

# Southern State Community College

## July 2011 President's Report to the Board of Trustees

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*Dr. Kevin Boys, President*

### Upcoming Events Reminder for Board Members

- Highland County Chamber Legislative Forum and Luncheon | 9:30 a.m.-2 p.m., Friday, July 29 | Central Campus Atrium
- University System of Ohio's Statewide Trustee Conference | 9 a.m.-4 p.m., Thursday, Aug. 11 | The Ohio State University
- OACC Southwest Regional Meeting | 5-6 p.m. (pre-meeting campus tour), 6-8 p.m. (meeting), Tuesday, Oct. 4 | Location TBD
- Association of Community College Trustees Annual Leadership Congress | Oct. 12-15 | Dallas, Texas

### Policy Information Manual

Revisions to the Southern State Community College Policy Information Manual are enclosed. You will see a list of changes, deletions, and insertions, along with the text showing the revisions. If you have any questions about any revision, please feel free to give me a call. The updated manual will be posted on the college website following the acceptance of the president's report.

### Ohio State-wide Trustee Conference

Chancellor Petro has asked me to highlight this event and encourage our trustees' attendance at the meeting referenced above. If you need any further information, please contact me or Stevetta Grooms.

### NACCE Entrepreneurial President Profile

The National Association for Community College Entrepreneurism recently featured your college president in their regular on-line publication. A hard copy of the article is enclosed. We have received great feedback on what we are doing with the Enterprise Facilitation since the article appeared.

### President's Activities and Involvement

Since my last report, I have been involved in the following meetings and events:

- Center for Innovative Food Technology Meeting
- Hillsboro Rotary Club
- Greater Cincinnati Tech Prep Consortium at Cincinnati State
- CEBRES Project Meetings
- Highland County WIA Board Meeting
- Leadership Adams Graduation

- Associate Degree Nursing Pinning Ceremony
- SSCC Commencement
- Community Colleges of Appalachia Conference
- Leadership Clinton Education Day Panel
- Adult Opportunity Center Recognition
- OACC Presidents' Meeting
- Ohio Appalachian Center for Higher Education Board Meeting
- Foundation Donor Visits
- Property Site Visits
- Greater Cincinnati Tech Prep Consortium Board Meeting
- Chemical Hygiene Plan Administration Meeting
- Adams County Regional Medical Center CEO/CFO Meeting
- Clinton-Massie Business Appreciation Recognition
- Wilmington Planning Commission
- Basic Peace Officers Graduation
- SGA Cookout/Bill Horne Memorial Fundraiser
- OACC Center for Development Board Orientation
- Foundation Executive Committee Meeting
- Foundation Donor Appreciation Reception

## Academic Affairs

### Campus-wide Wireless Upgrades

As part of the Strategic Vision set forth in the fall of 2010, the IT department of SSCC was tasked in early 2011 with providing a robust and scalable wireless network that would meet the future needs of the college. To achieve this goal, the IT department first determined the necessary steps to take in order to accomplish this task. The first step was to determine what capabilities the current wireless network could and could not provide. The IT team evaluated current equipment and the Wi-Fi environment of each site as well as what capabilities each would need to meet the strategic vision of SSCC's future. Secondly, several vendors were contacted, and the process began of evaluating their wireless solutions to determine a 'best fit' scenario for SSCC.

During this process, an opportunity arose that allowed SSCC to take part in an engineering study of four vendors that were considered to be front runners in our search. The study was conducted at our North Campus in Wilmington, long considered to be a 'worst case' environment for Wi-Fi usage. After two days of extensive data taking, all four vendors were thoroughly tested. Two vendors had comparable performance and were considered the best, performance wise. Ultimately the college chose to utilize Cisco as the best solution to meet the strategic goal. In the July through August timeframe, installations will begin, with completion targeted by the first week of September.

## Assessment Workshop

Southern State will be sending a team of faculty and staff to an assessment workshop presented by the Higher Learning Commission. This workshop, which will occur July 20-22, is designed for institutional teams to spend time with mentors to assist with determining how to continue improving and moving forward the assessment agenda. A great deal of work on assessment has been conducted in the past four years, and this workshop will assist in building on this great foundation.

