

# Southern State Community College

## September 2012 President's Report to the Board of Trustees

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*Dr. Kevin Boys, President*

### Fall Enrollment

We are finishing our first full week of the new academic year and can share some preliminary enrollment trends for Southern State Community College. All figures are compared to final fall enrollment of 2011:

Headcount: -15 percent  
FTE: -21 percent  
Credits: -21 percent

We continue to analyze the enrollment data but would offer the following early observations:

1. According to preliminary estimates, 21 of the 23 community colleges in Ohio are projecting enrollment decreases. The most significant declines are being seen among the schools transitioning to semesters this fall.
2. Although not directly related to fall enrollment, semester conversion seems to have had an effect on summer enrollment (returning students were reluctant to take hours on the quarter system since we were transitioning to semesters this fall.) Similarly, federal financial aid changes have negatively impacted summer enrollment.
3. Semester conversion seems to have had an effect on the number of credits (not classes) a student takes. For example a four quarter hour English course is now three semester hours. Students may still be taking four classes but earning only 12 credits instead of 16.
4. Additionally, some new US Department of Education regulations restrict that financial aid can only be applied to courses within a program. This has certainly had an impact on course enrollment in areas such as the arts and certain electives.
5. Recent changes in the federal Pell grant program have tightened restrictions on eligibility. Under one change, the maximum income for an automatic zero Expected Family Contribution has been reduced from \$32,000 to \$23,000, which eliminates many students from eligibility for an average Pell Grant of \$4,098. Under another change, students receiving the minimum Pell grant award of \$555 no longer qualify to receive it.
6. It appears that the headcount decline may be largely a function of the economy. Most of the TAA and WIA contracts that were significant here due to the DHL closure in Wilmington have expired. We graduated our largest class ever last spring, so the good news is many of these unemployed workers came back for retraining and education and obtained their degree or certification. **Our fall headcount remains 10 percent higher than our enrollment in 2008. In other words, in spite of this fall's decrease, our enrollment is still above pre-recession figures.**
7. We are looking at local demographic information on our local high school 2012 graduate populations. The most recent high school graduating class accounted for approximately 13 percent of our enrollment last year. This specific population of high school seniors in the College service area was also down 7 percent.

8. It's hard to quantify, but despite some recent reports to the contrary, the press seems to have given much attention questioning the value of a college education, issues related to student loan debt, etc.
9. You might find the following table instructive as well, especially in light of the recession and the high unemployment in our service area:

### Headcount by Age

AGE	2012	2011	2010	2009	2008
MEAN	26	28	27	27	26
MEDIAN	22	23	23	23	22
<=16	229	233	220	209	169
17-20	1002	1156	1266	1164	920
21-24	438	483	554	474	385
25-28	263	327	362	369	286
29-32	251	305	307	272	214
33-36	161	208	243	232	158
37-40	160	191	233	197	139
41-50	240	308	365	313	209
51-60	94	123	149	116	66
61+	16	16	30	24	26

### Amended Budget

You will see a proposed revised budget for your consideration in the Vice President of Business and Finance's report. With the decline in enrollment, there is a corresponding reduction in tuition revenue of approximately \$1.9 million. However, this year, tuition from the summer of 2013 will be included in FY13. This will reduce the tuition estimate adjustment to \$750,000. There is also some reduction in costs due to reduced overloads and fewer sections of classes offered. Most significantly, we have tightly controlled hiring replacement personnel as people have left the College during the last several months and have closed the gap significantly between revenue and expenditures.

### CRD Article

Attached to this report is an article I wrote for the Council for Resource Development (CRD) that will be published by that organization.

### Ohio Trustee Conference

The Ohio Board of Regents has asked us to save 8 a.m.-3 p.m., November 13 for the 2012 Trustee Conference to be held at Columbus State Community College. If you are interested and available to attend, please let me know.



