

# President's Report to the **BOARD OF TRUSTEES**



**SOUTHERN STATE**  
COMMUNITY COLLEGE

APRIL 2015 | DR. KEVIN BOYS, PRESIDENT

## **Upcoming New Board Member Orientation**

A half-day orientation for new board members has been scheduled for Monday, April 27, from 9 a.m. to 12 noon. We will do our best to provide a most informative introduction to all of the major aspects of the College. We appreciate the investment of time devoted to better understanding the College and the roles and responsibilities of our board, administration, faculty, and staff.

## **Voluntary Framework for Accountability Oversight Board**

I was honored to receive an invitation to an appointment to the American Association of Community Colleges' VFA Oversight Board. The board is comprised of 12 community college presidents for three-year terms. The Voluntary Framework is our national association's effort to improve transparency, report meaningful data about member institutions, and ultimately use this data to help more students experience success. Travel expenses are reimbursed by the AACC.

## **Finance Committee Meeting**

The finance committee will meet at 5 p.m. in Room 203 at the Brown County Campus prior to the Board of Trustees' meeting. The committee will review a preliminary budget for Fiscal Year 2016, tuition recommendations, an anticipated recommendation from the insurance committee, and future revenue possibilities. Board members appointed to the Finance Committee include Michelle Cimis, Brian De Bruin, Don Moore, and Kyle Rudduck. The Board's chair serves in an ex-officio capacity on all committees.

## **All-Ohio Team for 2014-15**



*Alignment with the Strategic Goals*

The following students will be recognized for their outstanding academic achievement at the All-Ohio Awards Luncheon on Thursday, April 23, in the Ohio Capitol Atrium.

- Brittany Baker, Brown County Campus (from Blanchester)
- Kelsey Davis, Fayette Campus (from Washington Court House)
- Jessica Clark, Central Campus (from Hillsboro)
- Elizabeth Rumschlag, Central Campus (from New Vienna)

## Upcoming Events

Board members are invited and encouraged to attend any of the following upcoming events:

### APRIL

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|----------|--|
| 04.11.15 | <b>SSCC Women's Softball Game vs. UC-Clermont</b><br>1:00 pm/3:00 pm   Central Campus                |
| 04.16.15 | <b>Art Show 2015</b><br>6:00 pm-8:00 pm   Fayette Campus   |
| 04.19.15 | <b>SSCC Women's Softball Game vs. Miami University-Hamilton</b><br>1:00 pm/3:00 pm   Central Campus  |
| 04.24.15 | <b>Connect to College Day</b><br>9:00 am-12:00 pm   Fayette Campus                                   |
| 04.25.15 | <b>SSCC Women's Softball Game vs. OU-Chillicothe</b><br>1:00 pm/3:00 pm   Central Campus             |
| 04.28.15 | <b>SSCC Women's Softball Game vs. Sinclair Community College</b><br>3:30 pm/5:30 pm   Central Campus |

### MAY

- |          |   |
|----------|---|
| 05.07.15 | <b>ADN Pinning</b><br>7 pm   Patriot Center, Central Campus |
| 05.08.15 | <b>Graduation</b><br>7 pm   Patriot Center, Central Campus  |

## President's Activities and Involvement

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

- WSRW Interview with Willard Parr
- Luncheon with the Dean of the Adult Opportunity Center and Student Success Staff
- Meeting with Burges & Burges Strategists
- Hillsboro Rotary Club Meetings
- Meeting with Jan Ferris of Employment First
- Meeting with Adams County/Ohio Valley School District Representatives
- Meeting with Dr. Mark Brooker and Indiana Wesleyan Representatives
- Rotary Club Board Meeting
- Breakfast Meeting with Dr. Tom Randall with Highland District Hospital
- Highland County Chamber of Commerce Board Meeting
- Meeting with Ashley Kelly, USDA Hillsboro
- Meeting with Mayor Randy Riley
- Meeting with Jeff Ortega and Jack Hershey with the OACC
- Conference Call with Burges & Burges Strategists
- Meeting with Tony Long with the Southern Ohio ESC and Harry Snyder with Great Oaks
- Meeting with Clinton-Massie Superintendent
- Franklin University Council of Presidents Conference Call

## **ACADEMIC AFFAIRS**

### **RAPIDS grant**

Southern State is partnering with multiple educational entities to submit a proposal to the Ohio Board of Regents (OBR) for the Regionally Aligned Priorities in Delivering Skills (RAPIDS) grant. Southern State is leading the portion of the proposal focusing on increased healthcare training. The anticipated outcome of this focus will be the purchase of three human patient simulators to be housed throughout southeast Ohio and one simulator which will be mobile, allowing for training in multiple locations.

