



**YOUNGSTOWN  
STATE  
UNIVERSITY**

**BOARD OF TRUSTEES  
INSTITUTIONAL ENGAGEMENT COMMITTEE**

**James E. "Ted" Roberts, Chair**

**Allen L. Ryan, Jr., Vice Chair**

**All Trustees are Members**

**Wednesday, March 2, 2022  
2:30 p.m. or immediately following  
previous meeting**

**Kilcawley Center  
President's Suites**

**AGENDA**

**A. Disposition of Minutes for Meeting Held December 1, 2021**

**B. Old Business**

**C. Committee Items**

**1. Institutional Engagement Action Item**

**Tab C.1.a. = Tab 1**

**a. Resolution to Accept WYSU Memberships**

The Board of Trustees will accept 822 memberships from WYSU totaling \$143,850 through the second quarter of Fiscal Year 2022.

Shannon Tirone, Associate Vice President University Relations will report.

**2. Institutional Engagement Discussion Items**

**Tab C.2.a. = Tab 2**

**a. YSU Foundation Quarterly Gift Report**

The YSU Foundation received 2,044 outright gifts and 48 pledges totaling \$7,086,580.69, pledge payments totaling \$5,323,485.58 and 7 new planned gift commitments totaling \$501,391.83 for the second quarter of Fiscal Year 2022.

Paul McFadden, President YSU Foundation will report.

**Tab C.2.b. = Tab 3**

**b. Division of Workforce Education & Innovation Update**

Jennifer Oddo, Executive Director, Strategic Workforce Education and Innovation will report.

**Tab C.2.c. = Tab 4**

**c. Integrated Marketing for Orientation Yield**

Ross Morrone, Chief Marketing Officer, Marketing and Communication, and Claire Berardini, Associate Provost for Student Success will report.

**Tab C.2.d. = Tab 5**

**d. WYSU Update: Community Engagement**

Shannon Tirone, Associate Vice President University Relations, and Gary Sexton, Director of WYSU will report.



**D. New Business**

**E. Adjournment**





## RESOLUTION TO ACCEPT WYSU MEMBERSHIPS

**WHEREAS**, Board policy provides that the President shall compile a list of memberships to the University for each meeting of the Board of Trustees and present the list accompanied by his recommendation for action by the Board; and

**WHEREAS**, the President has reported that the memberships as listed in Exhibit attached hereto are being held pending acceptance and he recommends their acceptance;

**NOW, THEREFORE, BE IT RESOLVED**, that the Board of Trustees does hereby accept these memberships on behalf of Youngstown State University and requests that the President acknowledge the acceptance of these memberships.

Board of Trustees Meeting  
March 3, 2022  
YR 2022-

**UNIVERSITY MEMBERSHIPS  
EXECUTIVE SUMMARY**

<b>WYSU-FM Board Report</b>				
<b>Fiscal Year 2021-2022</b>				
<b>July 1,2021 - December 31, 2021</b>				
Gifts \$1,000 - \$105,000	17	\$39,503		
Gifts \$500 - \$999	26	\$14,935		
Gifts Below \$500	779	\$89,412		
<b>Total WYSU-FM</b>	<b>822</b>	<b>\$143,850</b>		
<b>** \$27,620 in Annual Fund Gifts to WYSU are not included in these totals.</b>				

**UNIVERSITY MEMBERSHIPS  
EXECUTIVE SUMMARY**

<b>WYSU-FM Board Report</b>				
<b>Fiscal Year 2020-2021</b>				
<b>July 1,2020 -December 31, 2020</b>				
Gifts \$1,000 - \$105,000	14	\$124,962		
Gifts \$500 - \$999	21	\$11,675		
Gifts Below \$500	800	\$88,421		
<b>Total WYSU-FM</b>	<b>835</b>	<b>\$225,058</b>		
<b>** \$13,522 in Annual Fund Gifts to WYSU are not included in these totals.</b>				

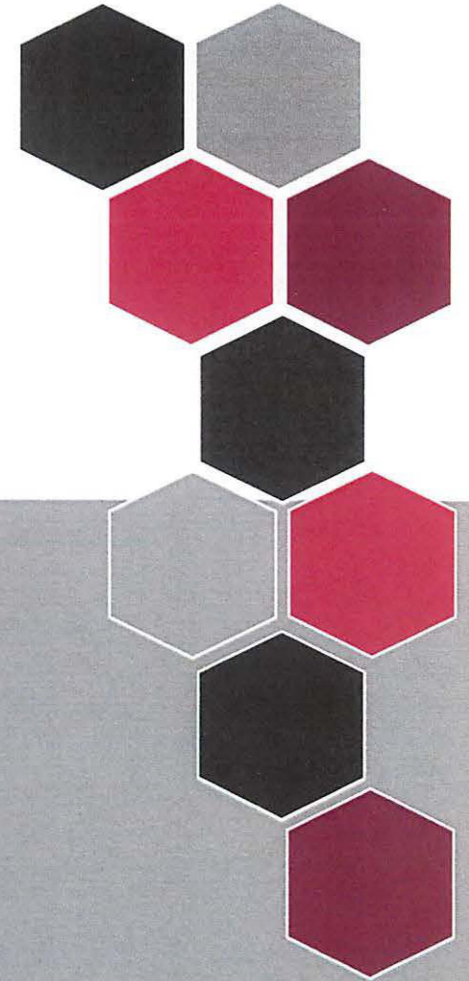
**YSUF Gift Processing Summary - Oct., 2021 - Dec., 2021 Vs. Oct., 2020 - Dec., 2020**

	<u>Total Oct., 2021 - Dec., 2021</u>	<u>Total Oct., 2020 - Dec., 2020</u>	<u>Difference 2021/2020</u>
<b>Development (New Gifts and New Pledges):</b>			
YSU	\$969,673.91	\$1,358,856.51	-\$389,182.60
YSUF	\$6,116,906.78	\$3,741,184.41	\$2,375,722.37
Total Development (New Gifts and New Pledges)	\$7,086,580.69	\$5,100,040.92	\$1,986,539.77
Planned Giving/Charitable Gift Annuities	\$501,391.83	\$948,794.00	-\$447,402.17
<b>Pledge Payments (For Pledges Currently or Previously Included as Development):</b>			
YSU	\$1,866,922.47	\$986,622.91	\$880,299.56
YSUF	\$3,456,563.11	\$2,388,011.51	\$1,068,551.60
Total Pledge Payments	\$5,323,485.58	\$3,374,634.42	\$1,948,851.16
<b>Non-Gift Clearing - YSU</b>	\$0.00	\$0.00	\$0.00
<b>Non-Gift Clearing - YSUF</b>	\$0.00	\$0.00	\$0.00
Number of New Gifts	2,044	2,123	-79
Number of Pledges	48	57	-9
Number of Payments	165	194	-29
Number of Planned Gifts/Charitable Gift Annuities	7	4	3
Non-Gift Clearing	0	0	0



Youngstown State University  
**Division of Workforce  
Education & Innovation**

Institutional Engagement Report  
March 2, 2022



# Active Awards and Projects

Project Name	Funding Partner	Status	Project Total	Contract Date	Performance Period	Description
Community Workforce Initiatives	General Motors	Active	\$3.5M	3/2021	2 years	Community Workforce Initiatives
Energy Storage Training and Innovation Center	General Motors	Active	\$1.5M	3/2021	2 years	Energy Storage Training Center
Tech Prep*	State of Ohio/ODE	Active	\$20K	10/2021	1 year	High School CCP/ITAG
Mahoning Valley Workforce Partnership*	State of Ohio/ODHE	Active	\$200K	11/2021	1 year	Regional Workforce Coalition
Aerospace Defense Storefront*	NCDMM/America Makes	Active	\$300K	10/2021	2 years	Siemens Expertise/Research Scientist
5G Readiness Training Program*	State of Ohio/OWT	Active	\$180K	10/2021	1 year	Broadband training program scholarships for YSU students
Energy Storage Workforce Study*	DOE/Oakridge National Labs	Active	\$750K	11/2021	6 mo	National/regional energy storage workforce study to guide national training center concept.
Hybrid Manufacturing/Mazak	NCDMM/America Makes	Active	\$2.3M	8/2021	1 year	Project to advance hybrid/additive mfg
RAPIDS 5*	State of Ohio/ODHE	Active	\$540k	11/2021	1 year	State funds to procure equipment for YSU and CCTC's
Tech Cred Round 7	State of Ohio	Active	\$10K		1 Year	Train the trainer grant funds (robotics)
State Funds 22/23 extension	State of Ohio	Active	\$1M	6/2021	2 year	MVICC/ETC
Total Active Awards			\$10.3M			



# New and Pending Awards and Projects

Project Name	Funding Partner	Status	Project Total	Contract Date	Performance Period	Description
Industry 4.0 Adoption in the SME Defense Supply Chain for Metal Castings	NCDMM/DLA/UNI	Contract Pending	\$3.7M	2/2022 (est)	1 year	Drive IoT adoption/commercialization across small and medium size businesses (Chicago to East Coast)
IMAP	OWT/ODHE	New	\$250k	1/2022	1 year	Selected as one of 14 training providers to help Ohioans who are low income, partially unemployed, or totally unemployed participate in a training program and receive one or more technology-focused credential(s) for free..
Total New Awards			\$250k			
Total Pending Awards			\$3.7M			

# Project Highlights

## Mazak Hybrid Manufacturing Initiative

\$2.3M manufacturing research and development award from the Air Force Research Laboratory to create a hub-and-spoke consortium on hybrid manufacturing.

