

FUTURE STATE CONVERSATION #2

FEBRUARY 19, 2021



YSU Value Proposition: *The Future*
University of Opportunity

Create a multi-year plan to achieve enrollment that respects YSU's mission, vision, and values and provides a pathway to fiscal sustainability, academic vibrancy, and regional vitality.
Develop an integrated marketing and communication strategy.

Envision the Future

Academic Program Enhancement & Effectiveness

Current-and Future-state marketing communication alignment

EAB (Enrollment/Scholarships)

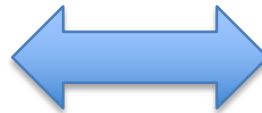
Gray (Market/Programs)

To be selected? (Brand)

Citizen of the World

Engaged in Work

Engaged in the Community



Y I am Proud

Y and Proud

Y makes Me Proud



ACADEMIC PROGRAM ENHANCEMENT & EFFECTIVENESS INITIATIVE

PROGRAM ECONOMICS

MISSION ALIGNED
ECONOMICS AWARE
MARGIN SENSITIVE

MISSION ALIGNMENT

ANNUAL UPDATE
ASSESSMENT

CONSULT

BOT

CONSULT

CONSULT

CONSULT

BOT



SCORECARD: MARKETS

100 Percentile		51.3801 Registered Nursing [70 Score]						
Student Demand [34 Score]		Employment* [33 Score]						
100 Pctl	Category	Pctl	Criterion	Value	Score			
	Size	99	Inquiry Volume (12 Months)	2,750	6			
		99	Infl Page Views (12 Months)	35,897	3			
		96	Google Search Volume (3 Months)*	29,888	8			
		100	On-ground Completions at In-Market Institutions	4,571	3			
		100	Online Completions by In-Market Students	1,691	3			
		100	Sum of On-ground and Online Completions	6,262	10			
	Growth	0	Inquiry Volume YoY Change (Units)	-1,070	-1			
		96	Google Search YoY Change (Units)*	4,876	3			
		0	Completion Volume YoY Change (Units)	-216	-2			
		51	Inquiry Volume YoY Change (%)	-28%	-1			
		86	Google Search YoY Change (%)*	20%	2			
52		Completion Volume YoY Change (%)	-3%	0				
Competitive Intensity [3 Score]								
26 Pctl	Category	Pctl	Criterion	Value	Score			
	Volume of Competition	99	Campuses with Graduates**	61	-6			
		99	National Online Institutions (Units)**	515	NS			
		99	Institutions with Online In-Market Students**	293	-3			
		0	Institutions YoY Change (Units)**	-5	2			
		96	Average Completions by Local Institution	75	6			
		97	Median Completions by Local Institution	52	4			
		91	YoY Median Program Change (Units)	4	2			
		70	YoY Median Program Change (%)	8%	1			
		95	Natl Online % of Institutions	22%	NS			
		89	Natl Online % of Completions	23%	NS			
	29	Average Cost per Inquiry**	32	0				
85	Google Search * Cost per Click**	\$20	-2					
85	Google Competition Index**	0.62	-1					
Market Saturation								
CIP Description								
A program that generally prepares individuals in the knowledge, techniques and procedures for promoting health, providing care for sick, disabled, infirmed, or other individuals or groups. Includes instruction in the administration of medication and treatments, assisting a physician during treatments and examinations, Referring patients to physicians and other health care specialists, and planning education for health maintenance.								
Percentile Legend								
Percentile	0	20+	40+	70+	90+	95+	98+	100
Overall Score	-60	-19	-13	3	12	19	32	70
Employment* [33 Score]								
100 Pctl	Category	Pctl	Criterion	Value	Score			
	Size (Direct Prep)	99	Job Postings Total (12 Months)*	20,872	8			
		99	BLS Current Employment*	87,178	6			
		96	BLS Annual Job Openings*	5,632	3			
	Size (Generalist)	96	BLS Share of Generalist Employment*	6,377	6			
		96	BLS Share of Generalist Openings*	572	3			
	Growth (Direct Prep)	54	BLS 1-Year Historical Growth*	2%	0			
		37	BLS 3-Year Historic Growth (CAGR)*	-1%	-2			
		81	BLS 10-Year Future Growth (CAGR)*	0.7%	NS			
	Saturation (Direct Prep)	59	Job Postings per Graduate*	2.8	0			
		47	BLS Job Openings per Graduate*	0.7	-1			
	Wages (Direct Prep)	95	BLS 10th-Percentile Wages*	\$62,759	5			
85		BLS Mean Wages*	\$83,626	NS				
National American Community Survey Outcomes	81	Natl ACS Wages (Age < 30)	\$52,186	3				
	42	Natl ACS Wages (Age 30-60)	\$82,780	0				
	31	Natl ACS % with Any Graduate Degree	26%	NS				
	34	Natl ACS % with Masters	21%	NS				
	47	Natl ACS % with Doct/Prof Degree	7%	NS				
	11	Natl ACS % Unemp. (Age <30)**	2%	0				
	6	Natl ACS % Unemp. (Age 30-60)**	1%	2				
100	Natl ACS % in Direct Prep Jobs	82%	NS					
Degree Fit [0 Score]								
Category	Pctl	Criterion	Value	Score				
NHEBI Natl 2 Year	93	Cost Index**	1.72	NS				
	69	Student: Faculty Index	1.08	NS				
National Completions by Level [0 Score]								
Award Level	Completions (National)	Completions (Market)	Inquiries (Market)					
Certificate	1%	7%	3%					
Associates	32%	28%	0%					
Bachelors	59%	56%	51%					
Postbaccalaureate Certificate	0%	0%	0%					
Masters	7%	7%	17%					
Post-masters Certificate	0%	0%	0%					
Doctoral	0%	1%	0%					
Unknown	0%	0%	29%					
National Workforce Ed. Attainment [0 Score]								
Award Level	BLS Educational Attainment							
No College	1%							
Some College	5%							
Associates	31%							
Bachelors	48%							
Masters	12%							
Doctoral	3%							
Footnote								
* - Google search, employment data and Jobs Per Grad Ratio do not filter by award level.								
** - Color scale in reverse.								
NA - No data available/not currently tracked.								
NS - Not Scored in Rubrics (values = 0).								
2-yr - Associates & certificate programs only.								
PCTL - Percentile								



