

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



SOUTHERN STATE
COMMUNITY COLLEGE

JANUARY 2016 | DR. KEVIN BOYS, PRESIDENT

Capital Bill 2016

Southern State Community College has submitted its formal request to the Higher Education Funding Commission for the Fiscal 2017-18 biennium. The College submitted for the commission's consideration a \$3.4 million request for the remaining funding of an Adams County campus, \$350,000 for renovation and modernization of our engineering space at Central Campus, and \$350,000 for renovation and equipment for our new biotechnology program at North Campus. In addition to the "normal" appropriation we might expect, we are advocating for a mechanism within the funding commission process to enable small colleges to obtain funding for larger projects. We have enlisted the help of former Senate President Tom Niehaus to advise and assist us throughout this capital bill cycle.

Additionally, knowing that community projects funded with state capital funds must have a nexus to a state agency (and that typically means Southern State), we are supporting local officials to request additional capital appropriations for our area that would have a natural and demonstrable connection to Southern State. We have assisted the Highland County Commissioners with a proposal to place a large "wayfinding" sign at the new intersection of Carl Smith Way and SR 73 that would serve to direct traffic to the companies along this new route past our Central Campus. We are also supporting the request for funds that would be devoted to "Pioneer Labs," a maker-space facility being envisioned at the Wilmington Airpark.

College Concurs with Higher Learning Commission Reaffirmation Visit Report

In mid-December, the College received a preliminary report from the Higher Learning Commission and the opportunity to provide an institutional response regarding the findings. The College concurred with the accreditation recommendations. Although the process won't be complete until the HLC Institutional Actions Council has acted on the team's



Alignment with the Strategic Goals

President's Report to the Board of Trustees | 1

recommendation (expected early 2016), the preliminary results suggest that Southern State has met the criteria for accreditation for another 10-year accreditation period and will retain its choice of accreditation pathway models. The institution will be required to submit a Monitoring Report (Due Nov. 30, 2017) related to assessment and student retention, persistence, and completion (Core Component 4.B) as well as an Interim Report (Due Feb. 28, 2017) on credit hours and student learning outcomes. Overall, this is an extraordinary accomplishment and the College looks forward to receiving final approvals and implementing the quality recommendations that stem from a comprehensive review such as this.

International Alliance for Invitational Education Recognizes Southern State

The Welcoming Schools Initiative of the International Alliance for Invitational Education (IAIE) recently notified the College that Southern State has been designated a “Welcoming Organization for 2016-17.” Among the attributes that earned the College this award were a highly qualified and approachable faculty, service-minded staff, commitment to advanced technology, and partnership agreements. The nomination was submitted by Dr. Nicole Roades and was supported by former chair of the College’s Board of Trustees, Dr. Vicki Wilson.

Search Process for Vice President of Academic Affairs

The search for a Vice President of Academic Affairs to replace Dr. Ryan McCall has begun. We received 47 internal and external applications for this position. A search committee comprised of faculty and staff has been assembled to assist in the search process and is scheduled to convene for its first meeting on Friday, Jan. 22. It is my desire to complete the process before our spring break in early March.

Upcoming Events

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

JANUARY

01.29.16

All-College Meeting

9:00am | Edward K. Daniels Auditorium | Central Campus

FEBRUARY

02.14.16 **College Goal Sunday (FAFSA Assistance)**
2 pm | Central Campus Lobby

President's Activities and Involvement

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

- Highland County Chamber of Commerce Strategic Planning Meeting
- CMT Education & Workforce Development Roundtable
- Community & College Resources Fair and CMT Concert
- Advisory Committee Breakfast
- Connect to College Day
- Wilmington AM and Noon Rotary Club Meeting Presentations
- Initial Student Success Leadership Institute (SSLI) Team Meeting
- Fayette County Chamber "Business After Hours" Community Event
- WSRW Interview with Willard Parr
- Meeting with Energize Clinton County Representatives re: Pioneer Labs
- SSLI Project Team Meeting
- Partnership Exploration Meeting with Administration at Rio Grande Community College
- OACC Government Relations Conference Call
- Hillsboro Rotary Club Meetings
- Clinton County Economic Network Alliance (CSPI Program by Digital Works)
- FBI-Led Tabletop Exercise (Emergency Operations Center)
- Clinton County Leadership Institute (CCLI) Program Committee Meetings
- OACC Governing Board Meeting
- OACC Executive Committee Meeting
- OACC Presidents Meetings
- High Schools That Work (HSTW) Strategic Planning Session
- College Credit Plus Meeting with Pickerington schools
- Ohio Dean's Compact for Exceptional Children Quarterly Meeting
- Respiratory Care Graduation
- Highland District Hospital Holiday Ball
- Meeting with former President of the Ohio Senate, Tom Niehaus