## IMAP Training awarded to YSU

\$250k project to train low income, partially unemployed, or totally unemployed technology-focused credential(s) for free. Available credentials include Fanuc, Rockwell, Additive, Cisco, AWS, CompTIA and others found on slide 5.

## 5G Broadband Readiness Training

YSU received \$180k grant from ODHE/Governor's Office of Workforce Transformation to pilot a 5G Readiness Training program in Spring 2022. Full scholarships provided to YSU Students for this 80-hour program to prepare for careers in wireless and RF engineering to support Ohio's broadband infrastructure investment. Training created and delivered by Wireless Infrastructure Association.

***UPDATE: All 25 seats have been filled***

## **Dept of Energy – Energy Storage Workforce Study**

DOE has commissioned YSU, Oakridge National Labs and Brite Energy Innovators to develop a regional and national roadmap of energy storage workforce needs and creation of a public/private model to create a national training and innovation center to help build a sustainable workforce model for this rapidly growing industry.

***UPDATE: Regional Workshop slated for 2/24 with event showcase in planning phases for late May/Early June.***

# YSU Skills Accelerator

- On-demand, asynchronous learning
- Easy and affordable online access to a robust catalog of in-demand skills training and stackable industry credentials
- Stack and start credential model leveraging industry credentials to complement YSU degree programs
- "Earn and learn" on-ramps through pre-apprenticeship and YSU's US Dept of Labor registered apprenticeship program
- High school and college credit articulation of the IBM IT Pre-Apprenticeship program and Certified Manufacturing Associate.

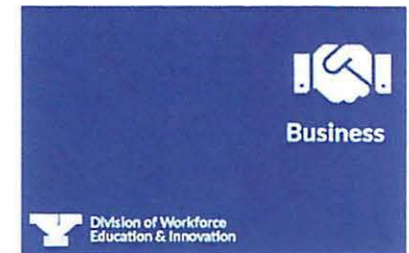
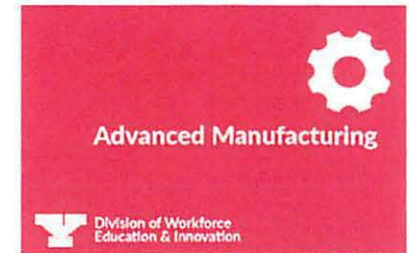


- MyInnerGenius Career Interest Assessment
- IBM Enterprise Design Thinking Practitioner
- IBM Enterprise Design Thinking Co-Creator
- IBM Enterprise Design Thinking Team Essentials for AI
- IBM New Collar Professional Skills
- IBM Big Data Fundamentals
- IBM Data Science Foundations
- IBM Agile Explorer
- IBM Professional Skills: Present With Purpose
- IBM Professional Skills: Solving Problems with Critical and Creative Thinking
- IBM Working in a Digital World: Professional Skills
- IBM Blockchain Essentials
- IBM Build Your Own Chatbot
- IBM Job Application Essentials
- IBM IT Pre-Apprenticeship
- WIA TEC 5G Readiness Program | Fall 2021 at ETC
- YSU IT Project Manager Certificate | Coming Soon
- Certified Business Analysis Professional Certification Prep (CBAP)
- Professional in Business Analysis Certification Prep (PMI-PBA)
- AWS Certified Developer - Associate Certification Prep
- PMI Agile Certified Practitioner Certification Prep (PMI-ACP)
- AWS Certified DevOps Engineer - Professional Certification Prep
- CompTia Network+ Certification Prep
- CompTia Security+ Certification Prep
- Project Management Professional Certification Prep (PMP)
- AWS Certified Data Analytics - Specialty Certification Prep
- AWS Certified Cloud Practitioner Certification Prep
- AWS Certified Machine Learning - Specialty Certification Prep
- AWS Certified Security - Specialty Certification Prep
- AWS Certified Solutions Architect - Associate Certification Prep
- AWS Certified Solutions Architect - Professional Certification Prep



## Program List

- Ethical Hacking Certification Prep (CEH)
- Cisco Certified Network Associate Certification-Prep (CCNA)
- Google Cloud Certified Professional Cloud Architect Certification Prep
- Google Cloud Certified Professional Data Engineer Certification Prep
- Google Cloud Professional DevOps Engineer Certification Prep
- Microsoft Azure Fundamentals Certification Prep
- Salesforce Certified Platform Developer I Certification Prep
- Salesforce Certified Community (Experience) Cloud Consultant Certification Prep
- Salesforce Certified Administrator Certification Prep
- Microsoft Power Platform Fundamentals Certification Prep
- Microsoft Power BI for Analysts
- Microsoft 365 Fundamentals Certification Prep (MS-900)
- Certified Associate, Java SE Developer
- YSU IT Foundations
- YSU IT Pre-Apprenticeship, IT Support (Coming Soon)
- YSU IT Pre-Apprenticeship, Software Engineer (Coming Soon)
- New Collar Network FDM 3D Master Printing Operator | C
- Certified Manufacturing Associate (CMfgA)
- YSU Advanced Manufacturing Foundations Pre-Apprenticeship
- Machining Essentials
- Machine Operator
- Engineering Essentials
- Engineering Technician
- Additive Manufacturing Essentials
- Additive Manufacturing Specialist
- YSU Master Additive Manufacturing Specialist
- Mechatronics Essentials
- Mechatronics Technician
- Electrical Production
- Automation Technician
- Electrical Technician
- Electrical Production
- Quality Technician Essentials



## Workforce Development

874 participants (\*gain of 330 new since last reporting period) registered in the online Skills Accelerator through formal affiliations established with:

- YSU Students
- Ultium Cells, LLC
- Campbell City Schools
- Core Civic
- East Palestine
- Flying High
- Insight PA Charter Schools
- NCUS
- Rtriad
- Urban City Codes
- Evanston Technology Partners
- General Enrollment

## Education

1<sup>st</sup> year engineering students are conducting classes at ETC

3D Printing/Additive Manufacturing course at ETC. Synchronous starting March 14, asynchronous starting Feb 14. 6 week course.

5G Readiness training at ETC starting on Feb 14. 8 week course. 25 students enrolled.

ETC Fanuc and Rockwell courses slated to start late 2022 pending final equipment setup.

## Research

### DOE Energy Storage Workforce Study

- Regional workshop and ecosystem event to be held on 2/24.
- Major event showcasing the work in planning phases for late May/Early June.

## Commercialization

\*\*New - Mazak hybrid machine is installed, operator hired and being trained. Project kick off.

