



President's Report
Council of Trustees
March 2024



Office of the President
Marketing and
Communication Team
Academic Affairs
Enrollment Management
Team
Finance Team
DEIB Team
Strategic Planning
Teams
Student Affairs
Human Resources
University Advancement
and Alumni Engagement

Better together

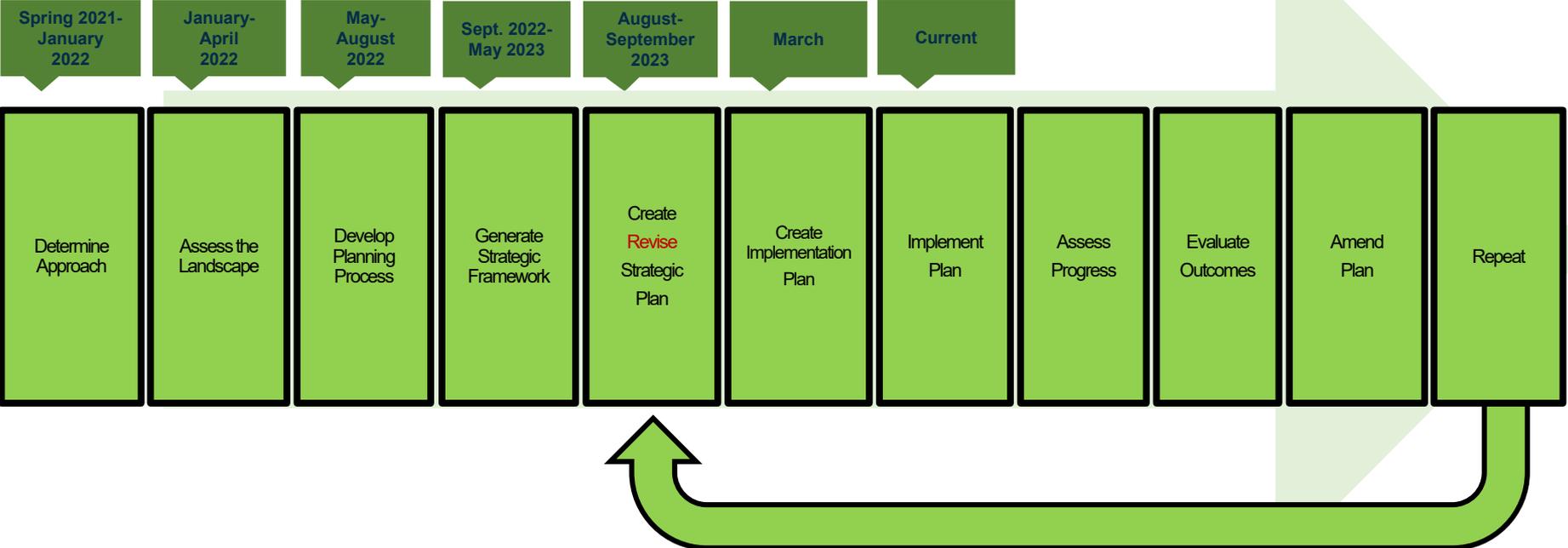
Leadership Searches

- Vice President for Advancement
- Senior Director of Marketing and Communication
- Chief IATS Officer
- Vice President of Enrollment Management
- Associate Provost of Academic Innovation



Strategic Plan Update

Strategic Plan



The Development of the Strategic Planning Framework is a collaborative effort led by the Academic and Non-Academic community.

Pillar #1- Commitment to a Robust, Supportive, and Inclusive Culture

- Ensure that all faculty, staff and students have the support and resources necessary to thrive
 - BCW training for Administrative Council
 - Bentz, Whaley, Flessner & Associates training for Deans and Athletic Director
- Police Station
- Utilize marketing and communication to advance university
 - Digitizing The Rock Magazine

Digital Magazine Conversion Timeline



SPRING 2024

Fully printed

- Print and send to all alumni.
- Include more incentives to consume digital content, like QR codes linking to videos that accompany stories.
- Inform readers that future print editions will only be sent unless they opt in.

FALL 2024

Final fully print issue, debut digital version

- Contract with digital vendor.
- Launch digital version for online stories and a temporary landing page.
- Include announcement in print issue that digital version is available.
- Inform readers that future print editions will only be sent unless they opt in.

SPRING 2025

First issue with reduced print

- First issue that is sent mailed to those who opted in and other key audiences, such as Alumni Association members.
- Contract with second vendor that provides permanent digital solution.

FALL 2025

First issue with permanent home

- First issue using permanent vendor solution.
- Decide to continue using both digital vendors or just use second vendor.

SPRING 2026

Develop, dynamic "stories" section

- Continue publishing reduced print issues twice per year and evaluate reader preferences each year.
- Start publishing content with a flexible schedule (whenever content is ready for sharing).
- Publish long-form articles, videos and other content under a "stories" section of the website that could essentially replace what is known as a "digital magazine."



Short-term Vendor Solution

- Takes our designs for print and converts them digital webpages by replicating the individual look for each issue in an online environment.
- Pages are hosted externally and linked on SRU's website with landing page developed by a separate vendor.
- Pay per issue, plus an annual rate.

