

# Southern State Community College

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

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*Dr. Kevin Boys, President*

### **Brown County Campus Progress**

Trustees Doug Boedeker and Don Moore were able to join me and Jim Buck, Vice President of Business and Finance, at the state architect's office on July 20 for the selection of a construction manager. It was a very competitive and objective process between the four short-listed construction firms. Quandel Construction Group, Inc. was selected for the project and will soon join the College, state architect's office and our architects, BHDP, in providing pre-construction services. I believe you will be impressed over the next two years with their communication, cost control and attention to detail that will bring us a new campus that delivers the most "bang for the buck." Although we are still on track for a spring/summer of 2014 opening, it doesn't look like we will need to break ground until spring of 2013. This will allow ample time for a thorough design process and preparation for bidding.

Our architects facilitated three separate focus groups on July 23 with students, faculty and staff to hear their initial input regarding the new building. This was the first of many times and ways in which different stakeholders will be involved in this planning process. We will need to find a format that is convenient for the Board of Trustees as well.



### **Marketing Campaign**

The new marketing campaign appeared on billboards, local newspaper ads, and the redesigned web site in a very coordinated fashion on July 1. More information can be found under the report from the Office of Institutional Advancement. Once again, I commend the communications group for their teamwork, creativity, execution and cost-effectiveness in rebranding the College. Their work was exemplary.

### **Appointments to Important State and Regional Initiatives**

I was honored to be appointed by Chancellor Jim Petro to his Complete College Ohio Task Force. This group is charged with submitting recommendations to dramatically improve Ohio's college completion success. Our report will be due in November. Additionally, Dr. Ryan McCall, Vice President of Academic Affairs, has been appointed to one of the working groups looking at time-to-completion considerations. Mr. Buck has been appointed to the Chancellor's task force recently enacted by legislation to look for additional efficiencies throughout Ohio's higher education system.

Finally, following a presentation that I made to the Southwest Ohio's *High Schools that Work*, I was asked to join that board as that group's link to higher education. I continue to be convinced that many more students have the capabilities to complete some college credit while still in high school. This group

agrees and appears to be serious about increasing those opportunities in our local high schools and career and technical schools.

## Back-to-School BBQ

I hope you will be able to join the College faculty and staff for the annual Back-to-School BBQ on Thursday evening, August 23, in the “backyard” of Central Campus in Hillsboro. It is a great time to simply fellowship with those who make everything possible for our students throughout the academic year.

## Ohio Board of Regents’ Policy Recommendation

You may have seen reports about the Ohio Board of Regents’ recommendation to the state’s colleges and universities to ban all tobacco products on their campuses. The recommendation is included in this packet. The Board of Regents is ultimately leaving it up to each college’s board of trustees. This appears as a discussion topic on this month’s meeting agenda. For this particular discussion, I would ask that you give thought to the kinds of questions and data that you would like to see in order to arrive at a policy decision. I am not looking for a policy recommendation at this meeting, but rather initial discussion of the things you would want to consider.

## Upcoming Events

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

- Theatre Production of “Annie” | 7:30 p.m., August 3 and 4; 3:30 p.m., August 5 | Central Campus Auditorium
- Law Enforcement Graduation | 7 p.m., August 16, 2012 | Fayette Campus Community Center
- Back-to-School BBQ | 5:30-8 p.m., August 23 | Central Campus
- Ohio Trustee Conference | 8 a.m.-3 p.m., November 13, 2012 | Columbus State Community College | Columbus, OH

## President’s Activities and Involvement

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

- PSEO High School Faculty Workshop Welcome
- Mt. Orab Campus Meetings with BHDP
- Leadership Clinton Classes and Graduation
- Community Colleges of Appalachia Annual Conference
- Crisis Communications Seminar
- SOCHE Executive Committee and Board Meeting
- Southwest Ohio High Schools that Work- Dual Credit Presentation
- ABLE Recognition
- PTK Induction
- Highland County Chamber Annual Meeting
- OACC Presidents Meetings
- Making Schools Work Annual Conference

- Fayette County and Adams County Fairs
- Brown County Chamber of Commerce Meeting
- Complete College Ohio Task Force
- Construction Manager Pre-Proposal Meeting and Selection Interviews

## Academic Affairs

### Dual Enrollment/PSEO Participation

The dual enrollment program has 95 courses in 23 high schools for the upcoming academic year. This is compared to the 2011-12 academic year when the College offered 111 quarter courses (83 semester equivalent) in 20 schools. With the semester conversion, a total of 28 quarter sections were absorbed into two semester sections.