Additionally, there are two other concentrations within the proposal, one on environmental health and safety and one on advanced manufacturing. In total, the three proposals will be requesting \$1 million in grant funds to purchase equipment which will

be utilized to provide training designed to meet the needs of business and industry in southeast Ohio.

The partners in this consortium include the following higher education institutions: Ohio University, Chillicothe and Southern campuses; University of Rio Grande/Rio Grande Community College; and Shawnee State University. The consortium also consists of the following Ohio technical centers: Scioto County Career Technical Center; Pickaway-Ross Career & Technology Center; and Buckeye Hills Career Center.

### **OACC Program Redesign Regional Workshop**

Southern State's Fayette Campus was host for the Ohio Association of Community Colleges' regional workshop on program redesign. The purpose of the regional workshop was to assist colleges with the task of redesigning programs with more than 65 credit hours. The Ohio Board of Regents has required all programs over 65 credit hours to be reduced to meet this number, unless they are externally accredited (nursing, respiratory care, etc.). Faculty from four institutions, including Southern State, participated in the workshop.

The goal for all colleges is to have a plan in place to reduce the credit hours by fall of 2015 with most of the programs at or below 65 hours by fall of 2016. A primary reason for this reduction is to reduce time to degree, cost to students, and to increase retention and graduation rates for all Ohio students.

## **Workforce Development and Community Services**

### **Truck Driving Academy**

Enrollment for the first quarter of 2015 was very close to same period one year ago – 73 for the three months in 2014 compared to 71 this year.

An initial meeting was held March 13 with Jeff Miller, Assistant Vice President for Workforce Development at Sinclair Community College, to discuss details related to a CDL driving school partnership targeted to begin June 1.

One of the outcomes of the Ohio Continuing Higher Education Association (OCHEA) conference noted below was an inquiry from Edison Community College to explore a CDL partnership with them; John Joy provided them initial materials for review.

### **Workforce Development**

Customized (contract) training arrangements were finalized with both Domtar Paper Company in Washington Court House, and Hood Packaging in Wilmington.

Plans were started to jointly offer some revised information sessions on UAS (unmanned aircraft system) Precision Ag applications. The regional Farm Bureau has expressed enthusiasm in bringing this program information to its membership.

### **Continuing Education, Community Services, & Departmental Notes**

John Joy, SSCC Dean of Workforce Development & Community Services, and Russ Brewer, SSCC Enterprise Center Coordinator, attended the Ohio Continuing Higher Education Association (OCHEA) annual conference March 19 and 20 in Columbus. John and Russ presented at the conference on the Grow! Highland small business project that Southern State and the Highland County Chamber of Commerce founded, and is now in its fifth year. Russ Brewer was elected to the OCHEA Board of Directors.

One of the vendors at the OCHEA conference supplied contract training to the division years ago. With contact re-established, a meeting is planned in April to arrange details for non-credit pneumatic and hydraulic training leading to industry-recognized credentials.

Basic Life Support continuing education courses are scheduled for May, June, and July. In addition to open enrollment participants, this training also serves a number of current and potential students in the SSCC health services programs.

## **STUDENT SERVICES AND ENROLLMENT MANAGEMENT**

## **Financial Aid**

### **Scholarships and Financial Aid Application Processing**

The Super Start Scholarship has been re-instated for this summer semester and more than 100 applications have been received and processed to date. This scholarship gives 2015 high school graduates who are academically eligible the opportunity to take up to six semester hours at no charge during this summer semester. The application filing deadline is in May.

Trustee Academic scholarships for the upcoming academic year are being reviewed and awarded.

The financial aid awarding process has begun for the fall semester. Award offers are being sent to students currently based on their FAFSA (Free Application for Federal Student Aid).

### **Default Rate Appeal**

The staff is reviewing the reported students in the Draft Cohort Default Rate for potential data challenges. The window is currently open to submit a challenge/appeal to the Department of Education if determined.

## **Records**

### **Veterans and Service Members**

Seventeen veterans and service members have taken advantage of the early registration that opened on Monday, March 23.

### **College Credit Plus (formerly PSEO)**

The increased volume of College Credit Plus (CCP) applications coming in has been great. We have received and processed 132 CCP applications in comparison to the 27 that were processed last year by this same time. An email to local superintendents, principals, and counselors, along with the referenced informational handout is enclosed

with this report.