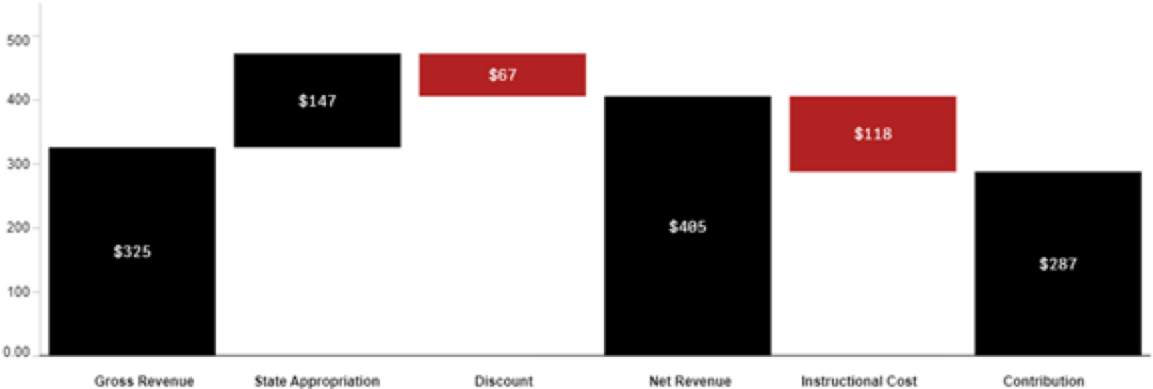
SCORECARD: PROGRAM ECONOMICS

Share of Market Completions by Award Level

Award Level	Institution	Share of Total
Totals	106	1.69%
Associates	0	0.00%
Bachelors	106	2.55%

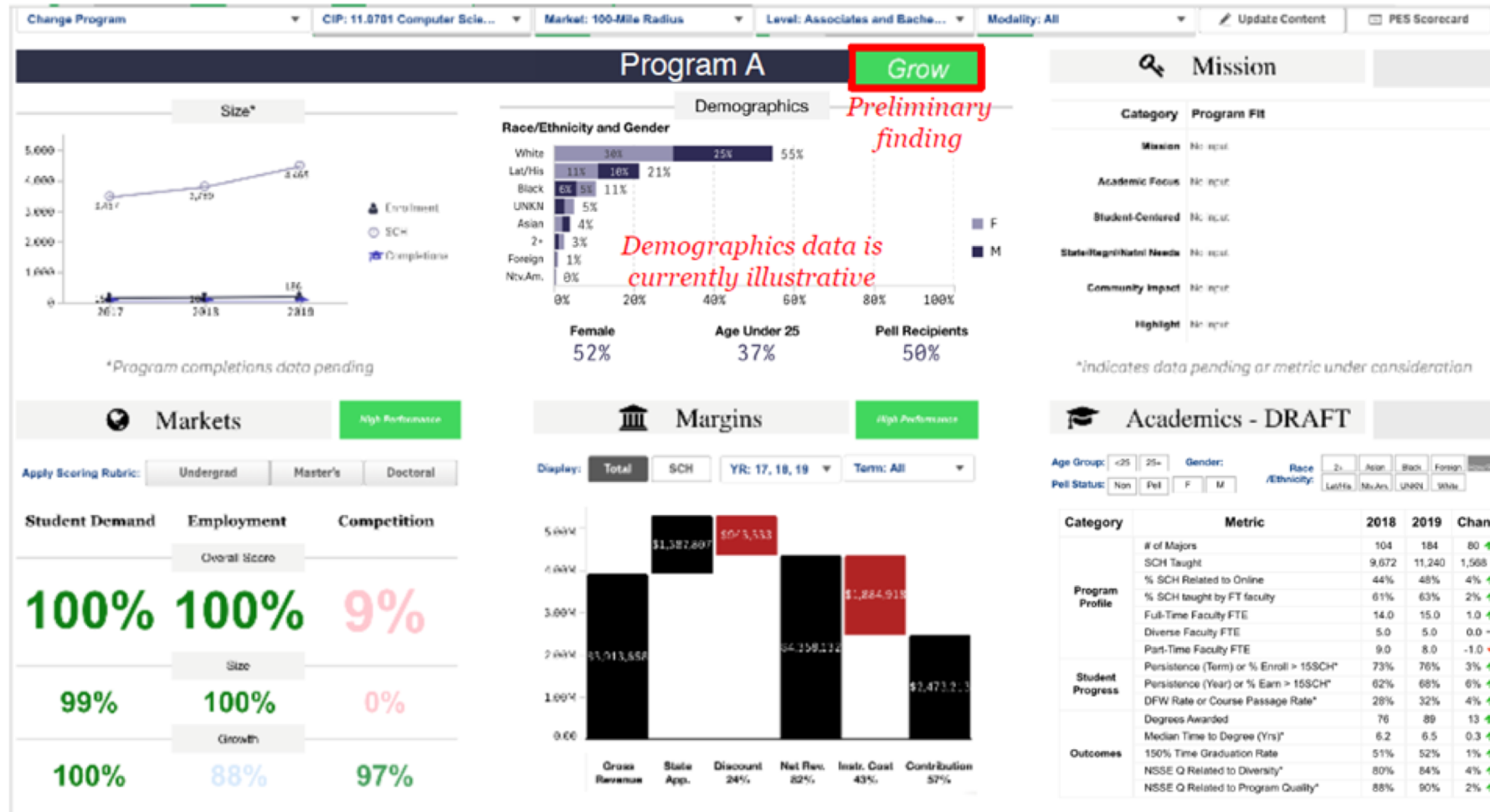
Program Economics

Totals SCH Year 2017 2018 Program MSN Nursing MSN in Nursing Award Level Bachelors



Discount/Gross Rev. 21% Net/Gross & State 125% Cost/Net Rev. 29% Contribution/Net Rev. 71%





DASHBOARD: CONTINUOUS IMPROVEMENT

- One section is dedicated to the goals and actions to be taken for the continuous improvement of the program that will be linked to the *Plan for Strategic Actions to Take Charge of Our Future*.