The participating high schools cover a 10-county region: Adams, Brown, Clinton, Fayette, Highland, Clermont, Pike, Pickaway, Ross and Scioto counties. This year, SSCC added four new partner schools from two new counties and lost two partners due to the retirements of qualified instructors. Arrangements are being made to potentially bring them back into the program next year. Six other new partners have also been identified for next year and new instructors with current partners are being reviewed for qualifications.

### High School/Career Center Articulations

Southern State has 185 articulations with high schools and career technical centers. The majority of these articulation agreements had to be rewritten for semesters, while others are totally new agreements. By August 1, 158 of these articulation agreements will have been approved by both the high school and/or career center and by the College's Curriculum Committee. The articulation agreements cover a broad spectrum of programs from agriculture to education. The articulation agreements allow high school students to earn a defined amount of credit for work completed while in high school.

### Higher Learning Commission Distance Education Site Visit

On July 30 and 31, site visitors from the Higher Learning Commission (HLC) were on campus to review the College's distance education efforts. This visit was part of a multi-year effort by HLC to meet United States Department of Education (DOE) guidelines surrounding programs offered through distance education. DOE defines a distance education program as one in which 50 percent or more of the program is available through distance education formats. The College currently has more than 20 percent of all programs meeting this definition and therefore is in the HLC-defined Level Three, which precipitated a site visit.

## Workforce Development and Community Services

### Truck Driving Academy

Enrollment for the fiscal year just completed was 279, down about 17 percent from the previous year. New partnerships are being sought to boost enrollment; Belmont Technical College came on board in July with their first class planned in late August. With assistance and guidance from Mr. Buck, a detailed proposal has been drafted to attempt to secure some funding assistance for the TDA from the state of Ohio. Truck driving and associated transportation careers remain in high demand on most career listings.

Dr. McCall and John Joy, Dean of Workforce Development and Community Services, met with Cincinnati State leadership on July 16 to discuss expanding the current CDL training partnership related to transportation career opportunities, such as logistics technicians. ✓

TDA Training Manager Eddie Mullins accompanied Keith Hyde, of Workforce Services Unlimited, in an outreach to a new employer on July 9. They met with officials from Sewell Motors in Wilmington, who had some suggestions to improve our CDL training. Mr. Mullins and Mr. Joy visited the Port Authority at the Air Park July 30 to see if actual loading docks in various configurations are available to use for practice. ✓

### Workforce Development

Recent outreach efforts to DP&L have paid off in the form of non-credit training. Subject to a lengthy approval process as an on-site vendor, it is anticipated SSCC will be providing non-credit Microsoft training to DP&L employees beginning in early August. A number of full-day training sessions are planned, covering such programs as Word, Access, Excel, PowerPoint and Visio. ✓

Southern State Community College once again will serve as the fiscal agent for a USDA grant to provide grassroots small business support in Highland County. Confirmation was received in July from USDA that the funding request to continue the *Grow! Highland* (formerly the Enterprise Facilitation) project was approved. The project was started about 18 months ago in partnership with the Highland County Chamber of Commerce and a group of local citizens.

Office Manager Ellen Turner and Mr. Joy met and are continuing discussions with Vicki Ruiz, Veterans' Employment Specialist, on a possible veterans' employment fair for Highland, Brown and Clermont counties. Ms. Ruiz also provided the TDA with information about their VRAP program, which provides funds for living expenses to veterans in training programs.

### Continuing Education & Departmental Notes

Agreement was reached with Boston Reed to provide four new continuing education programs. Two of the programs (Veterinary Assistant and Dental Assistant) are traditional delivery and will be held at the Central Campus, while the other two (Nursing Home Administrator and Personal Trainer) are offered online. The Personal Trainer program does have an in-person module upon completion of the online work.

Fifteen participants were enrolled in free Connect Ohio computer classes at two locations during June with 11 enrolled in July.

Russ Brewer, SSCC's Coordinator of the Adams County Enterprise Center, and Mr. Joy met with Godwin Apaliyah, Economic Director and Community Development Educator for Fayette County. Assistance was provided to Godwin in his efforts to obtain small business revolving loan funding; it is anticipated that efforts and resources will be continuing with Mr. Apaliyah in the months ahead.