WERC@YSU

Orientation Communications

Accepted Student Experience	Congratulations! Generate excitement	Continue to influence decision to attend	Academic readiness placement testing Communicate the purpose of Orientation Confirm or change major Course selection and registration	Students connect with other students ZeeMee Orientation Continued contact with Orientation leader Post-Orientation day camps IGNITE Roommate assignments Dorm/floor connections	Students connect with campus Orientation Post-Orientation day camps IGNITE Class find tours Welcome week Student organizations Student employment	Students feel cared about Orientation Advising Financial Aid Bursar	Students needs are met Parking Textbooks Banking Accept financial aid Sign Master Promissory note/loan counseling Sign up for payment plan ID Move-in information Student employment Technology Parking			Generate excitement about IGNITE		
Accepted Parent Experience	Cost/ability to pay	Value of degree - employment after college	Safety of campus	Wellness, mental health	Caring/concern of staff	Course selection and registration	Financial aid processes	Billing processes, payment plan	Students needs are met Parking Textbooks Banking ID Move in information Student employment Technology			
YSU processes for accepted students	Acceptance letter and certificate - mail	Placement testing information - mail	Orientation brochure - mail	Reminder to sign up for Orientation - V2 email	Orientation confirmation - V2 email	Orientation reminder - phone call	Orientation	Orientation survey	PNC Bank postcard - mail	Attend IGNITE	Class find tour optional	Welcome Week
Processes for parents of accepted students							Orientation					

Admissions Communications

	January	February	March	April	May	June	July	August
<b>Daily Campus Visits</b>								
Mention orientation registration	X	X	X	X	X	X	X	X
<b>Accept letter</b>								
Registration open	X	X	X	X	X	X	X	X
<b>Penguin Preview Day</b>								
Accepted student session/WATTS		X				X		
<b>Experience Y Days</b>								
Next Step/FYSS at event			X	X				
<b>Postcard</b>								
General register		X	X	X	X			
Parent - general register		X	X	X	X			
Confirmation - reminder			X		X	X	X	X
<b>Email</b>								
General register								
Parent email		X	X	X	X	X	X	X
No Show						X	X	X
Next Step emails		X	X	X	X	X	X	X
<b>Texts</b>								
Register text				Every Week	Every Week	Every Week	Every Week	Every Week
High School transcript						X	X	X
No Show - reschedule						X	X	X
<b>Phone Calls by Ambassadors</b>								
Register					X	X	X	X



# INTEGRATED MARKETING & ENROLLMENT YIELD STRATEGY

March 2022



**Inspiring individuals, enhancing futures, enriching lives.**

Applicant

Completed Applications

Admitted

Admitted & Scheduled for Orientation

Admitted & Attended Orientation

Attended Orientation & Enrolled 14<sup>th</sup> day

Increasingly focused on high-yield applicants

An Opportunity

An Opportunity

Objective:  
Increase to  
97% Yield

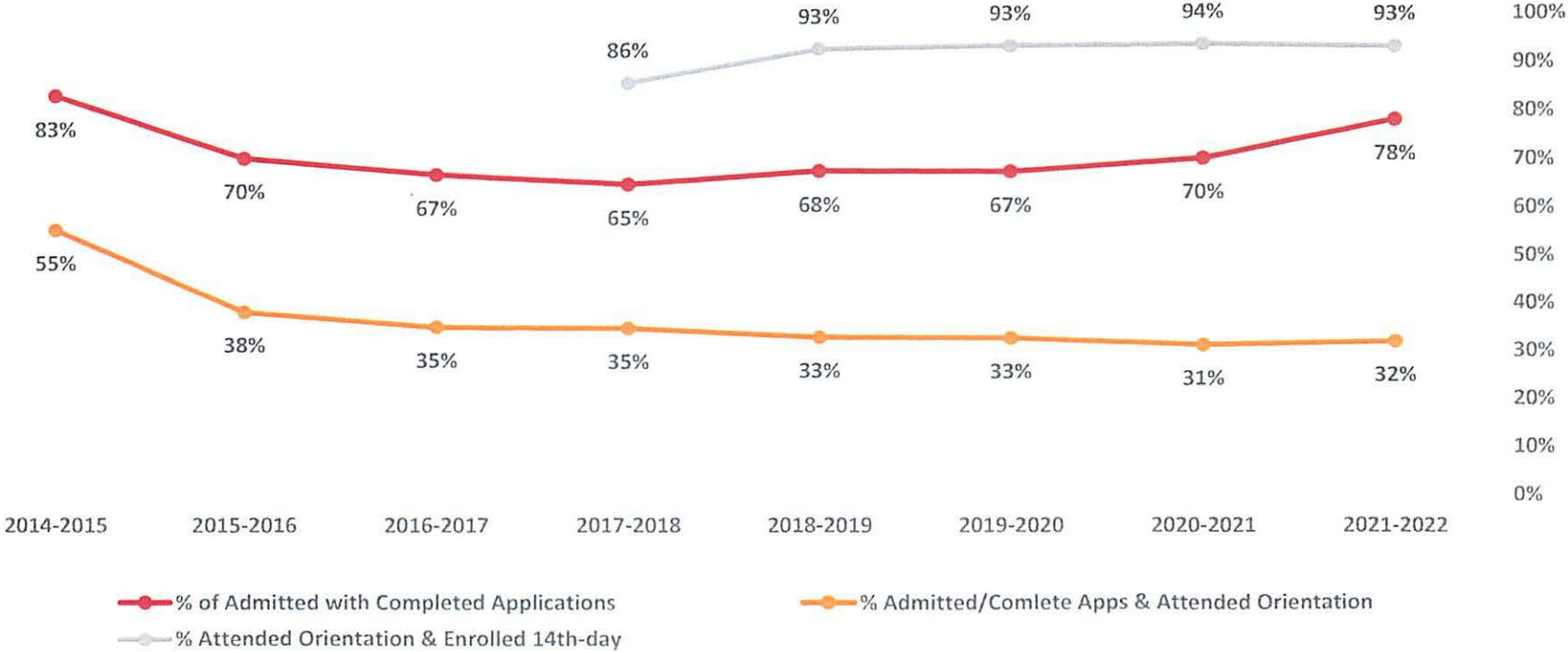
93% Yield

- Enrollment Optimization Team
- Bursar
- Admissions/Financial Aid
- Orientation
- Registrar
- Student Success
- Resch Ctr Stud Success
- Office Career Services
- Marketing/Communications (ZeeMee)
- Academic Affairs
- Department Chair
- Faculty member
- Student
- Penguin Service Center



Inspiring individuals, enhancing futures, enriching lives.

### Critical Enrollment Yield Opportunities



Inspiring individuals, enhancing futures, enriching lives.



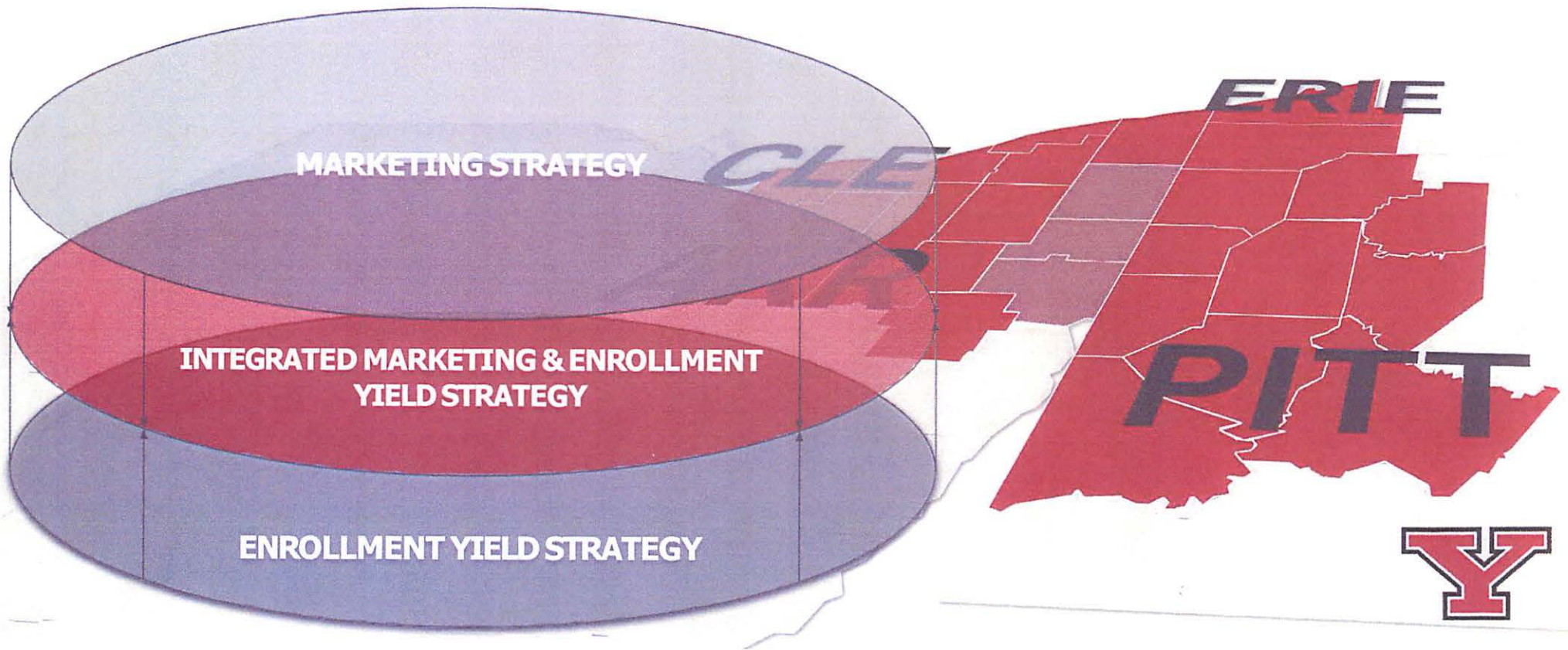


	%Admitted & Attended Orientation	#Attended Orientation	#Yielded to Orientation Achieving Various Yield Outcomes	# Yielded from Orientation (93%) @ \$9,000/yr (1-yr)
Fall 2021	32%	1,680		
7-y Average	34%	1,790	110	\$920,700
7-y High	38%	2,001	321	\$2,684,259
5,265 admitted with complete applications				