Date	Goal	Action	Status
1/18/2021	Decrease average time to completion	Students will meet with their advisor every semester at registration to make sure all credits are applicable to the major.	▶

- Another possible section provides space to note exemplary activities and/or initiatives demonstrated to have impact and influence linked to the *Plan*.

Contributor	Content
Student A	www.artexhibit.com

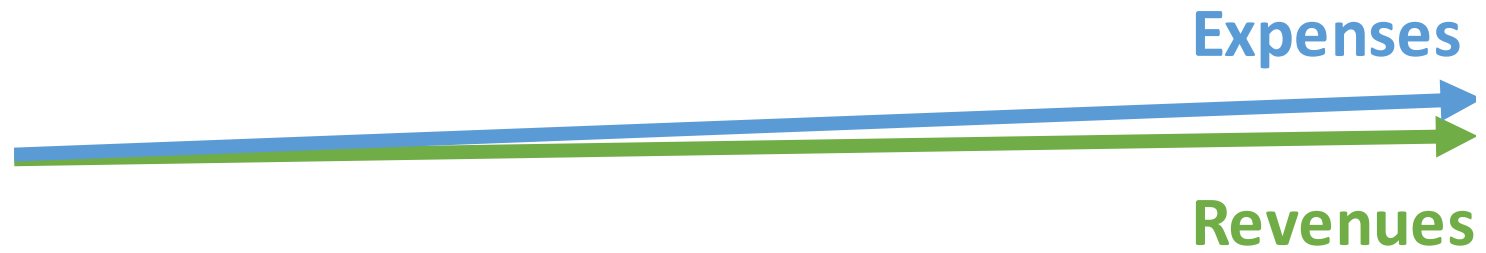
- Lastly, there may be a comments section to record anything else of note.

Additional Comments
No input

DASHBOARD: CONTINUOUS IMPROVEMENT

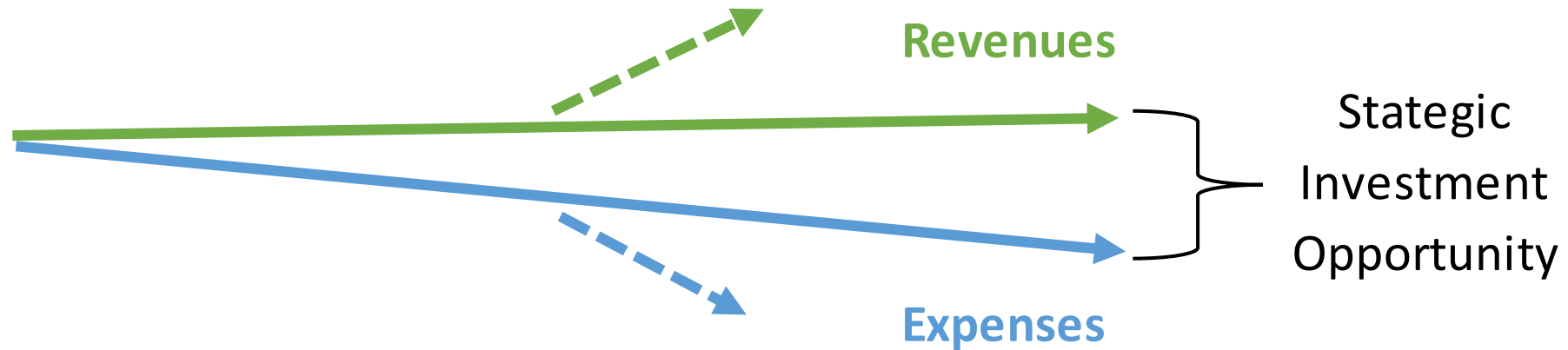
Planning for the Future

- Current state:



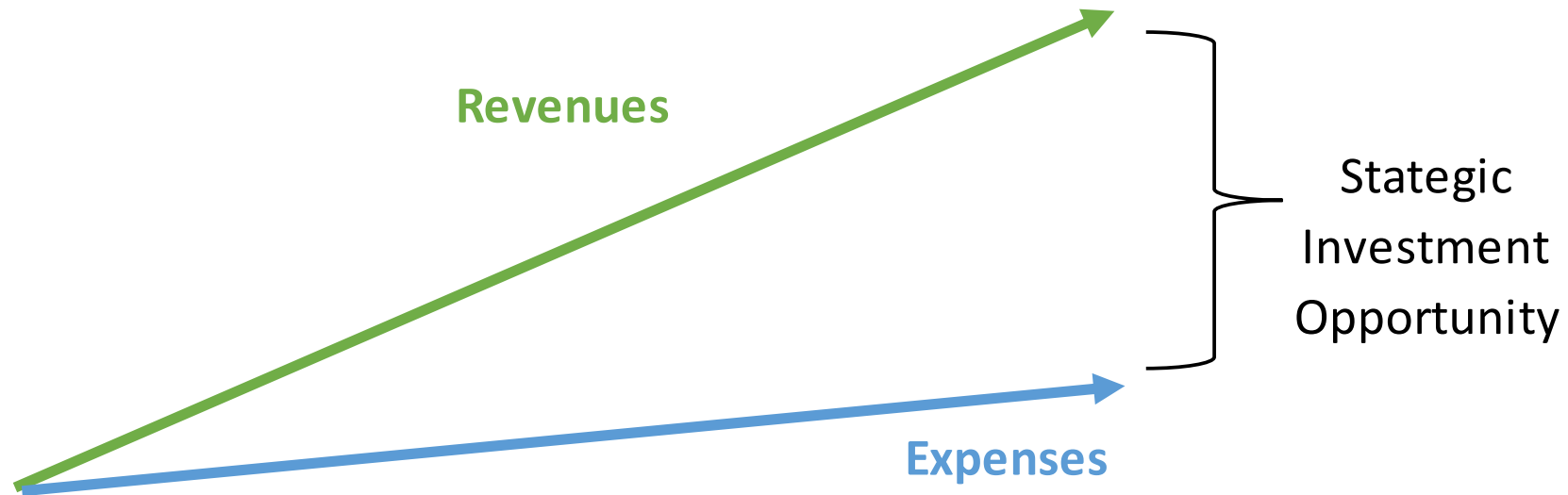
Planning for the Future

- Creating opportunities for strategic investments



Planning for the Future

- Ideal scenario:



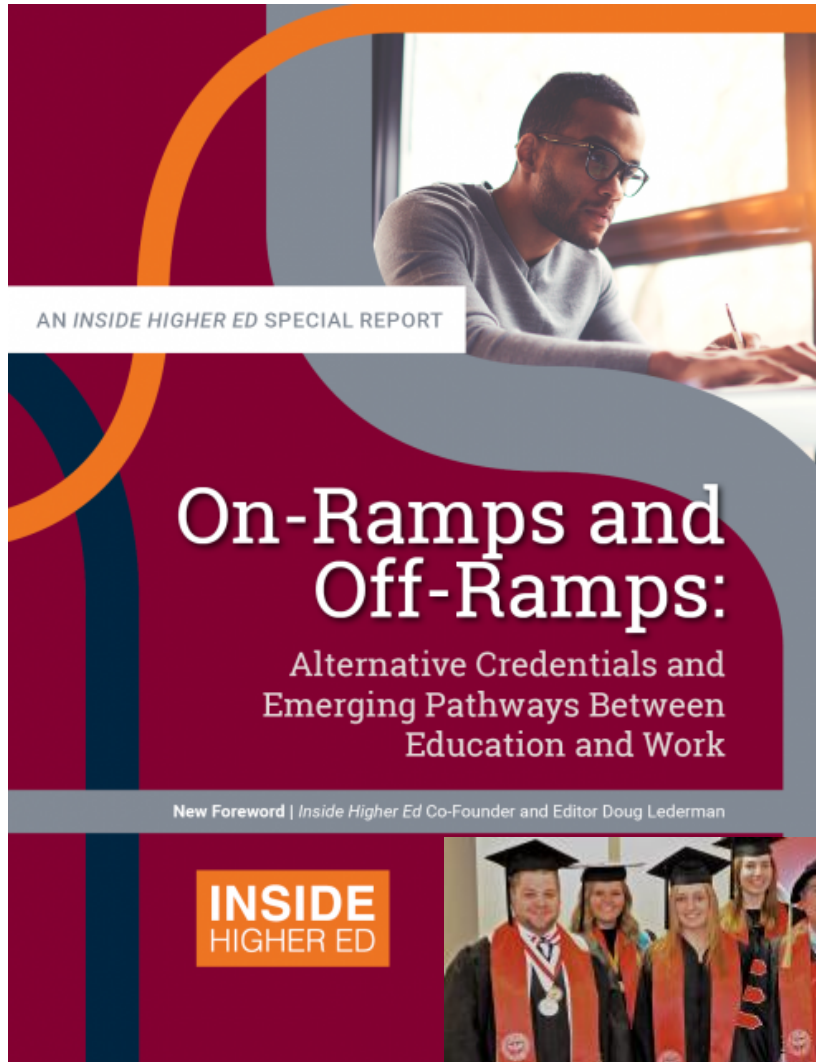
THE PLACE



THE SPACE



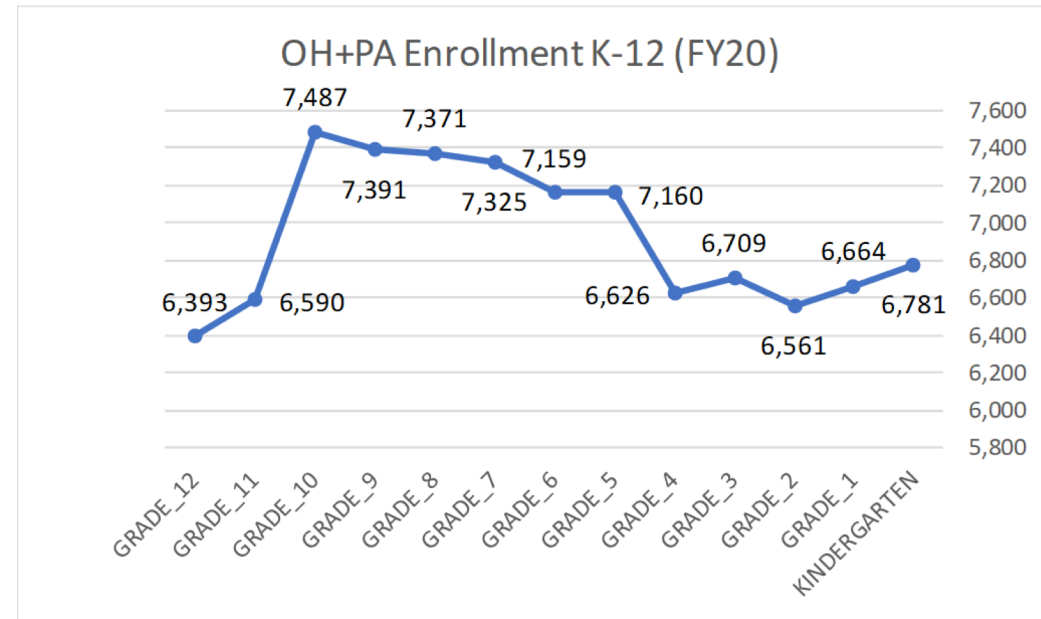
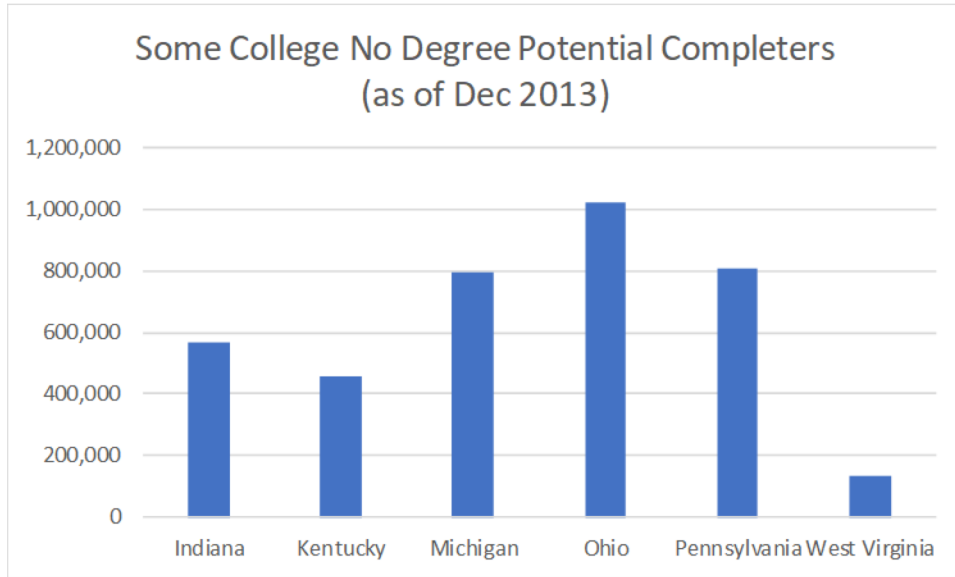
YOUNGSTOWN
STATE
UNIVERSITY