## Student Affairs/Enrollment Management

### Career Services

Career and Counseling Services has implemented a quality assurance measure in which clients are asked to evaluate the session relative to the quality of the counseling relationship, how well their goals and objectives were addressed, appropriateness of the counselor's approach and the helpfulness of the overall session. Evaluations are used for both career and mental health sessions; input is used to improve quality and delivery of services.

### Retention

Retention staff attended a two-day student retention conference through the Southwestern Ohio Council for Higher Education with many other colleges and universities in the state and neighboring states. Best practices in several categories were discussed during breakout sessions. Amy McClellan and those attending were able to walk away with many ideas concerning student retention. They also visited Zane State Community College to review their Developmental Education program to learn how to better assist that group of students at Southern State. The 2011-12 academic year was finished with more than 400 early warning submissions with a voice-to-voice contact rate of close to 38 percent.

### Perkins Grant

The budget for FY13 was approved through all channels for \$94,171.96. The mini-grant program to help with retention efforts and student completion has been submitted, and there will be funding of between nine to eleven grants for the coming academic year.

### AmeriCorps

More than 37 applicants applied for the three AmeriCorps positions within the College. Face-to-face interviews were conducted July 25. Start date for the College Completion Coaches was August 1. The SSCC budget was submitted for review to support the AmeriCorps project costs.

### Tutoring

#### Online Success Workshop

The Tutoring Center, in conjunction with the Distance Learning and Retention departments, sponsored two pilot workshops (orientations) on how to succeed in an online class. This workshop is a retention effort to address the high percentage of online classes that are not completed successfully because of drops, withdrawals or failures. The Distance Education Coordinator will conduct the sessions scheduled for fall.

### Computer Fundamentals for the Classroom Workshop

The Tutoring Center will again offer the Computer Fundamentals for the Classroom workshop prior to the Fall term on August 10, 13, 14, and 15. Twenty-seven students are currently enrolled. Susan Long, Coordinator of Tutoring Services, and Timothy Crowder, Computer Fundamentals Facilitator, conducted a minicomputer fundamentals workshop for students in Ms. McClellan's PSYC 108 class July 25.

### Athletics

The Athletic Department is pleased to announce the hiring of the following individuals:

- Ashley DeAtley, women's volleyball head coach
- Travis McAvene, men's basketball head coach
- Matt Wells, women's basketball head coach

### Professional Development

Athletic Director Adam Holbrook attended the 2012 USCAA (United States Collegiate Athletic Association) National Convention in Norfolk, Va. Topics discussed were association bylaws, eligibility and championships. Southern State was recognized for having three Athletic All Americans, two Honorable Mention Athletic All Americans and four Academic All Americans. The information obtained and opportunities offered by the USCAA provide Southern State Community College Athletics the best opportunity for success and national recognition.

### Enrollment

#### Summer 2012

The updated Summer 2012 enrollment numbers are in. The total credit hours enrolled is 8,710 (a 27-percent decrease). Total FTE is 193.56 (a 27-percent decrease). Total headcount is 1,021 (a 22-percent decrease).

#### Fall 2012

The updated Fall 2012 enrollment numbers are in. The total credit hours enrolled is 20,103 (a 26-percent decrease). Total FTE is 1,340.2 (a 26-percent decrease). Total headcount is 1,981 (a 19-percent decrease).

## Human Resources

### Faculty and Staff

#### April Crank

April Crank has been hired as a full-time Financial Aid Specialist in the Student Services division. Her first day working full time with Southern State was July 1, 2012. Ms. Crank had been previously working in SSCC's Financial Aid office on a part-time basis. She is a recent graduate of Southern State Community College where she graduated with a degree in applied business.

### Lizanel Feliciano

Lizanel Feliciano has been hired as a full-time faculty member in Food Science Technology in the Academic Affairs division. Her first day teaching full time with Southern State will be fall semester 2012. Ms. Feliciano's experience includes working as a Graduate Research Associate since 2007 for The Ohio State University. She has a bachelor's degree from the University of Puerto Rico in animal science, a master's degree from The Ohio State University in food science and technology, and is finishing her Ph.D. from The Ohio State University in food science and technology.