**Inspiring individuals, enhancing futures, enriching lives.**

# INTEGRATED MARKETING & ENROLLMENT YIELD STRATEGY



- Name Buys
- Student Search
- Direct Mail
- Billboards
- Radio
- Television
- Digital Media
- Social Media
- OTT

## AWARENESS

- Paid Search (PPC)
- Social Media Ads
- Display Retargeting
- OTT
- Referral Strategy
- Search Engine Optimization
- Conversion Rate Optimization

## CONSIDERATION

- Awareness Training
- CRM Utilization
- Enrollment Process Optimization
- College Marketing

## YIELD



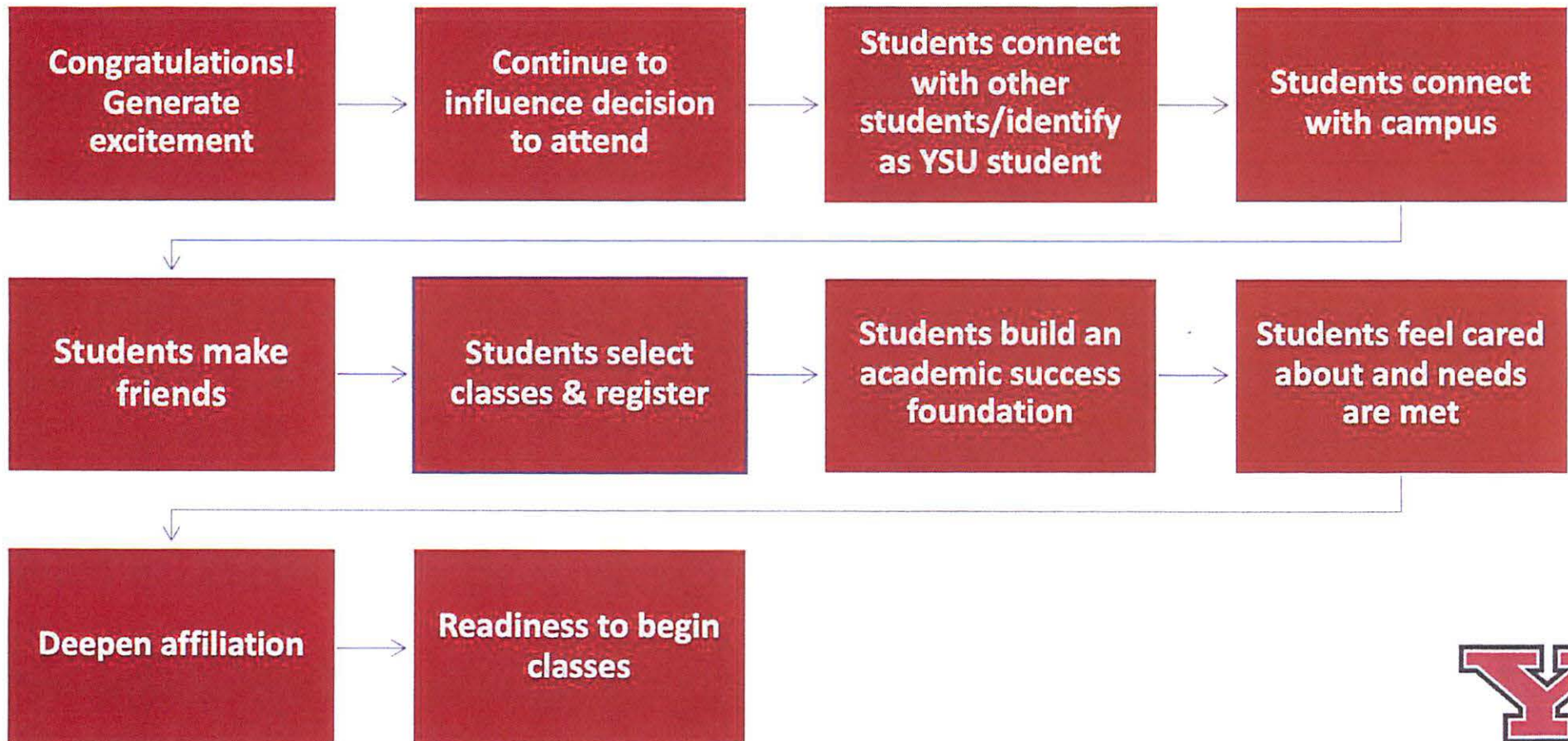
GREATEST OPPORTUNITY FOR GROWTH



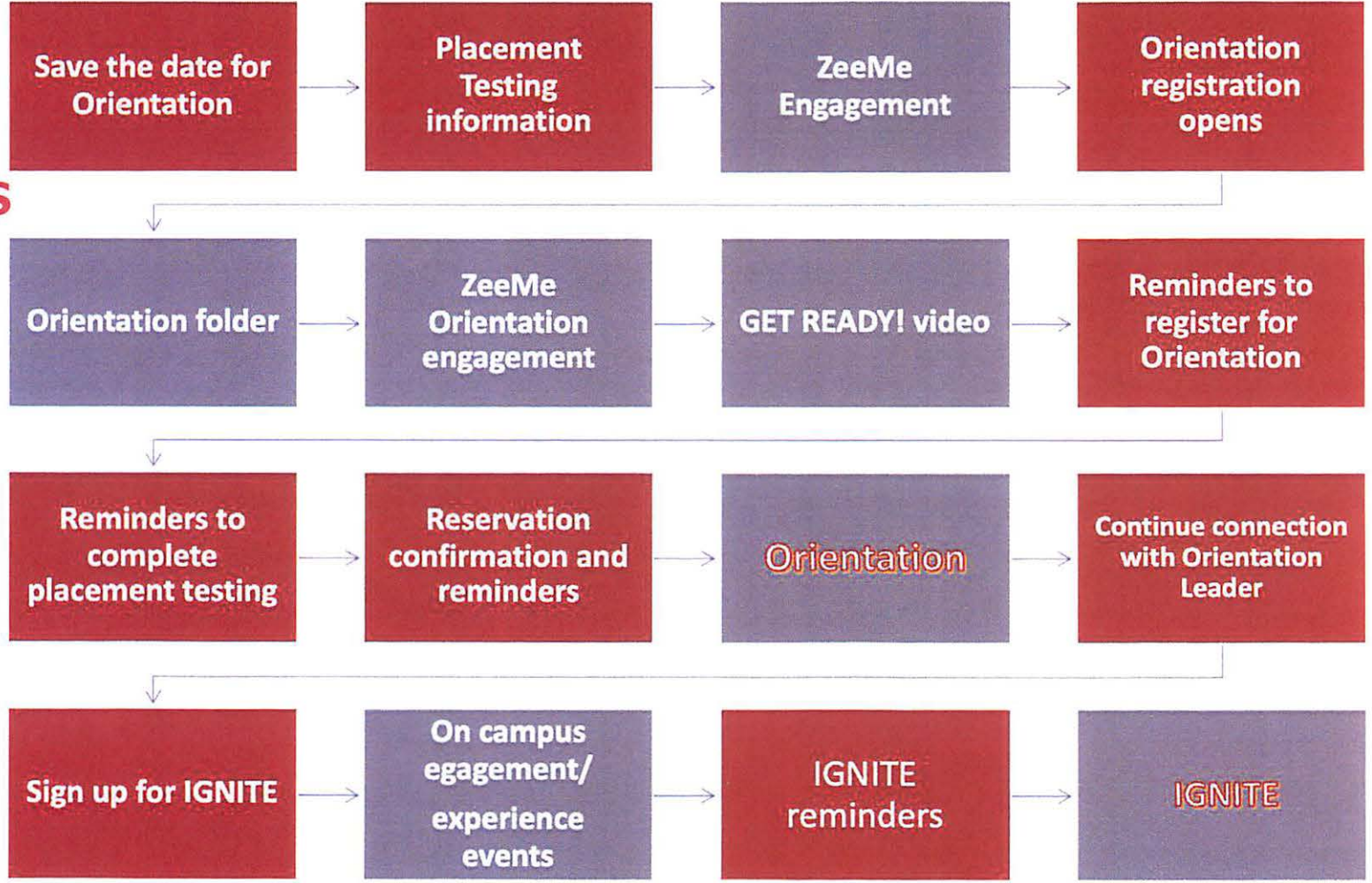
ENROLLMENT



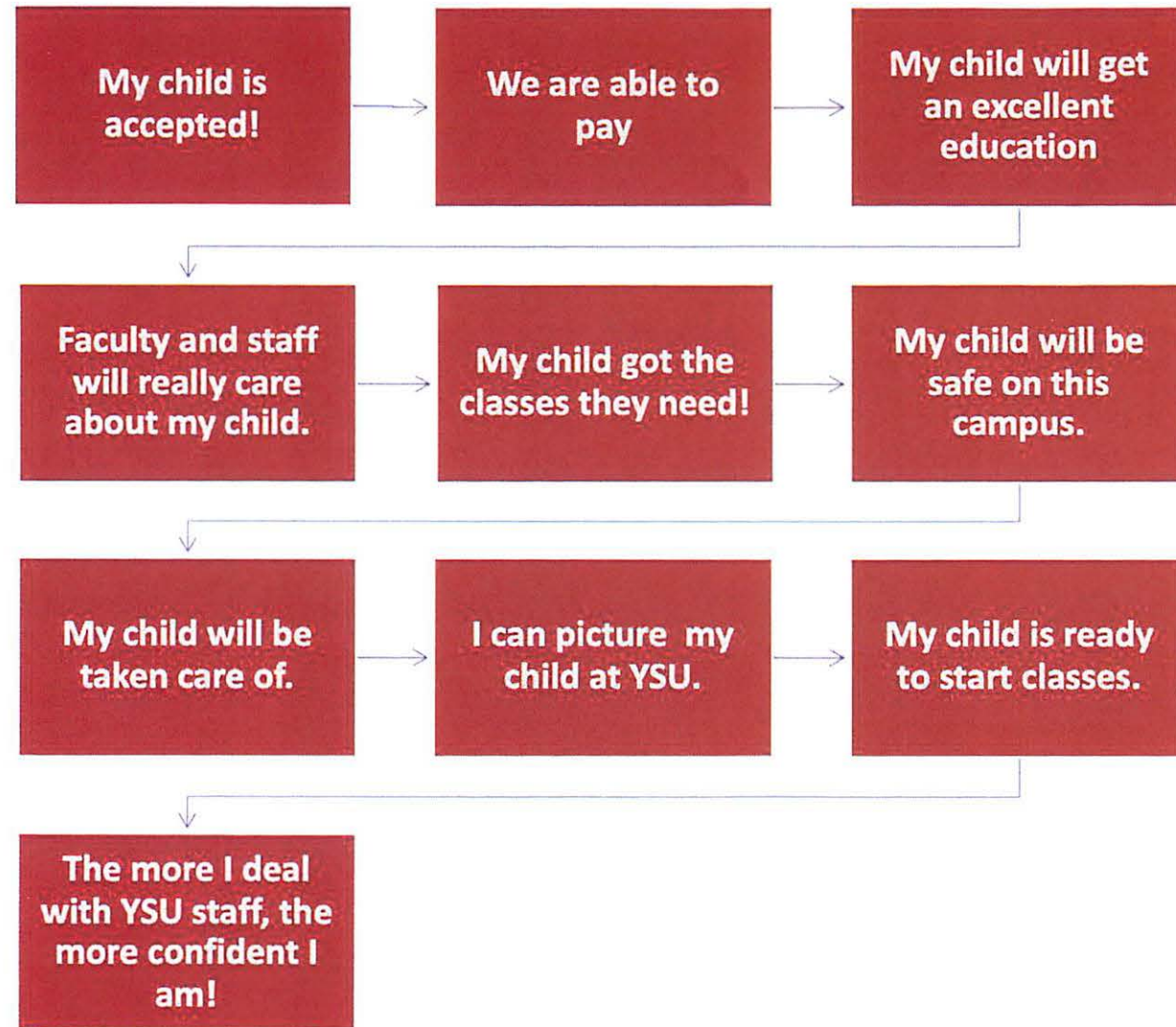
# DESIGNING THE **ACCEPTED STUDENT** EXPERIENCE



# THE INTEGRATED MARKETING AND COMMUNICATIONS STRATEGY



# DESIGNING THE PARENT EXPERIENCE



**WELCOME Students**

**YOUNGSTOWN STATE UNIVERSITY ORIENTATION PROGRAM**

**YOUNGSTOWN STATE UNIVERSITY**  
One University Plaza | Youngstown, Ohio 44555

*Welcome to the*  
**YSU family!**

**ORIENTATION 2022**

**YOUNGSTOWN STATE UNIVERSITY ORIENTATION PARENT PROGRAM**

*Welcome to the* **YSU family!**

We have planned a special program for parents (or whoever is accompanying the student in their place). We'd like to spend the day with you while students are with their Orientation Teams. We'll make sure you know what to expect for your student's first year, and answer all your questions.

- ✓ **Interact with staff** who play a key role in student success at YSU, including the Dean of Students, Associate Provost for Student Success, Director of First Year Student Services, Dean of the Honors College, and Financial Aid counselors.
- ✓ Learn what you need to know about **financial aid** at key points throughout your student's first year at YSU.
- ✓ Understand the **ins and outs of YSU's tuition bill**, learn how to access the bill online, and learn about payment plan options and important dates.
- ✓ Learn about all the ways **YSU keeps students safe**.
- ✓ Find out about **medical, counseling, and other wellness services** available to students.
- ✓ Enjoy a **buffet style**, all-you-can-eat lunch with YSU staff and administrators in Christmas Dining Hall - on us, of course.
- ✓ Find out about **academic advising** and other **student success resources**, and visit offices on campus to ask questions or take care of unfinished business.
