

The Mahoning County tourism bureau, recognizing our district's unique contributions, approached us to be featured on its new tourism website, which highlights our county's businesses and educational institutions. Our video, Discover Youngstown City School District, encompasses our school community by showcasing the educational opportunities available to our over 4,000 scholars in PreK-12. During this visual journey of our district, we coordinated with schools and programs to highlight our dedicated educators, passionate scholars, innovative programs in career and technical education, and scholarships such as Y-STAR, through which eligible graduates can attend Youngstown State University tuition-free, including housing and meals. The video, coordinated in conjunction with an outside contractor (utilized by the tourism bureau for the website), shined a light on the transformative impact of our district. Our programs and extracurricular activities not only celebrate diversity and unity but also inspire our scholars and the community. The district's unwavering commitment to learning, collaboration, and continuous improvement is not just a part of our story, but a driving force for the Youngstown City School District of today and tomorrow. The video is also currently running as a commercial (split into three so there are three messages). In addition, our target audience was potential students, potential employees, community, students (potential and current) and families. It has certainly benefited us to effectively communicate the endless opportunities our great district provides. As an added note, a student and teacher completed the voice over work!