

The "Why Youngstown" video by Youngstown City School District (YCSD) represents the district's rich history and connects that history to the diverse school culture that provides boundless educational opportunities to its over 4,000 scholars in grades PreK-12. The video opens with a district graduate who took advantage of Y-STAR, a scholarship eligible YCSD graduates can receive. This scholarship, which was a game-changing opportunity announced less than a year before, allows eligible graduates to attend Youngstown State University tuition-free, including housing and a meal plan. The Y-STAR scholarship has been instrumental in shaping the future of many YCSD graduates, providing them with the opportunity to pursue higher education without financial burden. The video then transitions into the district of the past, reflecting a season of growth and development while highlighting a sense of pride. The technology department produced 'Why Youngstown' to be shown during the 2024 back-to-school convocation, a tradition that had faded in recent years. This revived event signified the district's renewed commitment to our staff, scholars, and the community, and our confidence in a bright future together. In 2023, there was a strike that was challenging for everyone. "Why Youngstown" symbolized "why" we are all here to do this vital work and instill a sense of shared pride. The video was not just well received, but it sparked a joyful response that could only be fully experienced by being physically present. In addition to the convocation, the district utilized the video on the about section of ycsd.org and social media. The purpose was to share it with staff and other stakeholders, to view the district's progress and be part of it. The video served as a strategic communications piece to convey the message of togetherness, achieved through staff participation and engagement and symbolizing an abundance of pride. The video exceeded expectations and more.