- Spring Orientations (Central and North campuses)
- Post-Secondary Attainment Steering Committee Meeting
- Ohio Association of Career Technical Schools Vision 2020 Initiative Meeting
- Highland County Chamber of Commerce Board Meeting
- Meeting with Cincinnati State Interim President
- Conference Call regarding Opportunities at The Point Industrial Park
- Higher Education Funding Commission Conference Call
- Meeting with Northwest Evaluation Association (NWEA) Representatives

ACADEMIC AFFAIRS

Potential Transfer Partnership

Morehead State University has contacted Dr. J.R. Roush expressing interest in transfer partnerships. A team is being assembled to discuss options that would benefit SSCC students and the region.

College Credit Plus

Nearly all of the College Credit Plus orientation meetings for the spring semester have been scheduled and/or completed. CCP site visits will begin in February.

Academic Outreach and Professional Development

Brown County Campus hosted the Brown County Chamber of Commerce meeting on Dec. 18. Several chamber members toured the facility and inquired about programs.

Jon Davidson attended the Joint Mathematics Meeting held in Seattle, Wash.

Jeff Foster attended a biology conference in Providence, R.I., and obtained some great

online lab resource ideas.

Workforce Development and Community Services

Truck Driving Academy

In November, an email deployment and retargeting campaign was launched to effectively promote the Truck Driving Academy. This strategy was developed by Elizabeth Burkard of our Communications Department, and allowed the College to directly target potential students by geography, demographics, socioeconomics, interests, and behaviors. Uniquely designed emails were developed that were optimized for desktop and mobile devices. Three email deployments were conducted, and selected results are provided below to provide a sample of the kind of data produced:

- Geographic area within 30-mile radius around selected TDA locations
- Educational attainment: HS diploma/GED obtained
- Open rate was 11.34% (5,669 recipients opened the email)
Click-through rate was 2.20%
- There were only 29 who unsubscribed.

A retargeting campaign was launched immediately following the email deployments. Ads marketing the SSCC Truck Driving Academy will follow and appear to those recipients who opened the email they received during the deployment phase. An intelligent universal code was installed within the code of the college's webpage and will retarget the user based on where they visited while on our site. Some initial results of the retargeting campaign:

- 58.68% of the traffic is mobile
- Chillicothe has the highest number of impressions with 18,760. The total impressions count of the campaign was 82,645, which is the number of times our ads are appearing online to specific users.

This marketing campaign is cost effective and it is anticipated that increasing amounts of the TDA advertising budget line will be used in this manner in the months and years to

come.

Workforce Development and Continuing Education

On Nov. 2, the regional Farm Bureau, Sinclair Community College, and SSCC partnered to provide one half day of demonstrations of various unmanned aerial platforms. The event was held at the Wilmington Air Park and focused on applications for UAS in agriculture.

Full-time SSCC faculty member Julia Basham concluded the year's training in non-credit customized Excel training for NCB Bank employees in Hillsboro. This is the fourth consecutive year NCB has been provided these services.

The proposal to R & R Tool of Blanchester, in partnership with OMJ-Clinton, was accepted and online non-credit training is underway. This training is provided through Tooling U, and seven incumbent workers plus the company executive are enrolled.

STUDENT SERVICES AND ENROLLMENT MANAGEMENT

Student Success Center

Connect 2 College Events

Getting high school students to consider college can be a daunting thought, especially if the student is coming from a "first generation" college student perspective. *Connect 2 College* events, sponsored by departments in Student Services (Admissions/Student Success/Financial Aid), help students start the process of considering college options. The half-day event walks students through the beginning process of where and how to look, what questions to ask, what to expect to find at most colleges in the way of services, exploring academic programs, looking at costs, and considering going to

college in steps (community college then transfer to four-year institution).

Participation from our transfer college partners (Ohio State, Wright State, Northern Kentucky, Shawnee State, University of Cincinnati, Antioch, Wilmington, Ohio Christian, Lindsey Wilson, Franklin) added to the collegiate atmosphere. A simultaneous career fair event at Central Campus gave students the opportunity to inquire about degree requirements for jobs and internship options with local businesses.

The student participation to date has been 240. (One remaining event will occur after the writing of this report and before the meeting). High school counselors have responded positively to their students' engagement in the activities.