- ✓ **Each student is able to bring any two guests they'd like**, but students will be spending the day with their Orientation Teams. We do not have any activities for other than parents or guardians.

**YOUNGSTOWN STATE UNIVERSITY FIRST-YEAR STUDENT ORIENTATION PROGRAM**

*Welcome to* **YSU!**

Orientation is a tradition at YSU and your first official day as a student. During Orientation, you will have a variety of experiences including, but not limited to, meeting your Orientation Team, meeting your advisors, and participating in various activities. We'll make sure you know what to expect for your student's first year, and answer all your questions.

**Here's what you can look forward to!**

- ✓ Spend the evening of the day with your Orientation Team. You'll have a chance to meet your advisors, meet your Orientation Team, and get to know your advisors.
- ✓ Meet your advisor with an advisor. Advisor job is to help you with the academic part of your college. Students will have Orientation with their advisor.
- ✓ Follow us on social media. We'll be posting all the fun stuff on Facebook, Twitter, and Instagram. We'll be posting all the fun stuff on Facebook, Twitter, and Instagram.
- ✓ Get your YSU ID photo taken and your ID.
- ✓ Participate in our fun activities and games. **Pay for the fun!** We'll have a variety of fun activities and games.

**ACADEMIC ADVISING & COURSE REGISTRATION**

You will spend a great part of your orientation session getting ready to start classes in the fall. You'll meet with an academic advisor, a professional who can help you decide on a major. You'll also meet with your advisor to discuss your course selection. We'll make sure you know what to expect for your student's first year, and answer all your questions.

**Before is a brief overview of what you can expect:**

**COURSE REGISTRATION AND ADVISING PREP**  
You will meet with your advisor to discuss your course selection. We'll make sure you know what to expect for your student's first year, and answer all your questions.

**ACADEMIC ADVISING**  
Following the course registration and advising prep session, you will meet with your advisor to discuss your course selection. We'll make sure you know what to expect for your student's first year, and answer all your questions.

**COURSE REGISTRATION**  
Following your individual advising appointment, you will meet with your advisor to discuss your course selection. We'll make sure you know what to expect for your student's first year, and answer all your questions.