THE ACADEMIC PORTFOLIO



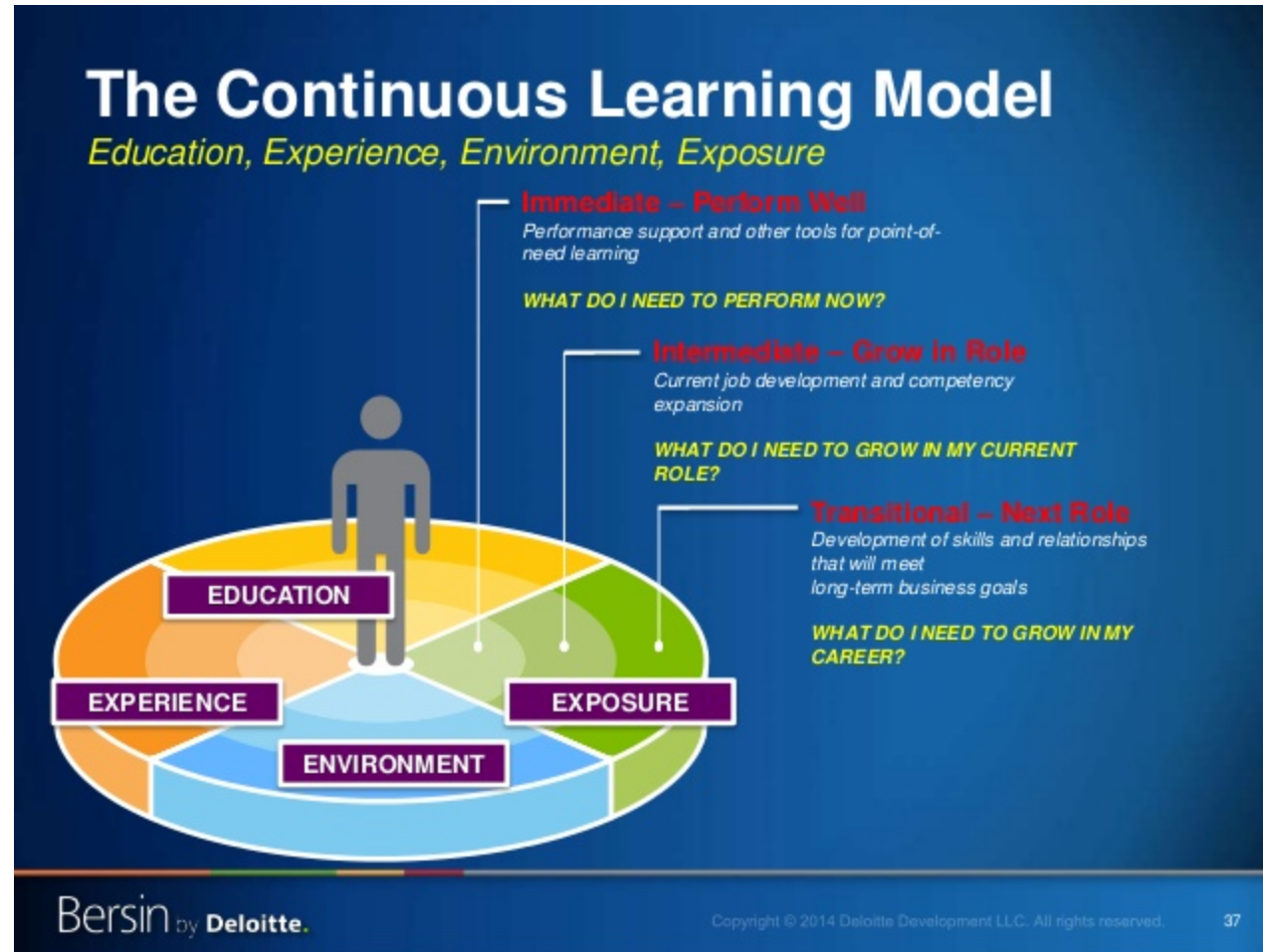
YOUNGSTOWN
STATE
UNIVERSITY



MISSION ALIGNMENT

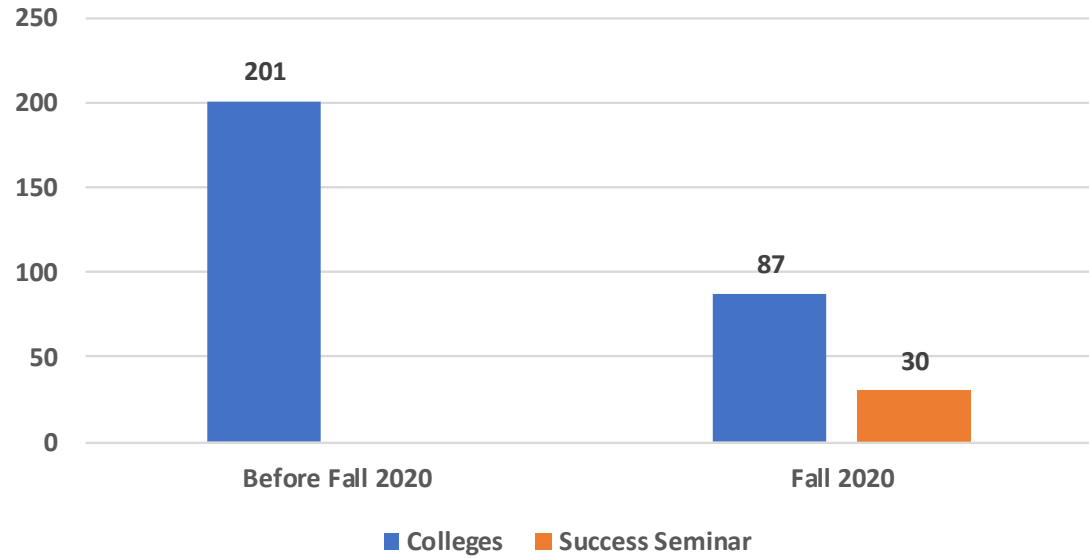


REGIONAL VITALITY

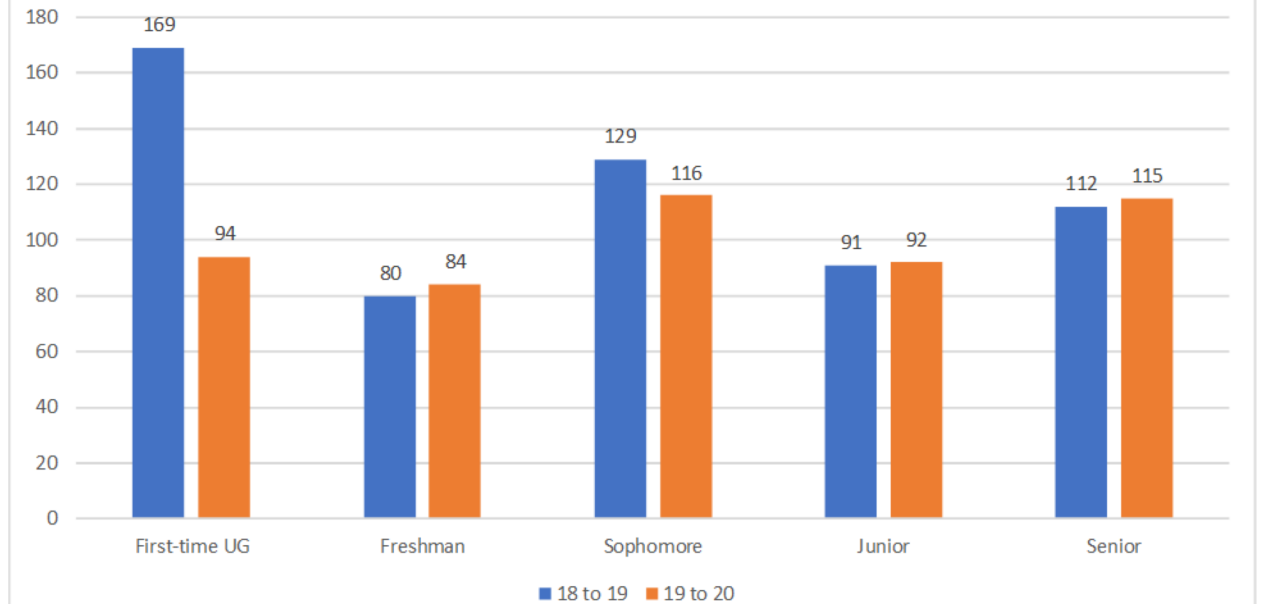