## President's Activities and Involvement

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

- Meeting with Brown County Official
- Early Childhood Education Conference Welcome
- High Schools That Work Board Meeting
- Practical Nursing Pinning
- Adjunct Faculty Orientation
- Complete College Ohio Task Force Meeting
- Meeting with Shawnee State University President
- Pre-Audit Meeting
- Hillsboro Rotary
- Greenfield Rotary
- Wilmington Noon Rotary
- Highland County Chamber of Commerce Board Meeting
- Brown County Campus Planning Meetings
- Faculty and Staff Opening Week Activities
- Fall Semester Opening Day Campus Visits
- Meeting with Student Government Association President
- Faculty Senate
- Highland County Fair
- Ohio Board of Regents Senior Vice Chancellor Tour and Meeting

## Academic Affairs

### Higher Learning Commission Distance Education Site Visit

On August 21, the College received recommendations from the Higher Learning Commission site visitors who were on campus at the end of July to review the College's distance education efforts. Southern State is to be placed in Level 2, which means the College will have to ensure it does not have more than 20 percent of its programs considered available online. The Vice President of Academic Affairs, the Distance Education Subcommittee, and the Technology Committee will work together to determine the best path to meet this criteria. Additionally, the Academics Department will review the recommendations made by the visiting team concerning distance education to determine the best ways to implement these recommendations in a timely manner.

### SSCC Theatre – Annie

Rainee Angles reported attendance records were broken during the SSCC Theatre production of "Annie" in early August. During her nine years at SSCC, Ms. Angles has not experienced any higher attendance numbers than the recent community support from Annie as follows:

- Friday | 378, 94.5 percent occupied
- Saturday | 298, 74.5 percent occupied
- Sunday | 391, 97.75 percent occupied
- Total | 1067, 88.9 percent occupied

Ms. Angles and the entire cast and crew are to be commended for their efforts on the production.

## Respiratory Care Program


The Respiratory Care Program has submitted its 2012 Annual Report of Current Status and Resource Assessment Matrix to the Commission on Accreditation for Respiratory Care (CoARC). Upon review of the submitted report, CoARC recently sent their response, in which it stated, “Based on the outcomes you reported, your program has met or exceeded all currently set thresholds for success on each of the required outcome measures. This is an accomplishment of which you, your staff, and institution should be proud. No further action is required on your part.” Chyane Collins, Respiratory Care Program Director, is to be commended for her continued work on making and keeping the program a success.

## Academic Partnerships

During the current academic year, Southern State will begin to offer courses and programs with several career centers and educational centers. Two of these will be with Great Oaks Career Campuses through the Ford ASSET program, which is housed on the Scarlet Oaks Campus, and with the Aviation Technology program, which is housed on the Laurel Oaks Campus. Additionally, the College is partnering with the PACCAR Medical Education Center at the Adena Regional Health System in Chillicothe to offer Southern State’s Medical Assisting program.

## Workforce Development and Community Services

### Truck Driving Academy

TDA enrollment for the first two months of the fiscal year is decreased compared to the same period one year ago. New partnerships continue to be sought to boost enrollment. Belmont Technical College is on board and a skill pad in the region has been obtained. Delaware Area Career Center (near Columbus) was visited to begin the process of arranging a partnership with them. 

A draft MOU was provided to The Ridge Project to provide CDL training for ex-offenders. The Ridge Project is an Ohio faith-based project that helps strengthen Ohio’s families and youth. The TDA is working with their workforce training staff to offer CDL training.



TDA’s first trailer with SSCC’s new logo.

Dr. Ryan McCall and Mr. John Joy met twice during August with adult educators from Warren County Career Center to offer customized truck training for its Lineman Technician program. WCCC has

expressed a desire to obtain a new training provider that will better meet its needs and the needs of the students. This arrangement, when finalized, could train up to 100 lineman technicians annually. The TDA would provide two weeks of customized training. ✓

### Workforce Development

The first of several full-day training sessions was offered to DP&L employees at the Manchester training facility on August 17. Jeff Montgomery, SSCC Computer Science faculty member, conducted the training, and the feedback was excellent. ✓

Southern State Community College, in partnership with the Highland County Chamber of Commerce, is pleased to announce that a new Enterprise Facilitator has been hired. Her name is Sharon Bedard, and she began on August 1. SSCC is once again serving as the fiscal agent for this second USDA grant to provide grassroots small business support in Highland County.

### Continuing Education & Departmental Notes

Attendance at the Boston Reed College information session held on August 24 was outstanding. Boston Reed officials in attendance noted the turnout was four to five times the number usually attending these information sessions in a rural area. The two careers drawing considerable interest are the Veterinary Assistant and Dental Assistant programs. This is short-term, entry-level training designed to provide the basics for someone entering the field. Several attendees voiced their appreciation that SSCC was offering these programs that will save them a long commute and time and money compared to other similar programs. With sufficient enrollment, classes are to begin in September. ✓

Twenty-three participants completed free Connect Ohio computer classes at four locations during the month of August.