## Workforce Development and Community Services

### Truck Driving Academy

There were 30 participants enrolled for CDL training during June. Enrollment for the last half of the fiscal year was 186, compared to 149 for the July through December time frame.

Special class times have been arranged to accommodate those employees working for Scioto County Sanitary Engineer Darren Lebrun. The TDA is providing CDL training for 11 County Sanitation employees, and all have either completed the program or are nearing completion.

The quarterly TDA in-service training day was conducted June 17. Included in the training schedule was a presentation by SSCC HR Director Mindy Markey-Grabill who reviewed key policies such as diversity and sexual harassment.

Overall enrollment for the fiscal year just ending was 335, compared to 415 and 448 the previous two years.

### Workforce Development

The monthly Resource Board meeting of the Highland County Enterprise Initiative (HCEI) was conducted June 22. John Joy continues to work with Highland County Chamber of Commerce Director Katy Farber as the application process is underway with the USDA to obtain continued funding of the program.

John Joy arranged a meeting with Rob Jaehnig of the Center for Innovative Food Technology (CIFT) on June 6 at the North Campus. Rob met with SSCC administration regarding interest in a food production related industrial park planned for land bordering the North Campus.

John Joy and Russ Brewer participated in the Clinton County Leadership Institute panel discussion as part of an Education Day June 16 at the North Campus. John and Russ were part of the Workforce Development panel.

Word was received from both Highland and Fayette County Job and Family Services Departments that the respective arrangements for operation of the One-Stops would continue in the coming fiscal year. The decision was late in coming this year due to the various budget issues at the local, state and federal levels.

### Continuing Education and Departmental Notes

The Every Citizen Online (ECO) project conducted seven classes with 50 participants in June. Project-funded equipment was allocated to libraries in Adams and Brown counties, getting facilities equipped to hold classes. Marketing material was provided as well to improve program communication to the areas to increase involvement and participation. New locations that started classes in June were Greenfield Library, Manchester Library, West Union Library, and the Seaman Library. These are free computer classes funded through Connect Ohio that are designed to give non-users the basics about computer operations and accessing the internet, as well as the benefits of broadband connectivity.

### Enterprise Center

#### Consulting

Coordinator Russ Brewer participated in one business consultation:

- June 10 – Adult Foster Care, Existing Business

#### Collaboration

Coordinator Brewer participated in the following collaborative events:

- June 1 – Ohio Energy Workforce Consortium Meeting, Manchester High School
- June 2 – Leadership Adams Board of Directors Meeting, Winchester
- June 3 – All College Meeting, Central Campus, Hillsboro
- June 7 – Datatel Informational Meeting, Central Campus, Hillsboro
- June 9 – Leadership Adams 2011 Class Graduation, Winchester
- June 14 – Jenzabar Informational Meeting, Central Campus, Hillsboro

#### Networking

Coordinator Brewer participated in the following networking event:

- June 16 – Clinton County Leadership Institute Panel Discussion, North Campus, Wilmington

## Student Affairs/Enrollment Management

### Tutoring

#### 2011 Spring Quarter Numbers:

- 223 students requested a tutor for spring quarter
- 472 open lab sessions and 264 one-on-one sessions have been conducted
- Total Numbers for 2010-11 Academic Year (*Summer 2010 Unavailable*)
- 606 students requested a tutor
- 1,440 open lab sessions and 694 one-on-one sessions were conducted
- 766 courses were requested by students
- The average number of tutors available each quarter was 34

## Tutoring Resource Manuals

The first copies of the *Tutor Resource Manual* have been completed and forwarded to the SSCC Human Resources Department for final approval. Each tutor will be provided a manual before the fall quarter. Policies, forms and tutor training are included. A separate *Writing Tutorial Resource Manual* is also near completion.

## Online Tutoring Services

The four Fujitsu Lifebooks purchased by Perkins grant monies have arrived and are being programmed by the IT Department. These tablet PCs with audio and webcam capabilities will be invaluable tools for the new online tutoring platform.