**IMPORTANT NOTES**

1. PLAN TO HAVE FUN
2. PREPARE FOR THE WEATHER (light layers, umbrella, etc.)
3. WEAR COMFORTABLE SHOES

**YOUNGSTOWN STATE UNIVERSITY**

**WE'RE HERE TO HELP!**

**Admissions**  
330.941.2000

**Financial Aid**  
330.941.3505  
finaid@ysu.edu

**First Year Student Services**  
330.941.2131  
firstyear@ysu.edu

**Honors College**  
330.941.2772

**IT Service Desk**  
330.941.1595

**Penguin Service Center**  
330.941.6000  
onestop@ysu.edu

**Strong Store**  
330.941.3538  
rasc@ysu.edu

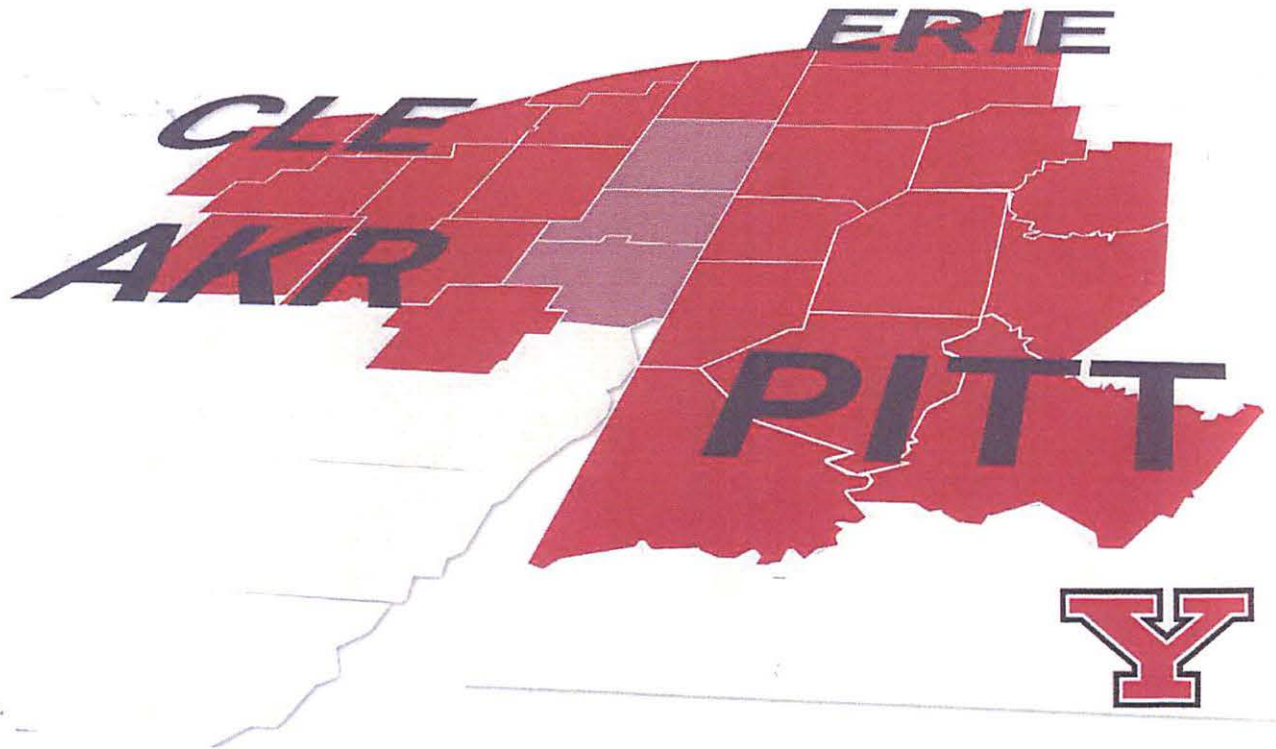
**University Book**  
330.941.3133

**GAINING MARKET SHARE**

**40 Million**

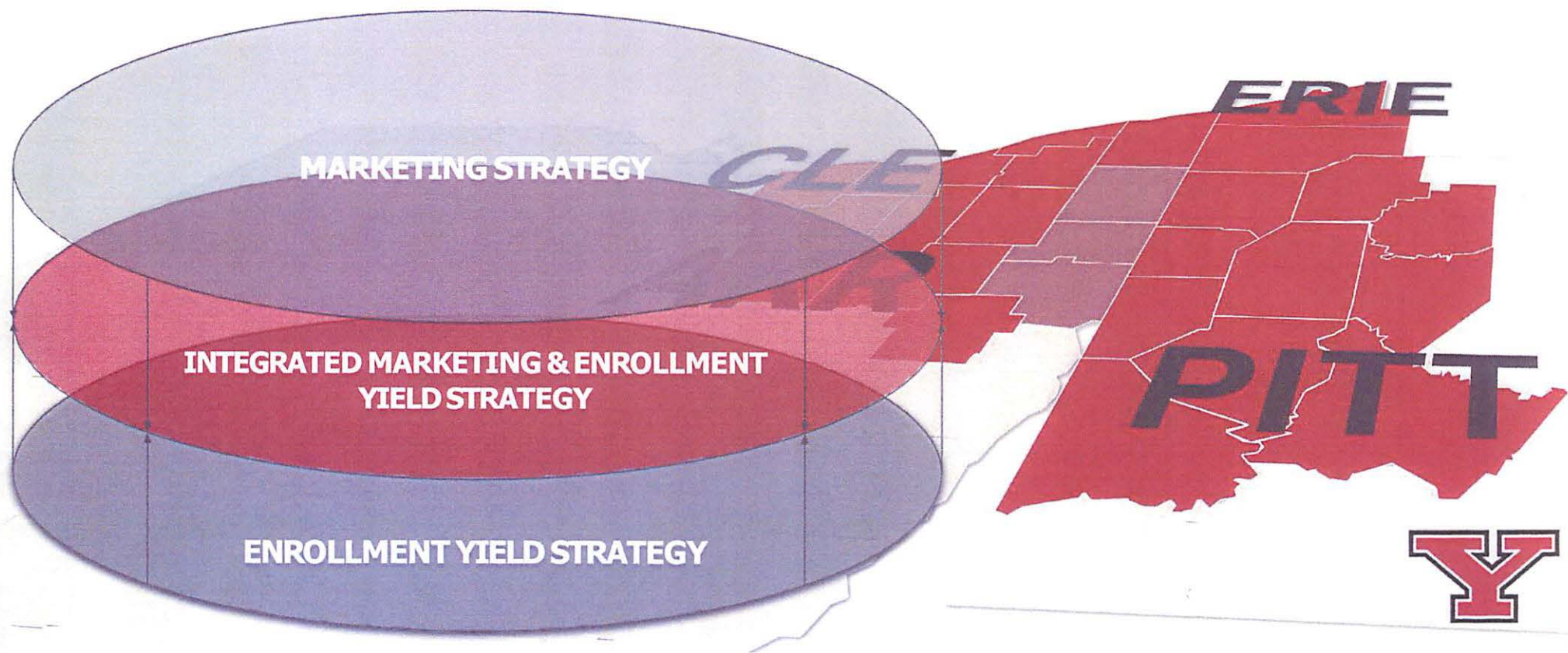
**IMPRESSIONS**

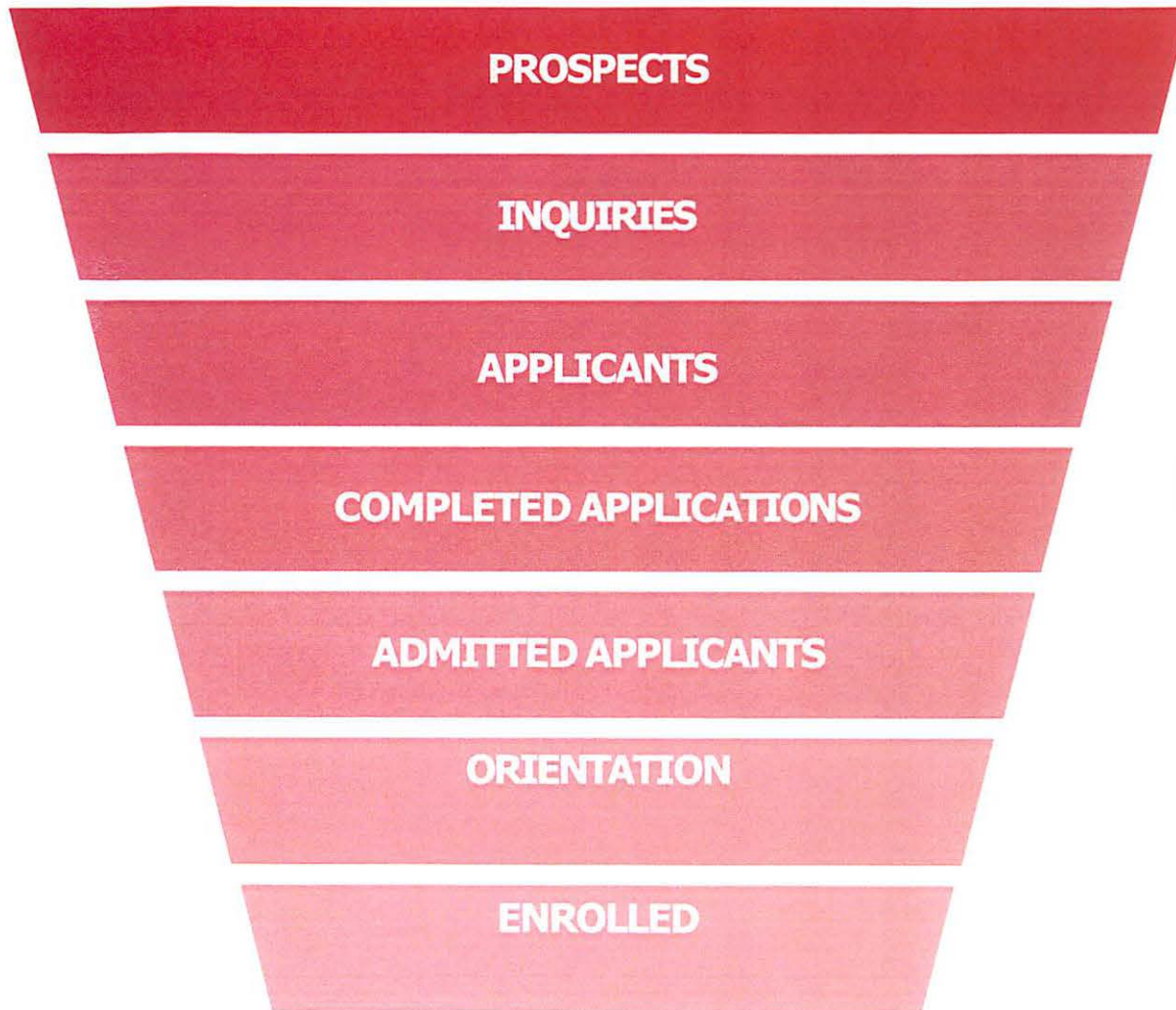