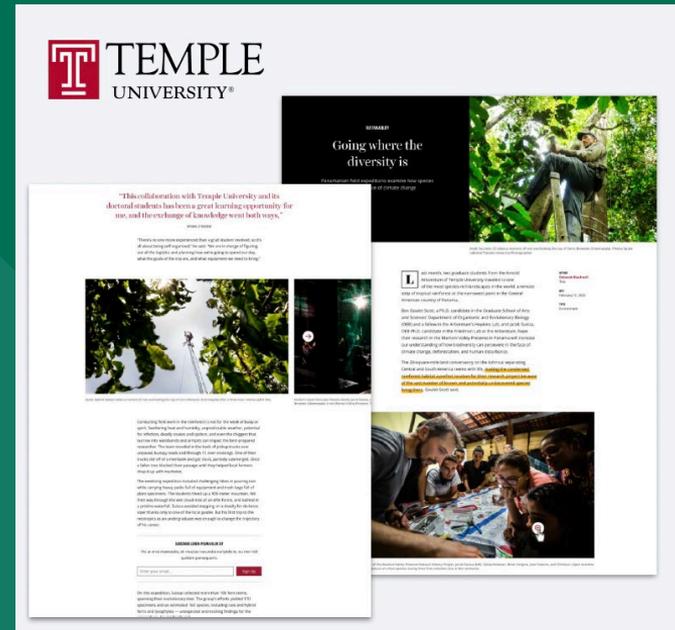


Pros	Cons
Outsourced development and hosting	Limited control of design and content
Easy startup	Additional design/features require more \$\$
Substantial cost savings	Ongoing fees

EASTERN STANDARD

Long-term Vendor Solution

- They develop a flexible digital magazine infrastructure that is then integrated into SRU's existing content management system that we can then manipulate.
- Pages are hosted in SRU systems although that means additional technological investment from SRU to maintain it.
- One-time setup cost, but we would have to cover any maintenance costs.



Pros

Maximum flexibility

Integrated into our systems

No long-term vendor costs

Cons

Higher up-front investment

Greater long-term in-house responsibility

Budget

BUDGET

Full Print Edition

**Printing and postage 69K+ print subscribers*

\$810,000 combined five-year total

Reduced Print/Digital Solution

**Vendor costs + printing + postage for 10,000 print subscribers*

\$325,505 combined five-year total

Total Five-Year Savings with 10,000 Printed Editions + Digital Vendor Costs vs. Full Print (\$810,000):

\$484,950

-OR-

60% total cost savings

Budget

Full Print

\$810,000 combined five-year total

Reduced Print and Postage

- \$141,500 if we reduce copies to 10,000.
- \$229,840 if we reduce copies to 20,000.
- \$319,250 if we reduce copies to 30,000.

Digital

\$74,000 to \$123,500 vendor costs over five years

Digital Solutions

1. Vertiquil five-year total: **\$74,000**
2. Eastern Standard five-year total: **\$49,500**
3. Vertiquil and replace with ES in year two: **\$80,620**
4. Vertiquil and add ES in year two: **\$123,500**

	Annual Fee	One-Time Setup	Per Issue	Total first year	2-year total	3-year total	4-year total	5-year total
Vertiquil	\$7,530	\$2,500	\$3,390	\$16,810	\$31,120	\$45,430	\$59,740	\$74,050
Eastern Standard		\$49,500		\$49,500	\$49,500	\$49,500	\$49,500	\$49,500
Printing (Fall 2023 Fixed Cost)			\$74,328	\$148,656	\$297,312	\$445,968	\$594,624	\$743,280
Printing (3% annual increase from 69,000)				\$153,360	\$311,040	\$473,040	\$639,360	\$810,000
Printing (10,000)			\$14,150	\$28,300	\$56,600	\$84,900	\$113,200	\$141,500
Printing (20,000)			\$22,984	\$45,968	\$91,936	\$137,904	\$183,872	\$229,840
Printing (30,000)			\$31,925	\$63,850	\$127,700	\$191,550	\$255,400	\$319,250

How the Opt-In will Work

An online opt-in form will be emailed to 30,000 alumni emails and shared in two issues of the fully printed magazine (70,000 mailing addresses) on the inside front cover.

The form will:

1. Collect updated mailing addresses and email addresses for people who want to continue receiving the print version.
2. Collect updated email addresses for people who only want to receive the digital version via email.

We will also share the opt-in form on social media (Facebook, LinkedIn) and provide QR codes on printed material at Homecoming and other alumni events.

Next Steps

- Sign a one-year contract with Vertiquil to produce digital magazine for 2024-25 academic year.
- Assign Advancement to build distribution list of individuals who should continue to receive print edition at Advancement's expense.
- Develop an opt-in form with Advancement to help collect and update both postal mailing addresses and email addresses.
- Assess and evaluate after year one.
- Thank you to Justin Zackal and Darcy White.

Pillar #2- Commitment to Academic Discovery and Growth

- Provide premier student experience
 - OT study suggests waiting
 - Nursing partnership with UPMC – PASSHE
 - Engineering
 - Construction Management
 - QUIE MBA
 - IM Fields
- Expand learning experiences and opportunities to meet the needs of varied learners and groups
 - Concurrent enrollment partnership with local districts

Pillar #3 - Commitment to Community Impact and Collaboration

- PA Chamber of Business & Industry
- UPMC
- Pittsburgh Business Reception
 - Caterpillar Pittsburgh Automation Center
 - SteelBridge Labs
 - Carlow University
 - Pittsburgh River Hounds
 - MSA
 - West Penn First Energy
- Westinghouse

Pillar #4 - Financial Sustainability and Resource Stewardship

- Structured for Success

 - Athletics

 - Prioritization of needs

 - Addition of accounting business support

- Comprehensive Campaign

 - Interviewed cabinet and deans

 - Feasibility study

 - Initial campaign priorities

 - Scholarships

 - Endow athletic scholarships

 - Endowments and endowed chairs for each college

 - Naming opportunities across campus

 - Stadium and athletic facilities

 - Academic facilities

 - Sim Lab