Disabilities Services

Ohio AHEAD Conference

The Disabilities Coordinator attended the Association on Higher Education and Disability (AHEAD) state conference "Celebrating 25 Years of the Americans with Disabilities Act" on Oct. 23, 2015, at Wright State University. Topics of interest were: Students within Autism Spectrum in Higher Education, Reaching and Supporting Student Veterans, Addressing Ableist Language Use at the Collegiate Level, and finally Office of Civil Rights year in review.

Financial Aid

Financial Aid Training and Outreach

Financial aid nights were conducted on Nov. 11, at Greenfield McClain High School, and Jan. 7 at Clinton Massie High School. Information was presented to high school seniors and parents on the federal financial aid application process for the upcoming school year.

Financial aid staff members Cindy Bloom, April Crank, and Linda Myers attended the Ohio Association of Student Financial Aid Administrators conference on Nov. 9 in Columbus. Training was conducted on the Ohio College Opportunity Grant (OCOG) available to our students for the upcoming summer semester.

Linda Myers, Sheila Fawley, and Jaime Simmons attended the Federal Student Aid conference the week of Nov. 30 in Las Vegas, Nev. The conference provided free training to colleges in addition to updates on policy regarding the administration of federal financial aid.

Financial aid information was presented to new students for the spring semester during new student orientations held in December. New students are provided information on the financial aid process and policies and are also registered for \$ALT, the financial literacy program free to Southern State students.

Patri-Tots

After seven years without an increase, the Patri-Tot Learning Centers now find it necessary to increase rates. Primary reason for the rate increase is the need to keep up with ever increasing material, supply, and payroll expenses.

Ohio's minimum wage law dictates annual increases based on specific indexes and the centers have been required to make annual adjustments to the pay scale in order to remain compliant. Also, in an on-going effort to improve the quality of the centers, they have been fortunate enough to hire experienced and educated staff. Retaining these staff members has been a challenge due in part to a less than competitive hourly wage.

The proposed new weekly rates are at or below the average of other childcare learning centers in our service area. The proposed new rates (listed below) are planned to go into effect on 3/1/2016:

<u>Category</u>	<u>PTLC Proposed</u>	<u>Net Increase</u>
Toddler PT	\$108	\$15
Toddler FT	\$140	\$10
Preschool PT	\$98	\$15
Preschool FT	\$125	\$10

Athletic Events

Board members are invited and encouraged to attend any of the following upcoming athletic events at Central Campus:

JANUARY

- 01.27.16 **Women's Basketball Team vs. Miami University-Middletown @ 5pm**
- 01.27.16 **Men's Basketball Team vs. Miami University-Middletown @ 7:30pm**
- 01.30.16 **Men's Basketball Team vs. Wright State-Lake Campus @ 3pm**

FEBRUARY

- 02.06.16 **Men's Basketball Team vs. Miami University-Hamilton @ 2pm**
- 02.09.16 **Women's Basketball Team vs. Kentucky Christian @ 7pm**
- 02.10.16 **Women's Basketball Team vs. Hocking College @ 5pm**
- 02.10.16 **Men's Basketball Team vs. Hocking Community College @ 7pm**
- 02.18.16 **Women's Basketball Team vs. Cincinnati-Clermont @ 5:30pm**
- 02.18.16 **Men's Basketball Team vs. Cincinnati-Clermont @ 7:30pm**

INSTITUTIONAL ADVANCEMENT

Foundation

Foundation Accepts \$15,000 Donation from Marathon Petroleum to Support Truck Driving Academy Scholarships

The purpose of the Marathon Petroleum Scholarship is to financially support deserving students pursuing a commercial driver's license through the Southern State Community college Truck Driving Academy. The fund has been established to encourage enrollment in a high-demand occupational field and train drivers for current and future employment.

The Foundation is currently working with Marathon representatives to finalize the scholarship criteria and award process.



Pictured (L to R): John Joy, Dean of Workforce Development and Community Services, Dr. Nicole Roades, Vice President of Institutional Advancement, and representing Marathon Petroleum, Macy St. Clair, Human Resources Consultant, and Charlie Pierson, Regional Transport Manager.

Thanks to Faculty, Staff and Board for Support of Southern State Foundation

The response to a recent invitation to support the Southern State Foundation was overwhelmingly positive, as 33 individuals opted to use the Employee Payroll Contribution mechanism as a means of supporting Southern State students. These gifts are integral to the health and vitality of scholarship availability and special program support. On behalf of the Foundation and its Board of Trustees, we extend a genuine “thank you” for your new and renewed support of this important work.