### Travis Martin

Travis Martin has been hired as a full-time faculty member in Accounting in the Academic Affairs division. His first day teaching full time with Southern State will be fall semester 2012. Mr. Martin's experience includes teaching as an adjunct for Ivy Tech Community College Southeast and working in various high schools as a Vocational Business Instructor. He has a bachelor's degree from Milligan College in accounting and two master's degrees—one from Oakland City University in teaching and the other from Ball State University in business administration.

### Kelly Schradin

Kelly Schradin has been hired as a full-time faculty member in Biology in the Academic Affairs division. She has been teaching as an adjunct at Southern State for the last couple of quarters. Ms. Schradin's first day teaching full time with Southern State will be fall semester 2012. She returns to us as a graduate of Southern State Community College where she graduated with an associate of science degree. She has a bachelor's degree from Wilmington College and master's degree in biology from Wright State University.

### Biggest Loser Competition Results

A 10-week "Biggest Loser" style weight-loss challenge for employees began on April 2 and concluded on June 5. The winning team lost 10 percent of their overall body weight. The second-place team lost 8.9 percent of their overall body weight.

## Institutional Advancement

### Communications

#### Marketing | Public Relations | Web

#### Re-Envisioning the Southern State Identity: Phase IV (Deployment/Launch)

The new image for Southern State Community College was officially launched July 1. With nearly 10 months of intense focus, the Southern State brand has been updated with a fresh, modern visual logo as well as a brand message that speaks directly to the College's key attributes.



**SOUTHERN STATE**  
COMMUNITY COLLEGE



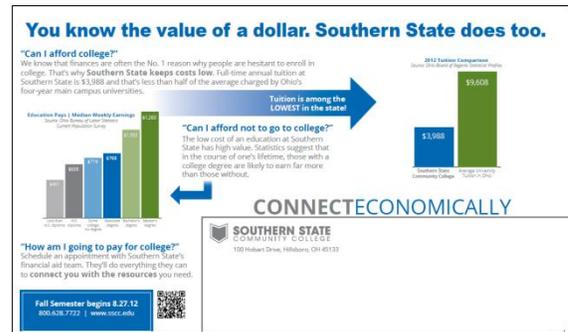
In late June, a communication was shared internally outlining the complete rebranding as well as the marketing campaign. This summary is attached for your reading pleasure. This document was prepared prior to the launch and although it addresses the improvements to the website, it does not provide a visual of the home page. For online accessibility to this website, you can visit our new website by clicking on the image within this report.

### Enrollment/Retention Efforts

**Target #1 – Affordability mailing.** In late July, a targeted mailing was sent to more than 10,000 households emphasizing the affordability of Southern State. With particular emphasis on the comparison cost between Southern State and four-year universities, the mailing was designed to appeal to those families who may be delaying college decisions for economic reasons. A variable printing strategy was used to highlight the campus relevant to a particular zip code.



Postcard Front



Postcard Back

**Target #2 – Students who applied but never registered.** This mailing was designed to target students who applied for admission to Southern State but never enrolled. Going back just three years, this mailing was distributed to more than 3,700 potential students. The aim was to encourage students to take the final step to enroll.



Postcard Front



Postcard Back

*Target #3 – Current students not enrolled for fall.* Targeted toward students who attended Southern State in the spring or summer but not yet enrolled for fall, this mailing was designed to remind students of the various ways in which they might register for courses. Again, using variable data, the direct mail was personalized for each student in the body of the text.



Postcard Front

In addition to the direct mail, student contact information among this target group was divided among various departments within the college for personal phone calls. Pre- and post-text alerts and emails were also sent using the new alert system.



Postcard Back

### Intercampus Collaboration

In partnership with Ben Filla, SSCC Distance Education Coordinator, communication team members Jesse Pertuset, Webmaster, and Kris Cross, Director of PR, have successfully submitted a mini-grant application to participate in a cutting-edge digital filmmaking workshop offered through the New York Film Academy. With the overarching effort to leverage digital video to advance student retention, the team’s first project involves a variety of videos aimed not only to promote Southern State but also enhance the academic experience both in and outside the classroom. Funding has been made possible through the Perkins mini-grant program established by Ms. McClellan in the Student Services division. Such visionary and collaborative work is reflective of these employees’ efforts to make Southern State your First-Choice college and is sure to be noticed as exemplary practice among those interested in organizational cultures that embrace student completion across department lines.