The Enterprise Center at Southern State Community College and the Voinovich School of Leadership and Public Affairs conducted a workshop on Profit Mastery: Get Control of Your Business. Held August 21 and 28, the internationally acclaimed seminar for business owners and managers offered practical, hands-on action steps for improving profitability and efficiency to keep a business strong and competitive. ✓

## Institutional Advancement

### Communications

#### Marketing | Public Relations | Web ✓

The new brand and logo continues to gain momentum among students, faculty, staff and community members. General awareness efforts continue to thrive as the



**SOUTHERN STATE**  
COMMUNITY COLLEGE

College has been fortunate to get a “bigger bang for the buck” per se by capitalizing on deeply discounted advertising rates and special promotions. Further, brand education continues to be a top

priority. This has been nicely facilitated by the online availability of the [Identity Standards Guide](#), which was a training option during the recent opening week activities. Constitutents continue to use this guide for everything from logo standards to requesting publicity, and most recently, being able to order business cards on demand.

### Joint Advertising

The data collected for the rebranding suggested that the College would benefit by more actively raising awareness of its unique partnerships with four-year and graduate partners. To preserve the integrity of our image, the College has historically taken a rather conservative approach to co-advertising. Today, however, there are a number of well-established and highly successful partnerships with which it appears advantageous to partner. Under watchful eyes, it is likely that there will be more and more ads, billboards, etc. like the example here.



### Foundation

#### Annual Meeting

The Southern State Foundation will host its annual meeting 4 p.m., Wednesday, October 24.

#### Promotion

The [Foundation webpage](#) has been given a long overdue facelift. Features of the page include a complete listing of volunteer board members, a comprehensive listing of the endowments as well as a clearer purpose statement and more accurate descriptions of how to make a gift.

#### Upcoming

Fall appeal letters will be mailed in late September. Among the target audiences are internal constituents (SSCC Faculty and Staff), active contributors and past friends of the Foundation.

## Human Resources

### Staff Development and Training

#### Ergonomics

Greg Nartker, ergonomist with the Ohio Bureau of Workers' Compensation, gave a presentation August 20 at the Central Campus on general ergonomics in the workplace. The presentation covered the analysis of the physical relationship between the worker and the work environment. Based on the analysis, solutions are formulated for problems involving manual material handling, cumulative trauma disorders, video display terminals, workplace and workspace design, adverse environmental conditions, shift work and occupational stress.

### Non-Violent Responses to Difficult People

William Healy and Susan Rance-Locke, retired law enforcement officers of North Coast Polytechnic Institute, provided a seminar August 21 at the Central Campus titled Non-Violent Responses to Difficult People. Thirty-five staff and faculty members attended the training with topics including:

- Strategies for Prevention – Rather than Reaction
- Conflict Resolution
- Verbal and Non-Verbal Communication
- Practical Skills to Cope with Personal Fears, Safety Issues and Physical Interventions

### Higher EdWORKS

Higher EdWORKS is SSCC's new online training partner. Higher EdWORKS offers comprehensive safety training to SSCC full-time faculty and staff members. The training included an overview of how to log in and navigate the system and the types of training courses available.

### CPR/AED Training

The EMT and HR department partnered to provide CPR/AED training to all interested faculty and staff members on August 23 at the Central Campus. All participants received a course text book and a certification card.

### New Hires

#### Kelly King

Kelly King has been hired as a full-time faculty member in Respiratory Care in the Academic Affairs division. Her first day teaching full time with Southern State was the beginning of Fall Semester. Ms. King's experience includes working at hospitals and medical centers as an RCP. She returns to SSCC as a graduate of Southern State Community College with a degree in Respiratory Care and is currently working on her bachelor's degree in healthcare management.

## Student Affairs/Enrollment Management

### Admissions and Student Activities

#### PSEO Orientations

The Admissions Office offered eleven orientations specifically for new PSEO students, or PSEO students who had only participated as on site (dual enrollment) students in the past. A total of 146 students attended these sessions; the Admissions Director met individually with another 12 who were unable to attend a regularly scheduled orientation.