## Tutor Training

Tutor training will take place at each campus during August. In addition to the new tutor manuals, each tutor will receive a copy of Sally A. Lipsky's *A Training Guide for College Tutors and Peer Educators*. Forty copies were purchased with Perkins Grant funds. This guidebook offers valuable information and tutor training activities pertaining to active learning, online assistance, diversity, and roles of peer tutors.

## Advising and Retention

### Retention

The Retention office has been notified of the Fiscal Year 2012 allocation of funds for the Perkins Grant. The figure is \$92,856.82, which is an increase of \$7,934.54 from last year's amount. The office is working on a preliminary budget that was to be ready by July 1.

The Retention office hosted a workshop entitled "The Essentials of Excellent Customer Service" on Friday, June 24. The workshop was led by a trainer provided by SkillPath Seminars and was attended by personnel from Student Services, Advising and Retention Services, ABLE, as well as personnel from the Fayette, North, and South campuses.

### Advising

The Advising office attended informational and registration sessions at both the PACCAR Medical Education Building and Scioto County Career and Technical Center during the month of June. At both sessions, the office assisted in the advisement and registration of students desiring to enter the Wright State Nursing Program at the PACCAR facility. At Scioto County, the office presented information and answered questions about the programs that SSCC is considering offering at the site.

The office is also working through orientations for summer and fall. The office is also working with math faculty in the collection of data for a possible conversion to a computer-based placement assessment for math and English.

## Disabilities Services

### Audiograms

The Disabilities Services Coordinator met with Emily Wegner, Audiologist from Hopewell, on Wednesday, June 8, to discuss details of reading audiograms. Ms. Wegner provided a wealth of information. The knowledge will be helpful to determine if interpreting or captioning services are needed for future students and how to better serve our students with hearing disabilities.

### American Association of Deaf/Blind (AADB)

The Disabilities Services Coordinator attended the 2011 AADB National Symposium on June 21 in Fort Mitchell, KY. Workshops attended were on the following topics: "Support Service Providers (SSP) Service: The Next Steps," "Latest Technology for Deaf-Blind People," a Technology Lab/ Demo Show, and lastly, "The Minnesota Model: Providing Support Services to Deaf/Blind Individuals." The technology workshop and demonstrations were valuable in serving our current sight-impaired student population.

### Patri-Tots

Discounts for fiscal year 2010-11:

Employees	\$23,107.00
Students	\$ 2,060.29
Siblings	\$ <u>1,228.92</u>
TOTAL	\$26,396.21

## Enrollment

### Fall 2011

As of July 5, 2011, the total credit hours enrolled is 21,872 (a 5-percent decrease). Total FTE is 1,458.12 (a 5-percent decrease). Total headcount is 1,943 (a 4-percent decrease).

### Summer 2011

As of July 5, 2011, the total credit hours enrolled is 12,402 (a 23-percent decrease). Total FTE is 275.6 (a 23-percent decrease). Total headcount is 1,351 (a 17-percent decrease).

Summer 2011 enrollment is down significantly in virtually all categories. The primary cause of this is the elimination of fourth quarter Pell Grants. The fourth quarter Pell Grant initiative allowed students, provided that they met certain criteria, to receive Pell Grants for the summer term despite the fact that they had reached the yearly maximum Pell Grant during the preceding fall, winter, and spring. The Department of Education instituted fourth quarter Pell Grants for the first time in Summer 2009 which helped to boost summer enrollment. Earlier this year, the DOE decided to discontinue this initiative. As a result, many students have exhausted their Pell Grant eligibility for the year as of the end of the Spring 2011 term and have elected not to attend during the summer.