## Foundation

### Monthly Contribution Report

May 2011	<b>May 2012</b>		June 2011	<b>June 2012</b>		July 2011	<b>July 2012</b>
\$448.50	<b>\$4,206.00</b>		\$2,866.50	<b>\$3,435.38</b>		\$3,766.50	Unavailable

### Capital Campaign Feasibility Study

Following a brief stall during the frenzy of the rebranding campaign, the work with Cramer & Associates has reconvened and interviews are underway. Designed to explore stakeholder perception and funding availability for campus modernization and new construction specific to Adams and Brown counties, the study will guide the college in designing a potential capital campaign. Initial discussions with select individuals in both communities are underway and will inform the direction of future interviews and focus groups. Deliverables of this project include a comprehensive review of the data compiled along with recommended goals and action steps based on the information gathered. Basic elements of this report will include community perception insight, indicators of volunteer support, and measurement of the college’s capacity to embark on such a campaign among other items of interest.

### New Funding Opportunity

In addition to the numerous scholarships supported through the endowment accounts and general contributions, many donors have expressed interest in supporting a fund that might serve the needs of students in unforeseen financial emergency situations. The Foundation is pleased to have received an initial donation of \$500 to launch such a program. Widely popular among other Ohio colleges, the parameters of other established programs will help guide those put forth by Southern State. It is expected that these details will be ironed out in time for a more public announcement and case for support in the coming months.

Attachment: Rebranding and Marketing Campaign Summary

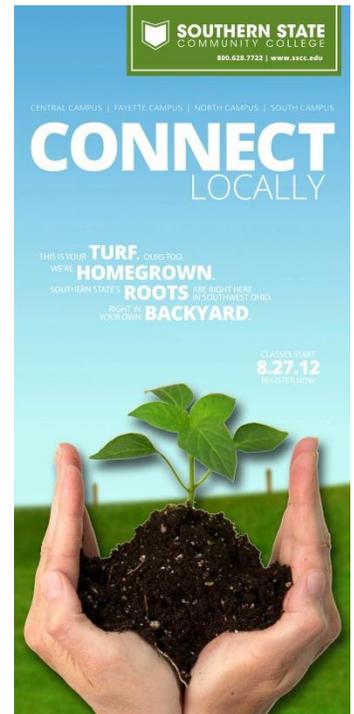
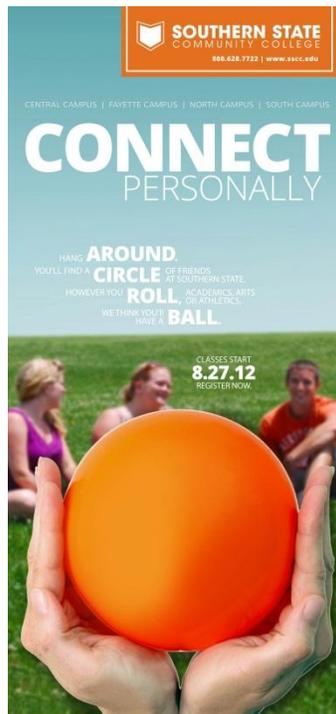
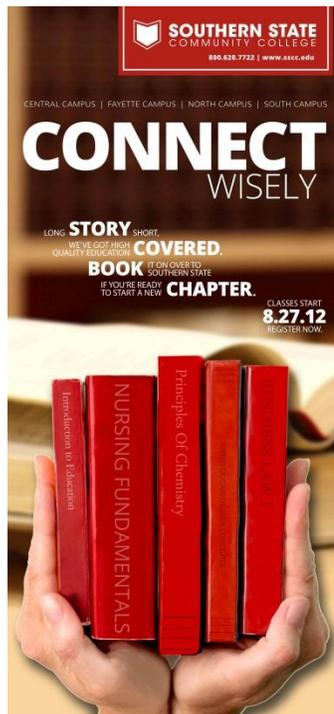
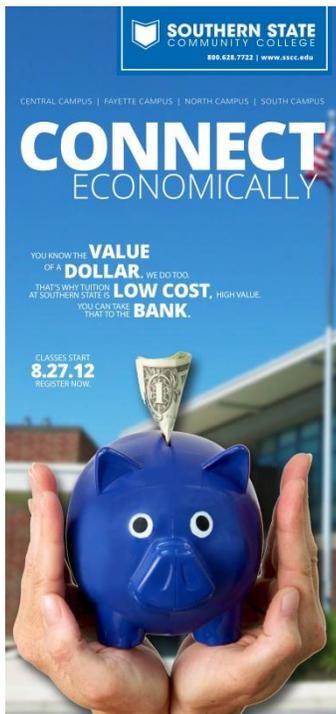
**About the Rebranding.** Our vision to be your **first-choice college** and our mission to offer **affordable, accessible, and high quality education** have not changed. What has changed, however, is the bold way in which we communicate this message. Not only is our new mark a