## Recruitment

Heather Miller has been hired as a full-time recruiter and will begin her position April 6.

Southern State presented at 34 different high schools during their respective CCP information nights. This coverage represents 11 counties.

## Student Success Center

### Early Alert Messages and Mid-Term Reports

Early alert messages and mid-term reports for Spring Semester 2015 (through March 23) numbers are as follows: 278 early alerts have been submitted, and 37 staff/faculty members have used the Early Alert System.

### Midterm Reports

558 students received a Midterm Report letter for 818 midterm reports submitted by the faculty to the registrar. Reports are issued for students who currently have a D, F, or any grade that does not meet the standard at this point in the semester. The Student Success Center then issues a letter to the student to make the student aware of their status and to encourage them to meet with their instructor, academic advisor, or tutor to address the concerns of the report and consider resources and options available to the students.

### Tutoring Center

Tutoring sessions and activities for March are as follows:

- There are currently 12 tutors on staff;
- Three new tutors are scheduled for training on Friday, March 27;
- 124 students have submitted a tutor request form for 64 different courses;
- Students have participated in drop-in labs 116 times;
- Students have participated in one-on-one sessions 80 times;

- Several Accuplacer® Test Prep Workshops were scheduled during spring break; and
- Several Accuplacer® Test Prep Workshops have been scheduled for late April
  - Each campus will host an arithmetic workshop
  - Central Campus will host an algebra workshop
  - Help with writing will be by appointment only.

## Retention

AmeriCorps College Completion Coaches Jade Hunt and Erin Kirker have completed the following service and student success activities for spring semester:

- In the month of January, Erin and Jade focused their efforts on a Martin Luther King Jr. Day service event. Their goal was to raise \$200 by selling pizza and baked goods, then use those proceeds to purchase cleaning supplies for the Highland County Homeless Shelter. The results, thanks to the support of the faculty, staff and student body of SSCC, were a great success. In total they raised \$211.30. Cleaning supplies were purchased at the local Wal-Mart and delivered to the shelter.
- In between service projects, Erin and Jade have entered all eight PSYC1108 College Success classrooms throughout the four campuses. In total they have distributed Individual Plans for Academic Completion (IPACs) to nearly 120 students.

## Advising Center

Stephanie Bartley, Administrative Assistant of the Student Success Center, is currently updating the 2015-16 advising worksheets (or degree audit reports). These reports were initiated in 2013 in an effort to more efficiently streamline academic program information into advising tools used by advisors to help students graduate in a timely manner. A total of 1,007 students have been served by the Advising Center from January 5 – March 20, 2015.

## Steps to Success

Advisors will participate in four Steps to Success: Fall Registration Blowout events scheduled for the first week of May to encourage early registration. Advising staff will meet at each campus from 10 a.m. - 5 p.m. for arena-style scheduling.



All Student Success Center advisors and AmeriCorps coaches conducted or represented Southern State at five additional College Credit Plus events offered at area high schools during March, bringing the total number of events to 15.

### **Career and Counseling Services** ✓

A Graduation Fair was held at each campus to ensure that students graduating in 2015 have an opportunity

- to learn more about career and job services available to them as SSCC alumni;
- to learn about financial aid exit counseling and SALT financial literacy educational program;
- to connect with Ohio Means Jobs resources;
- to learn more about transfer options and SSCC partnerships;
- to provide best practices for resume writing, interviewing, and dressing for interviews and the job; and
- to talk directly with service recruiters and other organizations invested in job placement.

The Graduation Fair also promotes other programs available to graduates such as transfer partnerships, the North Campus Job Fair, and SSCC Alumni Association information. The Graduation Fair is an effort to reach out to as many graduates as possible with important information about student loans, job opportunities, and other SSCC services and to do so in one convenient time and location.

## **Student Activities**

### **Graduation**

Graduation planning is well underway with both administration and volunteers giving their input and support at respective meetings.

Something new this year will be red, white and blue Americana cords awarded to veterans who are graduating, in honor of their service. There are as many as 24 veterans who could be participating in graduation.

### **Student Government Association**

SGA is happy to report they are waiting to participate in the Mochtails event, located on the Brown County Campus, which was rescheduled from a snow day last month.

Student Government students donated to the Highland County Society for Children and Adults telethon, in the amount of \$250. They are also making a donation of \$100 toward the Ladies Tea at Brown County Campus in May.