#### Placement Test

Students began taking the Accuplacer test in May to determine math and English placement. All new students starting Fall Semester 2012 were required to take the test unless they had college transfer credit in English or math. From May 1 to August 24, proctors administered 1,036 tests. This figure



includes PSEO students as well as returning students who had never started a math or English sequence prior to the Accuplacer implementation. Scores and placement will be studied by faculty and student services during the next few weeks to determine if placements are as accurate as possible. This test has the potential to be a powerful retention tool.

### Transfer Students

The Admissions Office received 577 college transcripts for evaluation from August 15, 2011 until August 24, 2012. This number reflects the growing number of students who are moving from one community college to another or perhaps from a four-year college to a two-year college in search of additional job skills.

### Professional Growth

The Director of Admissions attended the Accuplacer National Conference June 28-30, 2012. Many schools were interested in Southern State's evaluation of the Write Placer product, the computer-evaluated essay component. SSCC has used this portion of Accuplacer for several years in PSEO testing, and is now using it exclusively for English placement.

### Career Services

Career and Counseling Services will begin offering Wednesday evening appointments open for all students at the Central campus September 19 to accommodate client schedules.

### Disabilities Services

#### Perkins Grant

The Equal Access Initiative was funded through the Carl Perkins grant. The new technology, such as Intel Reader, Live scribe Smart pen packages, Electronic Stethoscope package will be distributed to students for Fall Semester.

#### Disabilities Services SharePoint

The Disability Services Coordinator developed a Disability Services SharePoint site with reference material for Student Services staff and full-time faculty. The site was developed to ensure faculty and staff can provide accurate information to students.

#### AmeriCorps Presentation

The Disability Services Coordinator presented "Disability Services 101" on August 14, 2012 to new AmeriCorps coaches.

#### Case Load

The current case load for Fall Semester is 62 students with an additional four in process.



## Financial Aid

### Disbursements

Fiscal Year 2011-12 is being closed and ready to file under the Fiscal Operations Report to the U.S. Department of Education. It is due prior to October 1, 2012. The tentative amount disbursed totals \$20,121,401, which is a decrease of \$3 million compared to 2010-11. This is primarily because the Dislocated Worker group has finished. Southern State is still up more than \$3,000,000 from before the DHL closure.

To date 3,633 Federal Financial Aid Applications have been received for the 2012-13 academic year compared to 4,475 in 2011-12, a difference of 842 applications. Because of the early start date, more than 200 applications per week are being received, meaning the numbers will adjust. The Financial Aid Office is attempting to implement a new federal regulation that does not allow payment of federal financial aid for classes that are not a part of the student's major. Southern State's current software does not perform this task, so a process to verify course schedules for students prior to disbursement is being researched. Manually, it would take a lot of time and staff to adhere to this new regulation.

### Student Government

Student Government students attended their annual retreat at Alley 21 Restaurant in August. During that time they mapped out their year's calendar and budget. The Student Government Association has been involved in the following:

- SGA students have manned a booth during the first week of the Fall Semester generating 20 interest forms as they attempted to recruit new students.
- A "T-shirt Swap" was conducted by SGA on Thursday of the first week of classes in an effort to bring in old logo shirts as well as other college shirts to donate to the Homeless Shelter. New logo shirts were exchanged, thus exposing the new logo among the student population. The SGA purchased 300 shirts with student activity monies for the Swap.
- A Tobacco-Ban Survey has been generated with the President's approval to be posted on the College's web site as well as through signage on all campuses. The SGA will work to gain student opinions on the subject as well as contact information of those who may wish to serve on a small focus group. The launch dates of this survey are September 17-28.

## Tutoring

### Web Tutorials

The Tutoring Center conducted individual web tutorials at all campus locations August 27 and 28 to help students activate *My Student Records*, *My Mail* and *My Blackboard* located on the SSCC portal. Tables were set up at each campus to allow students the opportunity to learn about the SSCC Tutoring Center, to sign up for tutoring and to direct students to the labs for the web tutorials.

### Online Success Workshop

The Tutoring Center conducted two Blackboard 9 workshops targeting students enrolled in an online class. These *Online Success* workshops, a retention effort to address the low success rate of online classes, were scheduled at the South Campus August 8 and at the Fayette Campus August 9. All survey

respondents highly recommended the orientation before taking an online class. Timothy Crowder was the facilitator.

