



NEWS RELEASE

For Immediate Release

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New White Paper Highlights Power of Strategic Partnerships and Planning Between Higher Education Institutions and their Communities

Presidential Perspective series focuses on best practices during the most challenging economic times

PHILADELPHIA, February 22, 2010 – *Presidential Perspectives*, a higher education leadership series for college presidents, published by ARAMARK Higher Education, has released its latest chapter, “**Growing a University in a Shrinking City**,” authored by Dr. David C. Sweet, President of Youngstown State University in Ohio. The new white paper, available at www.presidentialperspectives.org, details how strategic partnerships and planning with city leaders and other external stakeholders can impact the success of the university and the city it calls home.

“Through Dr. Sweet’s leadership and the University’s strong partnership with the City, Youngstown is taking on a proud new role as a community development leader and trend-setter for urban cities across America,” said Dr. Marylouise Fennell, Executive Editor of *Presidential Perspectives*. “Presidents of colleges and universities can use this white paper as a blueprint to begin or revive discussions with their city.”

At Youngstown State University, Dr. Sweet found that leadership, partnerships, collaborative planning, and of greatest importance, a commitment to implementation can lead to major progress for both the University and the City.

Dr. Sweet describes how a challenged community with an urban center, struggling with above-average unemployment rates, chronic poverty, blighted neighborhoods, a declining population, a dwindling tax base, and a poor national image, can hinder the progress of the local college or university.

In order to meet these challenges, Dr. Sweet forged a partnership with then-Mayor of Youngstown, George McKelvey, and subsequently Jay Williams, and they agreed to initiate a unique collaborative planning process that would identify and support mutual goals. The City developed a comprehensive plan called *Youngstown 2010* and the University developed its *Centennial Campus Master Plan* as a single integrated plan.

The Youngstown 2010 plan is organized around four platforms focusing on city size, the new economy, community image, and quality of life. (*Full descriptions of each can be found in the chapter*). The university's master plan called for a series of projects, including new student housing, a recreation and wellness center, a new business college building, and campus gateway enhancements. A university housing development corporation was formed and the university's partnership with the city has been and continues to be essential to successful completion of these projects.

"The *Youngstown 2010* plan is grabbing the attention of development advocacy groups, writers, and business analysts from around the country and the world who see its potential as a proposal to revive other beleaguered cities," Fennell added.

Presidential Perspectives publishes 10 monthly chapters, written by college presidents, on a variety of topics, including Investment and Finances, Campus Sustainability, Customer Satisfaction, Institutional Change and more. The 10-part series culminates with a bound book containing all chapters. All chapters can be found at www.presidentialperspectives.org. This website serves as the repository and archive for all chapters, author biographies and additional information about the series.

About ARAMARK Higher Education

ARAMARK Higher Education is dedicated to excellence in dining, facility, conference center, and stadium and arena services. ARAMARK enhances the living and learning experience and environment for more than 600 colleges and universities throughout North America. For more information and a list of our services, visit www.aramarkhighered.com.

About ARAMARK

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 255,000 employees serving clients in 22 countries. Learn more at the company's Web site, www.aramark.com, or www.twitter.com/aramarknews.

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