June '21 - Feb '22





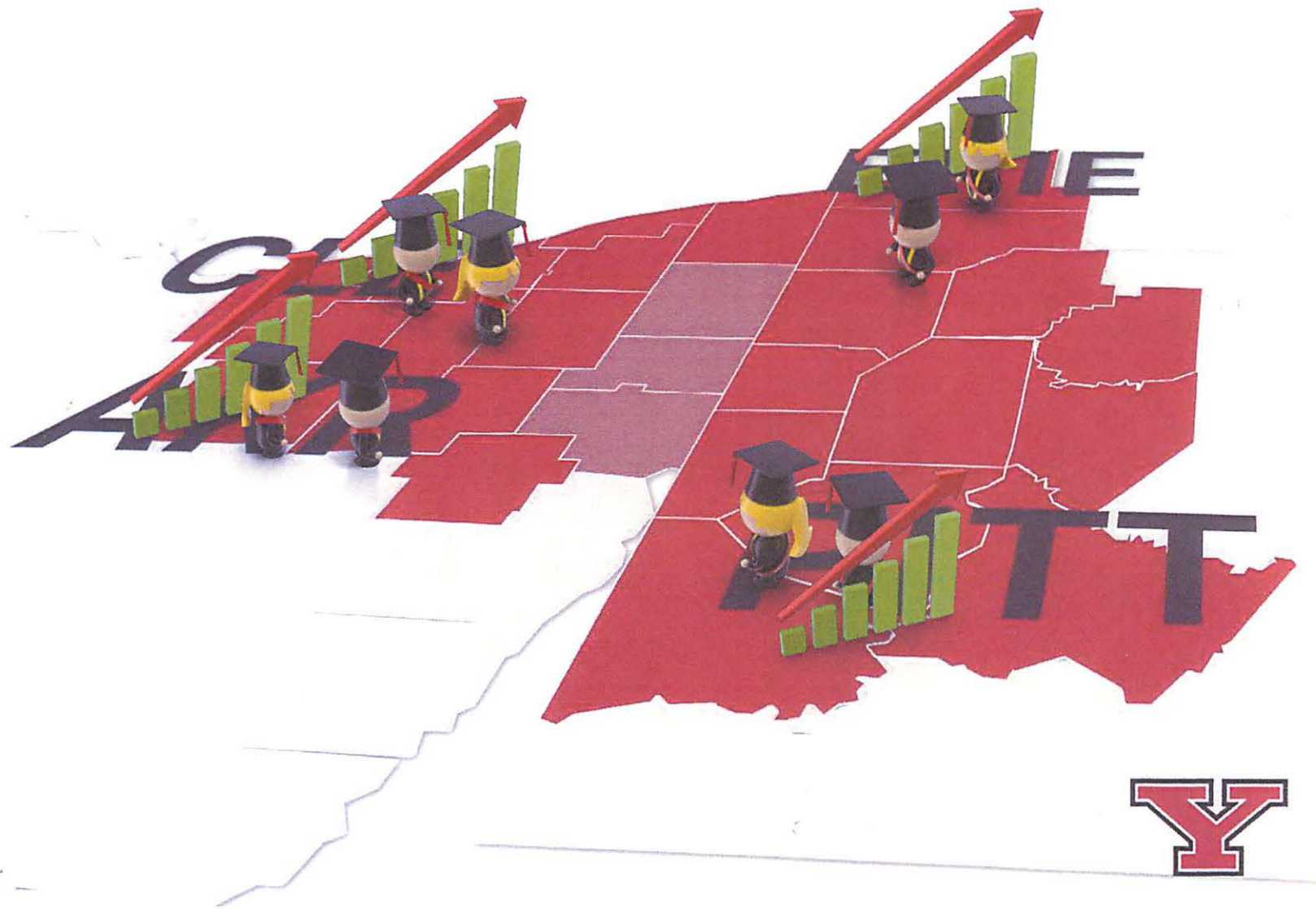
# INTEGRATED MARKETING & ENROLLMENT YIELD STRATEGY





## **PROSPECT TO YIELD FUNNEL**







**YOUNGSTOWN  
STATE UNIVERSITY**

WYSU-FM

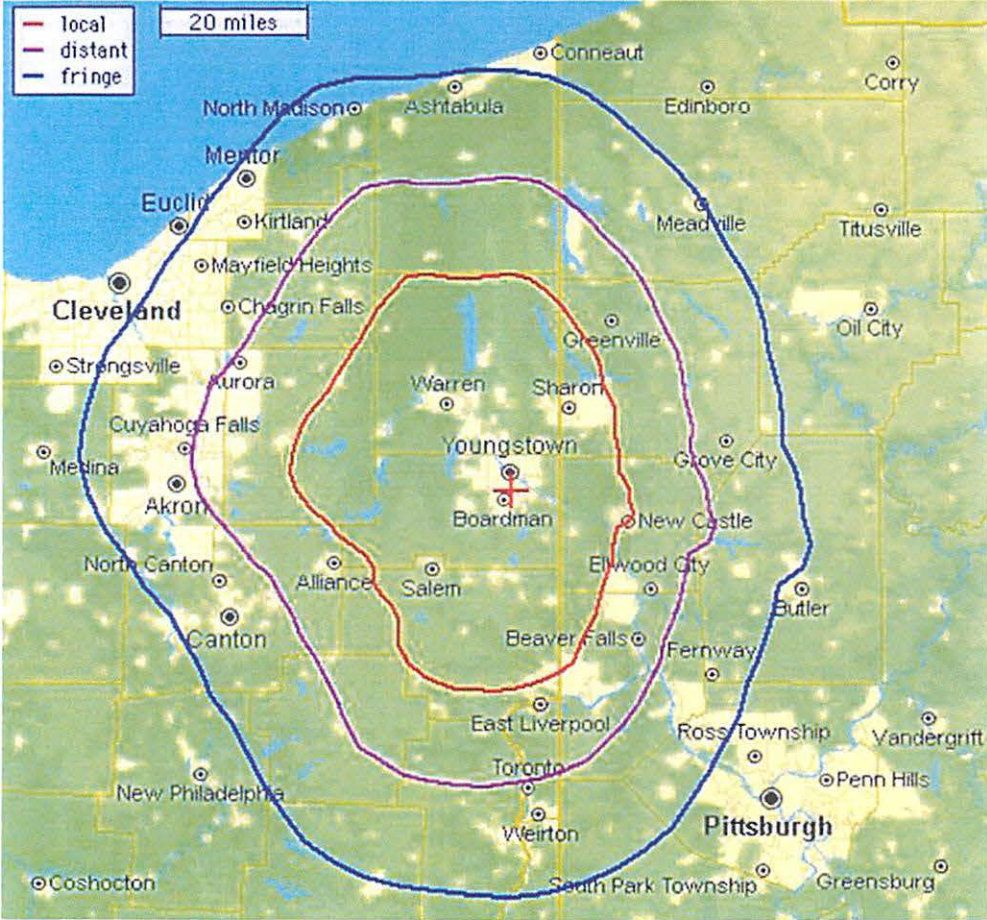
About WYSU



## WYSU Mission Statement

- WYSU-FM is non-commercial, community-based public radio, which has built a reputation since 1969 as the region's leading source for quality programming for the intellectually curious. Its mission to provide trusted, in-depth news; engaging conversation on important issues; and music that stimulates the mind and spirit, has earned it the reputation for being a cultural and intellectual resource for this area.