### Computer Fundamentals for the Classroom Workshop

The Tutoring Center also conducted the *Computer Fundamentals for the Classroom*, a Microsoft Office Word, Excel and PowerPoint training workshop, prior to the Fall Semester at all four campuses August 10-15. Timothy Crowder, Stephanie Bartley and Jon Hike were the workshop facilitators. Student surveys reflected that all participants found the workshop extremely helpful in preparing students for classroom assignments and projects needing Microsoft Office programs. During the summer, the Tutoring Center received another Perkins grant to continue the funding of this workshop.

### Tutor Training

The Tutoring Center staff conducted an all-day training session for all tutors August 17 at the Central Campus. The six-hour session covered topics required by the International Tutor Training Program Certification. Tutors are now required to attend all training sessions to ensure quality tutoring practices, to impart policies and procedures and to identify the differences between instructor and tutor roles. Topics such as the tutorial cycle, beginning and ending a tutorial, learning styles and strategies, active learning, critical thinking, study skills, referrals, as well as managing the tutor labs were covered. Friday morning orientations are scheduled throughout the Fall Semester to prepare new students or train those who could not make the August 17 workshop. The remainder of Level 1 training will take place December 13.

### Perkins

The Tutoring Center staff received a Perkins grant for professional development at the November 2012 CRLA Conference.

### Mission

The Tutoring Center has been gearing up to help SSCC students meet with success. It is the mission to help students become independent, lifelong learners. The Center will continue to try to instill into students the motivation and the tools necessary to learn and excel in their programs. Efforts have been underway not only to provide tutoring for students at the College's current locations but to also ensure access to tutoring services at off-site locations such as Scioto Technical and Manchester.

Attachment: CRD Article

By Kevin Boys, PhD, President, Southern State Community College, OH. [kboys@sscc.edu](mailto:kboys@sscc.edu)

**Relationships** can make or break a partnership. I've learned that well as the president of Southern State Community College and in my 31 years in public K-12 education, most recently as superintendent of a suburban school district.

Shortly after my arrival at Southern State, it became apparent that it was time to re-imagine the college's vision. Rather than embarking upon a five-year strategic plan, we engaged the college community in a creative visioning process. One of the key activities was to design a magazine cover with our institution as the feature story. We had to ask ourselves: What would the headline be? The feature articles? The pictures? In the end, our team cast a new vision to be a First-Choice College.

To realize this vision, we identified six core attributes including, "Synergy through Collaboration and Partnerships." We also identified the bold steps required to propel us forward. This made its way to the goal level and the matrices by which the institution and president would be evaluated.

For the purpose of this article, I will specifically outline my part in finding that synergy through partnerships, especially among our partner K-12 school districts.

**First**, of course, is that relationships can make or break a partnership. In my first few months, I made a personal visit with each of the 24 superintendents in our college's service area. The purpose was simple: to acquaint them with a college president who might serve as a resource or a connection to higher education. I was warmly received and appreciated for demonstrating such a high level of interest.

**Second**, even though we had assigned the responsibility for fostering dual enrollment programs to a campus director, I relished the opportunity to tell our story to any school leader or group who would listen. Word has a way of spreading, and I have spoken with superintendent groups ranging from High Schools that Work, STEM Consortia, and leaders from high achieving school districts who have long relied on advanced placement courses. I hosted a luncheon at the annual Ohio School Board Association conference that nearly every superintendent and treasurer in the state attends. Why? To explain how our model of dual credit works, and to say thank you.

**Third**, we have used a financial model that is far less punitive to the local school districts than the state's program for postsecondary options. Three years ago we had a presence on four local high school campuses. Today, that number is 25 and growing each semester.

So what inspires me to strengthen these partnerships? At a recent commencement I awarded 20 associate degrees to students who also graduated from high school only weeks prior - all at no cost to their families. They are now ready to transfer as juniors to universities.

**What does the college get out of it?** In addition to the enrollment, we get partners who know us, who have a growing respect for the institution, and who may be inclined to work with us on future projects such as college readiness, college access for under-served populations, and expanded early college opportunities. Of course, in the process, to hundreds of students we might not have reached otherwise, we became their First-Choice College.