# Institutional Advancement

## Communications

### Marketing

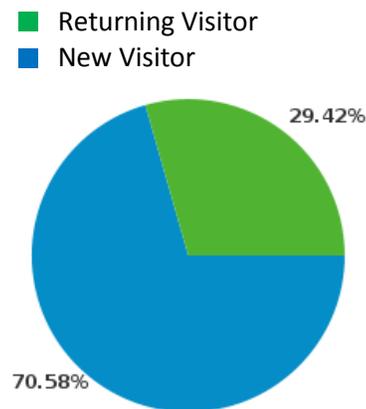
*2011-12 Advertising Campaign* – Development of the new advertising campaign is currently underway and mirrors the student-centered approach that has been successful in the recent past. Continuing with the theme, “A great place for a new beginning,” the campaign extends into highlighting key attributes of the college including affordability, high quality, and the unique experience of our students. In addition to using many traditional advertising strategies, several new advertising strategies, such as direct mail using variable applications, are being piloted.

*High School Graduate Direct Mail* – In late May a mailer targeting 2011 high school graduates was distributed to more than 3,100 households. Several new response strategies were tested within this mailing including a SMS texting option as well as a custom landing page on the web. Measurements indicate disappointing results for the SMS text with only five unique texts being submitted. This could stem from a variety of factors including prize attractiveness or reluctance to engage. The web landing page, commanded a more significant, yet still marginal, response with fewer than 100 unique hits. Despite the lackluster results of the test response mechanisms, it is hopeful the real response comes in the form of an application for admission and subsequent enrollment.

### Web

*Since the New Site Launch (May 13)* – Usage data suggests that visitors are spending more *quality* time on Southern State’s website. Statistics show:

- 466 goal conversions surrounding info requests and admissions last month.
- 11% decrease in overall average percentage of single-page visits.
- 13,603 more pages viewed in June 2011 than in June 2010.
- Uptick in overall average amount of time being spent on site.
- Uptick in overall average number of pages per visit.
- 70.58% returning visitors and 29.42% new visitors.



*New College Calendar Feature* – One enhancement included in the new web design is the [Active Data Calendar](#). Through this calendar, important dates, special events, and other information is communicated in an easy-to-access format via a button in the top right-hand corner on the SSCC website.

## Public Relations

*Graduation DVD* – As a good-will gesture toward building committed alumni, each graduating student will receive a DVD featuring the ceremony along with student testimonials. The DVD will accompany the diploma received by each of our 564 graduates.

## Foundation

*Donor Appreciation* – The SSCC Foundation hosted a special event targeted at past Foundation donors. Themed as “A Star-Spangled Beginning,” this reception served as a launching reception to announce the college’s renewed focus on the Foundation as a catalyst toward achieving the College’s strategic vision to be a first-choice college. Equally important, the event represented the opportunity to genuinely express appreciation for the commitment and generosity exercised by its donors.

# Human Resources

## Southern State Unveils Job Applicant Portal

Two of our strategic vision goals included the desire to be the best place to work and to be a driving force in innovation and technology. In support of these initiatives, Southern State’s Human Resources (HR) department and PeopleAdmin, a leading provider of HR management software for higher education, have developed a web-based solution to automate SSCC’s hiring process. The portal enables job seekers to apply online and faculty, hiring managers and search committee members to collaborate during the selection process. Central to our mission to be *Your First Choice College* is the quality of our faculty and staff. This technology better positions us to find the right candidates more quickly and cost-effectively while also reducing administrative activities. It will be accessible to candidates beginning July 18, 2011, from SSCC’s website under About Us > Employment Opportunities.

## Hiring

### Melanie Foxx

Melanie has been hired as a Simulation and Lab Specialist in the Nursing Department. Melanie’s responsibilities include assisting Health Sciences faculty and staff with day-to-day operations of laboratories and simulation, as well as assisting faculty with laboratory instruction and assessment. She also will be managing and maintaining equipment and supplies used in Health Sciences laboratories. Melanie’s office will be located on the Central Campus. Melanie’s first day at Southern State will be in mid July.

### Jason Reynolds

Jason has been hired as an English Faculty Member in the Academic Affairs Department. Jason will be teaching various sections of English beginning Fall Quarter.

### David Savola

David has been hired as an English Faculty Member in the Academic Affairs Department. David will be teaching various sections of English beginning Fall Quarter.