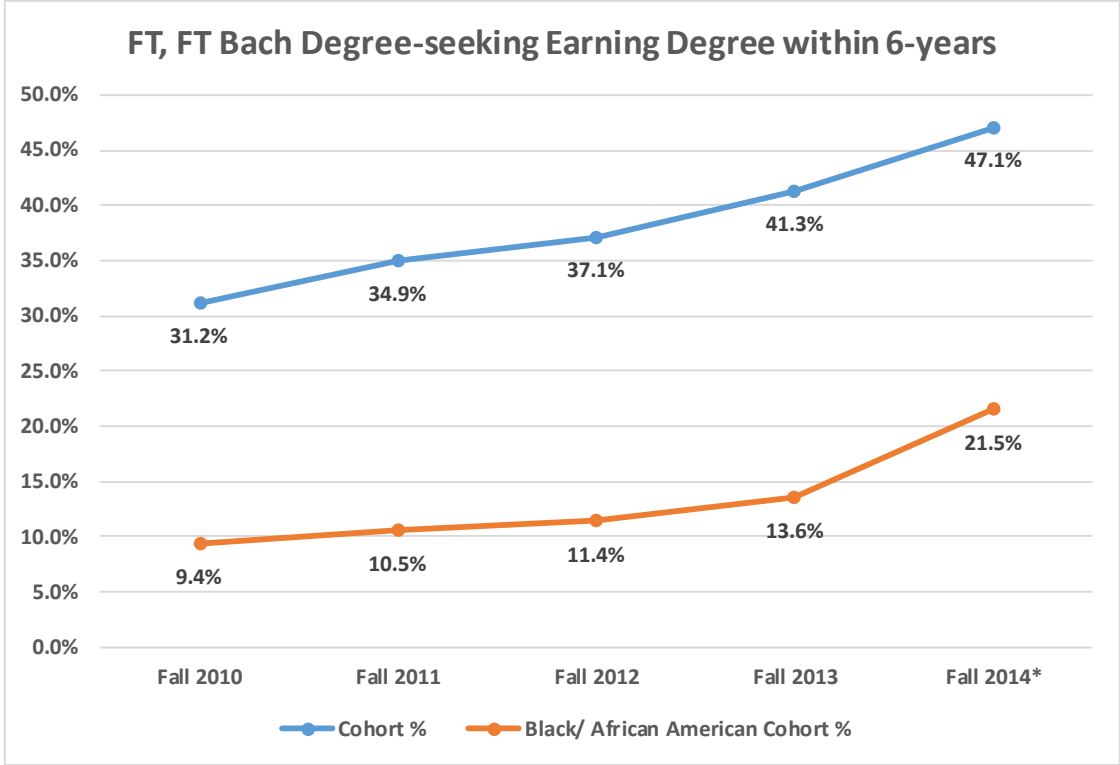
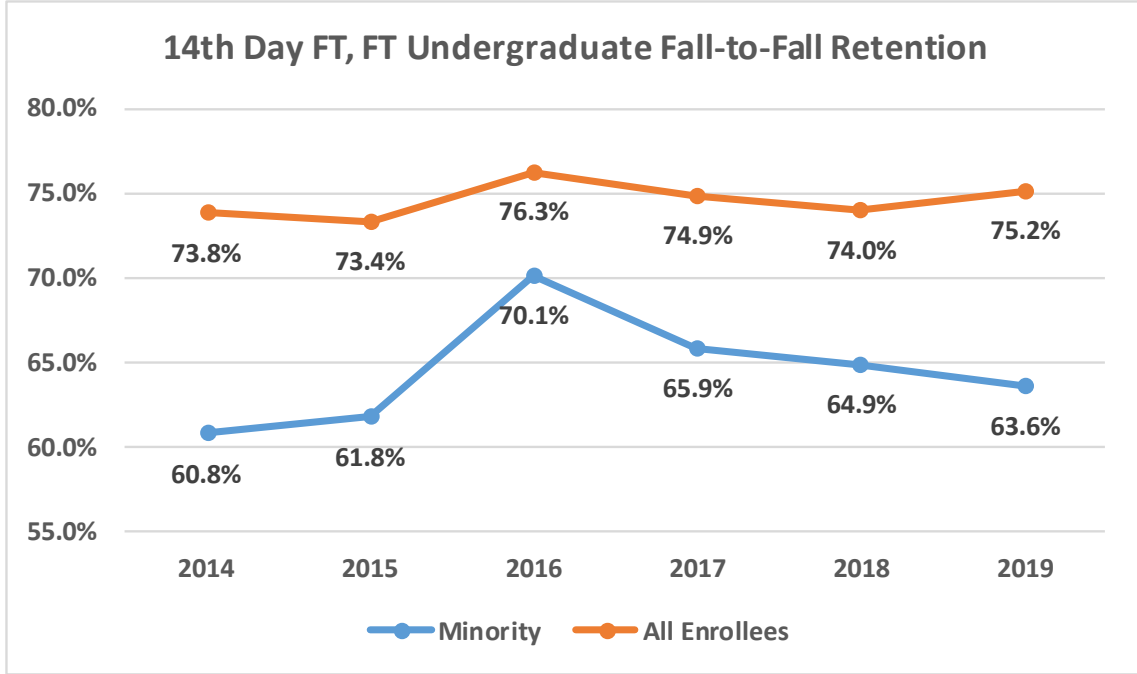
OUR STUDENTS

Student to Adviser or Freshman Success Specialist



Fall-to-Fall Attrition by Rank
(good academic standing/no holds/degree seeking)

