enhance the university's position, image, visibility, reputation, and presence:
  - 40 Photography Projects: 36 location shoots, 4 studio shoots
  - 30 Digital Imaging Projects
  - 2 Video Projects
- Photography highlights include Fall Commencement, various shoots for the Alumni Magazine and the Campus Scholarship and Innovation Campaign, alumni events, softball/baseball team photos/portraits, the First Pitch banquet, SNMA Black History Month, and a multitude of newsroom photo shoots.
- Video highlights include the production of a Middle Childhood Education Recruitment Video, which focused on the recruitment of high school students into the field of education—specifically Middle Childhood Education. This video will be used for web, partnership schools and counselors.
- International Student Testimonial videos were also produced for the UCIE website.

## **VII. WINGS ANNOUNCEMENTS**

From late December through mid-February 2019, the Office of Marketing's senior editor has posted 49 announcements on the university's WINGS portal, serving numerous colleges, departments, and administrative areas with in-house announcements for cultural events, services, academic offerings, service opportunities, employee and faculty workshops, and about important messages from the administration. There is no cost to the requester.

### **ATHLETICS**

- BIG GAME TONIGHT! WSU Women's Basketball hosts Horizon League powerhouse Green Bay
- Faculty & Staff Appreciation Night
- RAIDER FAMILY NIGHT
- Big Basketball Weekend Ahead!

### **BOLINGA BLACK CULTURAL RESOURCES CENTER, et al.**

- MICROAGGRESSIONS: The New Face of Bigotry

### **BOONSHOFT SCHOOL OF MEDICINE/WRIGHT STATE PHYSICIANS**

- Wright State Physicians is offering a weight loss surgery education seminar
- Wright State University partners with Verily Life Sciences to combat opioid crisis

### **CENTER FOR TEACHING AND LEARNING**

- CTL Spring Semester Workshops and Book Groups
- Workshops Offered by CTL—Week of January 14, 2019
- Workshop Offered by CTL—Week of January 21, 2019
- Workshops Offered by CTL—Week of January 28, 2019
- Workshops Offered by CTL—Week of February 11, 2019

**COLLEGE OF LIBERAL ARTS—LEAP**

- LEP 0550 Pronunciation Improvement
- Improve Your English Pronunciation!

**DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURES**

- THINK YOU'RE FUNNY?—Enroll in ENG 2020: The Basics of Stand-Up Comedy for Spring 2019!

**DEPARTMENT OF THEATRE, DANCE, AND MOTION PICTURES**

- The Curious Incident of the Dog in the Night-Time
- Mother Courage and Her Children
- Emerging Choreographers Concert will feature new works by Wright State dance majors

**DISABILITY SERVICES**

- Working with Students on the Autism Spectrum

**ESPM**

- ESPM Wednesday sales closed until January 9

**GYMNASTICS CLUB**

- Support the Gymnastics Club: Rapid Fired Fundraiser

**HOSPITALITY SERVICES**

- FREE SAMPLES at Hospitality Services Vendor Fair

**HUMAN RESOURCES**

- Premier Health Mobile Mammography Coach coming to Dayton Campus

**INSTITUTIONAL RESEARCH AND ANALYTICS**

- What do you think about your overall educational experience at Wright State?
- Wright State wants to know: How many hours a week do you work at a job?
- Wright State wants to know: Have you worked on projects during class?
- Wright State wants to know: How many hours a week do you commute to and from class?

**LANA CENTER**

- Lunar New Year Celebration
- ASA Fortune Cookie Fundraiser

**PROVOST'S OFFICE**

- Tuition refund period for full-term classes extended to February 1

**RAJ SOIN COLLEGE OF BUSINESS**

- Taste Your Master's Event
- 2019 Wright Venture Competition

## **RESEARCH**

- Would you like to help us learn more about cognitive effort during group tasks and earn some money?

## **RESEARCH AND SPONSORED PROGRAMS**

- WORKSHOP: How to Navigate the SPIN Database and Identify Funding Opportunities

## **STAFF DEVELOPMENT DAY PLANNING COMMITTEE**

- Staff Development Day needs your input!

## **STUDENT ORGANIZATIONS**

- Student Organization Budget Committee (SOBC) Process 2019–20
- Funding for Student Organizations

## **STUDENT UNION**

- Student Union Office Relocations

## **TESOL**

- Improve Your English Pronunciation!

## **UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION**

- UCIE Brown Bag Series: Exploring PUERTO RICO
- EDUCATION ABROAD FAIR this Wednesday
- Study Abroad through ISA!

## **UNIVERSITY LIBRARIES**

- Free Basic Patent Information Workshop

## **WARGAMES SOCIETY**

- Wings of Glory: Battle of Britain—*Battle Over Waterloo Scenario*

## **WOMEN'S CENTER**

- SCARF FRENZY
- THE VAGINA MONOLOGUES 2019

## **WRIGHT STATE UNIVERSITY NEWSROOM, FROM THE**

- Wright State University partners with Verily Life Sciences to combat opioid crisis
- Wright State film grad Hannah Beachler nominated for Oscar for her work on 'Black Panther'

## **WRITING ACROSS THE CURRICULUM**

- Writing Bootcamp for faculty/staff scholarly work

## **WWSU 106.9 FM**

- Hear Sports Director Shea Neal interview men's basketball players Alan Vest and Malachi Smith