New color palette

versatile symbol that conveys strength and solidarity, **our promise is real**—no hype. Further, our communication tone is different; a bit more edgy and sure of ourselves. We know that our success rests upon our ability to **CONNECT** with students academically (high quality), economically (affordable), locally (accessible), and personally (the Southern State way) and this is communicated throughout the advertising campaign.

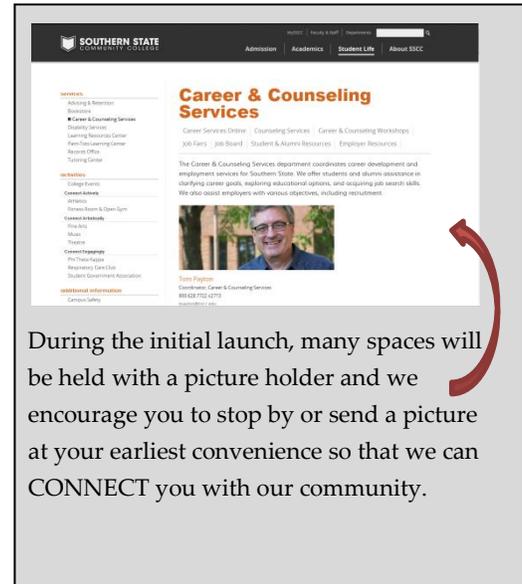
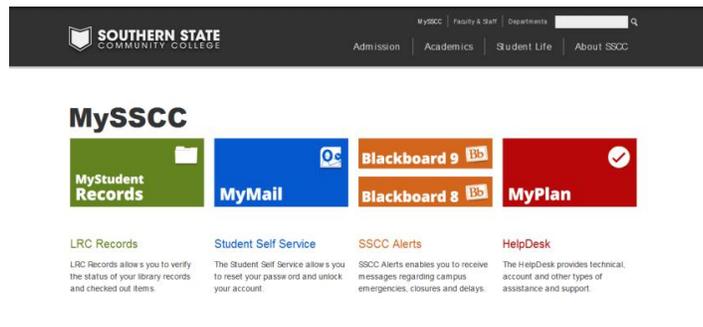
**2012/2013 Advertising Campaign** . The new advertising campaign will bring these concepts to life along with our plea to be held to our promise. Throughout the campaign, icons, images, and words are being held in capable hands. We have used the holding metaphor to symbolize a reciprocal relationship between the college and the student. We promise to uphold our end of the deal and we want students to know their success is in their hands as well. (See sample print ads below)



## Web Design

In addition to billboards, print media, radio, and television advertisements, the college's website has also been reconstructed to coincide with our brand. (No image available as it will be under construction until our "go-live" date.) Developed using a cutting-edge, **responsive design**, the web page is well-suited for any device regardless of the screen size. In addition to the new design, you will find the navigation to be **clear, user-friendly**, and directed toward visitor needs. For internal needs, you'll still find the "faculty/staff" link to be quite useful. To complement the clean, inviting format of the site, we have relied heavily on photos of our faculty and staff to maintain a warm, personal feel although many of the personal pictures are forthcoming.

Lastly, the Southern State portal, "MySSCC" has been completely overhauled not only for improved accessibility but also ease of use.



**Summary.** All of these new features will be released to the public on July 1. While there are still aspects of the rebranding particularly related to publications that are in development, most of the heavy-lifting is done. For complete details regarding the appropriate use of the new logo, colors, fonts, etc., visit the [identity standards guide](#) available online. The Communications Team will be working with issues on a case by case basis to assist with the permanent retirement of the old logo and the implementation of the new image. Please direct questions to [communications@sscc.edu](mailto:communications@sscc.edu)