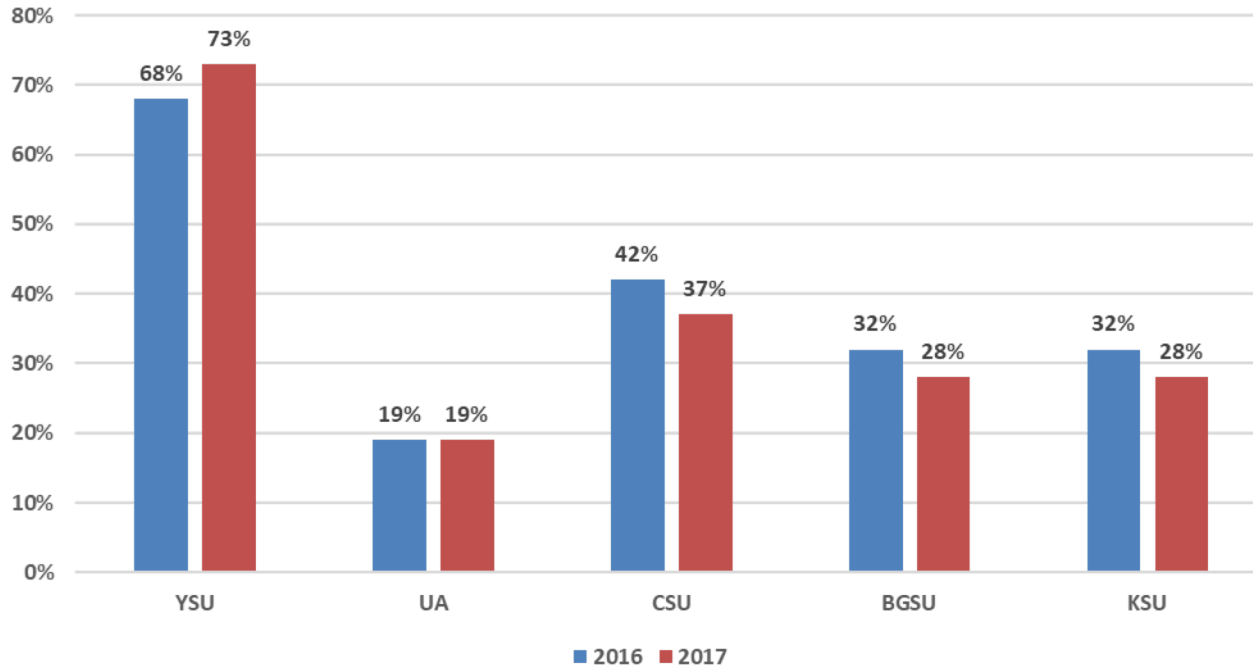




OUR COMMUNITIES



% of Total Foundation Distribution to the University Used as Student Aid



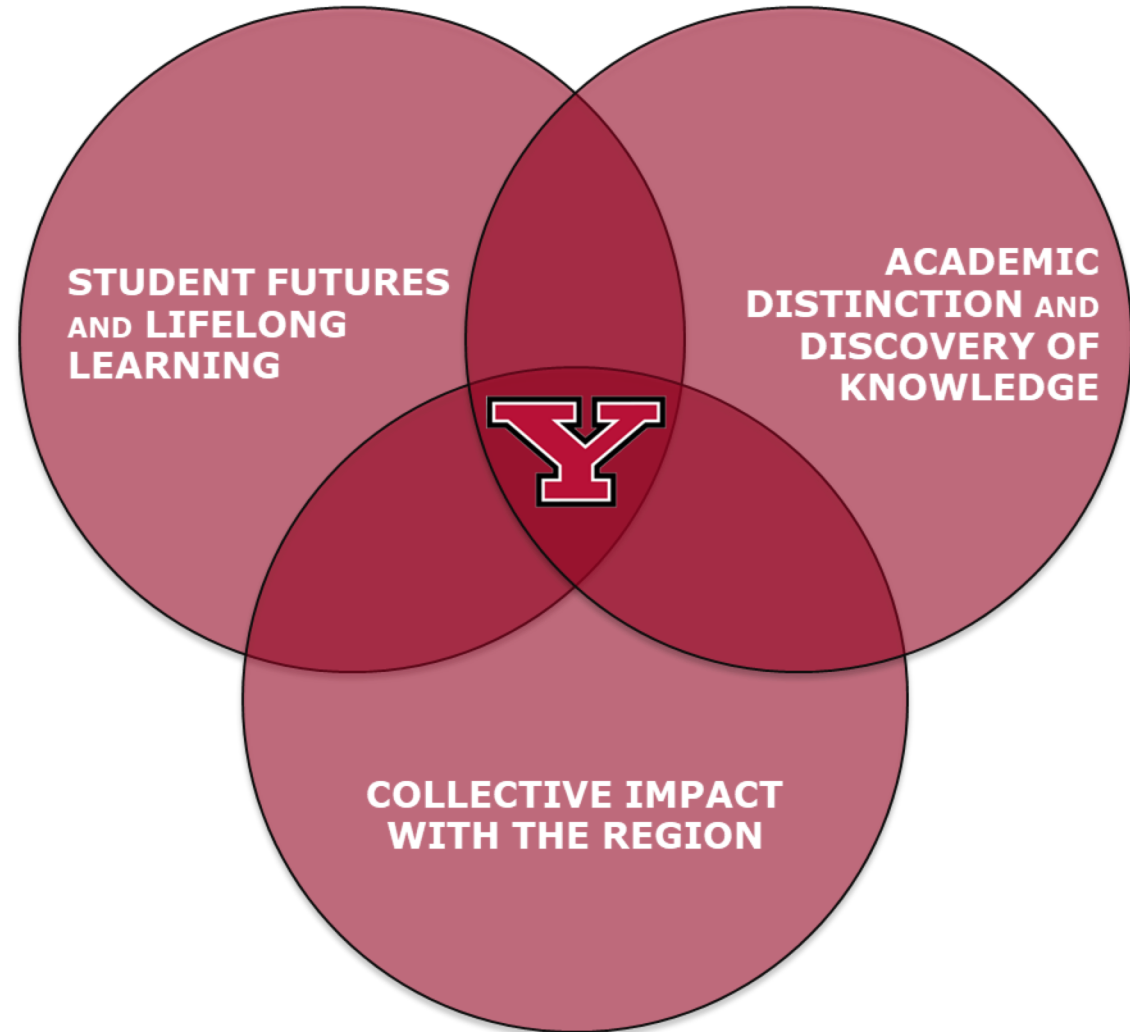
THE PARTNERSHIPS

WORKFORCE EDUCATION & INNOVATION
GM COMMUNITY INVESTMENT
EXCELLENCE TRAINING CENTER
IT WORKFORCE ACCELERATOR
ENERGY STORAGE & INNOVATION TRAINING CENTER



PLAN FOR STRATEGIC ACTIONS TO TAKE CHARGE OF OUR FUTURE

**OUR
PEOPLE
PROGRAMS
PLACE**



**YOUNGSTOWN
STATE
UNIVERSITY**