Upcoming events include officer elections at the end of April, and May graduation assistance.

### **Phi Theta Kappa**

Phi Theta Kappa will be conducting new member orientations on Brown County and Central campuses on March 24 and 26 respectively. Preparations are under way for the new member induction ceremony. New members will be given an opportunity to earn service points in order to be nominated for an officer position.

PTK will be raising funds for the Wounded Warrior Project on the Brown County Campus.

## **INSTITUTIONAL ADVANCEMENT**

### **Communications**

### **Marketing | Public Relations | Web**

#### **The Celebration Continues**



In conjunction with the College's 40<sup>th</sup> Anniversary, a variety of events and special initiatives are under way. Among some of the community engagement activities include sponsorship of our local Chamber of Commerce's "After-Hours" activities as well as a tentatively scheduled main event celebration, Flashback Friday.

**Wednesday, June, 24** | 5-7 p.m. | Mt. Orab Campus  
Brown County Chamber "Business After Hours" Community Event

**Thursday, July 16** | 5-7 p.m. | North Campus  
Clinton County Chamber “Business After Hours Community Event

**Friday, Sept. 18** | 6-10 p.m. | Patriot Center (*Tentative*)  
Flashback Friday | 40<sup>th</sup> Anniversary Blowout Extravaganza

**Thursday, Oct. 15** | 5-7 p.m. | Central Campus  
Highland County Chamber “Business After Hours” Community Event

**Wednesday, Nov. 18** | 5-7 p.m. | Fayette Campus  
Fayette County Chamber “Business After Hours” Community Event

### Summer/Fall Registration Promotion

In preparation for the upcoming summer and fall semesters, the Communications Department has implemented a multi-media advertising campaign geared toward the registration period to not only help with retention, but also help drive enrollment for the upcoming term. The campaign includes various marketing and print collateral such as a direct mail postcard to all current students reminding them about registration and the process; web banner ads (in five different markets) linked to registration web page; text blasting and email blasting campaigns; campus-based displays (posters, tents, digital sign boards); social media announcements; the creation and distribution of a Registration Guide for the 2015 Summer/Fall Semester; advertising on Pandora © internet radio, and a variety of print ads in specialty publications in the upcoming months.

### SSCC Team Wins Gold!

As a member of the National Council for Marketing and Public Relations (NCMPR), the College’s Communications Team was recognized at the 2015 National Conference in Portland, Oregon, on March 24. The Communications Office received a GOLD Paragon for its submission of the Brown County Campus Dedication Ceremony invitation.

The Paragon Awards recognize outstanding achievement in communications at community and technical colleges across the United States. It is the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year community colleges. NCMPR is



Southern State’s winning entry in the NCMPR Paragon Award Competition. Entry in the Notes/Cards/Invites Category.

affiliated with the American Association of Community Colleges. The 2015 competition was judged by 80 professionals from across the country and included nearly 1800 various print and media entries.

### **Parent Affordability Mailer**

A direct mail postcard promoting Southern State's cost savings, scholarships, and transfer arrived in homes in late February. The card was mailed to the parents of high school juniors and seniors (approx. 8,000 recipients) in the following counties: Adams, Brown, Clermont, Clinton, Fayette, and Highland. Highlighted in the piece is a parent testimonial, facts about Southern State's affordable tuition, and information on our transfer agreements. The card closes with a reminder about Connect to College, an event designed for new students to learn more about Southern State, the admissions process, financial aid, etc. This mailing is the second of a two-part series; the first postcard was mailed to the same households in early January, but targeted the student instead of the parent by highlighting cost savings, transfer and testimonials, all from the perspective of a student.

## **Foundation**

### **Alumni Association Activity**

In May 2014, the College implemented a soft launch of the Southern State Alumni Association by reaching out to the 2014 graduating class and welcoming them to alumni status. Since that time, a more concerted effort has been put forth to formalize the association and leverage the strength of our alumni to build awareness for the College. In conjunction with the 2015 Graduation Fair, the Alumni Association will formally launch and invite new memberships. This engagement activity will be followed by a more robust multi-media awareness campaign which will unfold throughout 2015.



#### **Purpose Statement:**

The Southern State Community College Alumni Association exists to actively engage alumni in programs, events, and services that support Southern State's students' continued success while also advancing the College for future generations.

## Membership:

Membership is open to all graduates of Southern State as well as current or past students of the College who have successfully completed any credit or non-credit course. All honorary degree holders and present or past members of the faculty and staff are also invited to become members.