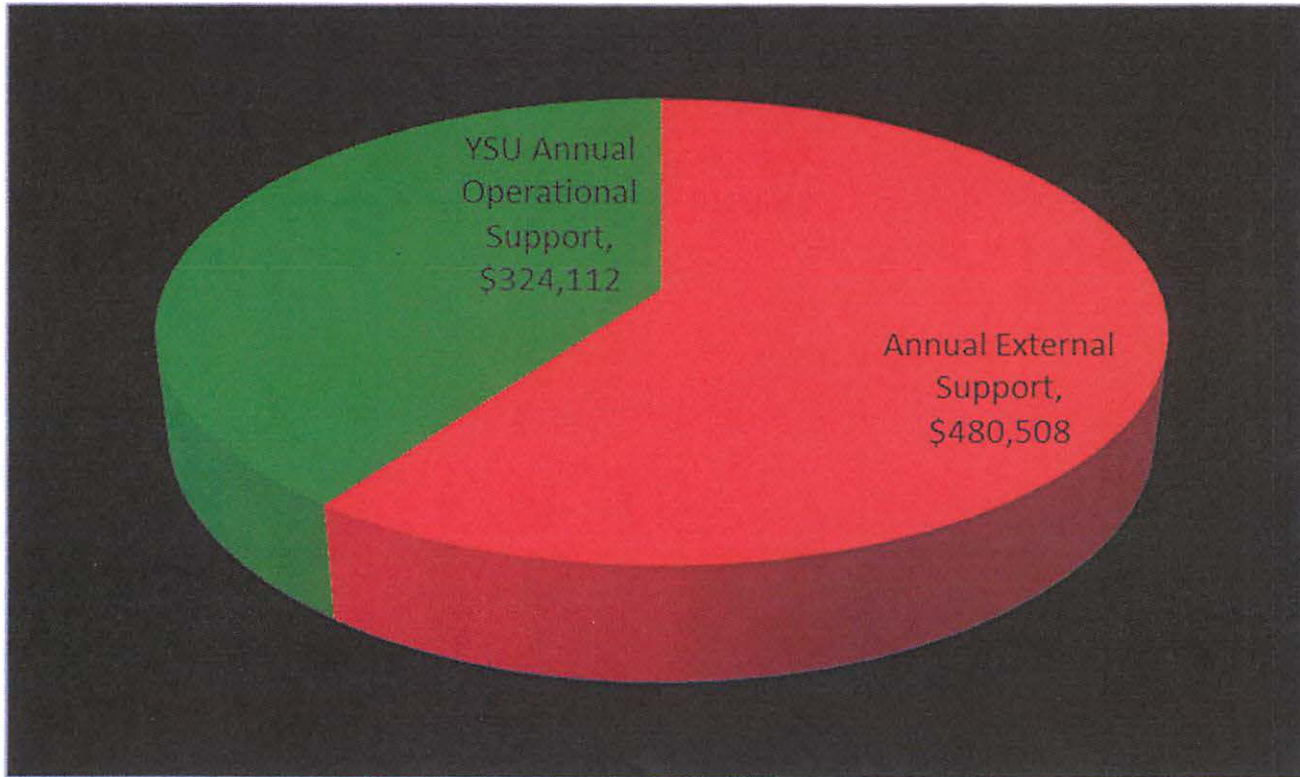
# WYSU Coverage Area



# WYSU: FY2021 Funding Sources

- **\$324,112 – YSU Annual Operational Support (40.3%)**
- \$247,062 – WYSU members
- \$81,539 – Underwriting
- \$120,557 – The Corporation for Public Broadcasting
- \$31,350 – The State of Ohio
- **\$480,508 – Annual External Support (59.7%)**
- \$166,757 – One-time Federal Covid Funds
- \$111,678 – Private Gifts in FY2021

# WYSU: FY2021 Funding Chart





# Ohio Public Radio Stations

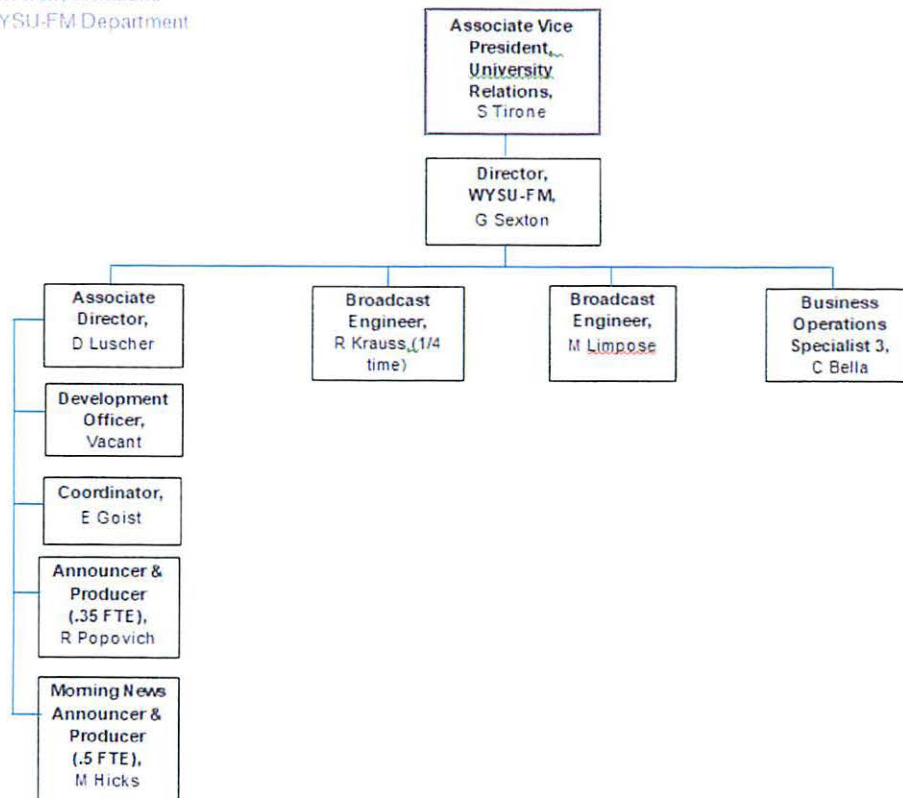
## FY2021 Total Operating Budgets & Staffing

• WGUC-FM	Cincinnati Classical Public	\$7,500,000	47
• WCPN-FM	Ideastream	\$6,940,303	91
• WOSU-FM	The Ohio State University	\$6,122,374	22
• WOUB-FM	Ohio University	\$5,453,689	33
• WKSU-FM	Kent State University	\$3,911,435	(now part of Ideastream in FY22)
• WYSO-FM	Antioch College Corporation	\$2,479,103	21
• WDPR-FM	Dayton Public Radio, Inc.	\$1,139,042	12
• WCBE-FM	Columbus Public Schools	\$1,337,396	11
• WGTE-FM	Toledo Public Broadcasting	\$1,263,500	25
• WYSU-FM	Youngstown State University	\$988,132	5
• WCSU-FM	Central State University	\$185,241	4

# WYSU Organizational Chart

Youngstown State University  
President's Division

- University Relations
- WYSU-FM Department



Updated 2-23-2022

# WYSU Audience Profile

## WYSU Weekly Audience

- 25,000 – 30,000

## Audience Time Spent Listening

- 8.4 hours per week total audience
- 13 hours per week core audience

## Demographics

- 52% Women
- 48% Men
- 87% Age 35+
- 62% Age 54+

The majority of listeners are located in Mahoning, Trumbull, Lawrence, and Columbiana counties.

52% of listeners are college graduates, significantly above local, state, and country percentages.

