

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



SOUTHERN STATE
COMMUNITY COLLEGE

NOVEMBER 2022 | DR. NICOLE ROADES, PRESIDENT

Appalachian Community Grant

Following the recent announcement of the Appalachian Community Grant (ACG) guidelines, Southern State has maintained an active presence in meetings and discussions aimed at contributing to regionally transformative proposals. Specifically, Southern State would like to advance the Computer Science Center concept underway for over a year. Additionally, avenues to accelerate industrial and manufacturing training and expand healthcare pathways are primary goals that we aim to include in an application led by our county partners. The College has been explicit about its interest and support for the creation or expansion of workforce development centers or related concepts and is hopeful that some of the local leaders may choose to accelerate such projects. Finally, the College is actively pursuing opportunities with the Ohio Association of Community Colleges to scale the widely popular and evidence-supported “Accelerated Study in Associate Programs” (ASAP).

Student Body Profile Observations

Included in this report is the most recent Student Body Profile Report. On Friday, November 18, this report will be the focal point of the Deeper Data Dive Series. Overall, the data suggest a general stabilization of enrollment in most areas; however, student diversification remains an ongoing challenge. While the gains in CCP enrollment have been critical to offsetting declines in the traditional student population, the report accentuates the need to prioritize more balance in this area. This is important for many reasons, including the College’s ability to support local workforce development needs with trained individuals in high-demand areas such as engineering, computer science, human and social services, health care, business, and others. Additionally, the report highlights the importance of rejuvenating the College’s presence and name recognition in the communities where campuses were once maintained but have since been repurposed.

President's Activities and Involvement

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

- Student Affairs Team Meetings
- GRIT Monthly Update Meeting
- Association of College and University Educators (ACUE) Pinning Ceremony
- SSCC Faculty Senate Meeting
- SOCHE 55th Anniversary Reception
- Adams County Medical Foundation Gala
- Emergency Operations Plan (EOP) Meeting
- OACC Presidents' Bi-Weekly Meetings
- Deeper Data Dive Series | Topic 2 | Alphabet Soup: Un-coding IPEDS, VFA, HEI, etc.
- HEALTH Consortium Board Meeting
- Adena Medical Center Open House
- SSCC Retiree Brunch
- SSCC Foundation Annual Meeting
- Highland County Chamber of Commerce: Business After Hours
- CCP Exploration | Delaware Career Center
- Appalachian Community Grant Calls/Meetings re: Guidelines
- Highland County Chamber of Commerce Board of Directors Meeting
- GRIT: Focus on Youth Meeting
- Workforce Development Center Grand Opening
- SSCC Board Long-Term Planning/Facilities Committee Meeting
- Appalachian Community Grant/OVRDC Meeting
- Community Colleges of Appalachia Fall Conference (Nelsonville, OH)
- Highland County Chamber of Commerce Strategic Planning
- Meeting with Ohio Attorney General's Representative
- Tour of Portsmouth Krickner Innovation Center with Clinton County Leaders

ACADEMIC AFFAIRS



Southern State Community College has been approved to participate in the National Council for State Authorization Reciprocity Agreements (NC-SARA). The NC-SARA website notes, "Recognizing the growing demand for distance education opportunities, higher education stakeholders – including state regulators and education leaders, accreditors, the U.S. Department of

Education, and institutions – joined together in 2013 to establish the State Authorization Reciprocity Agreements (SARA), which streamline regulations around distance education programs.”

Advisory Committee Breakfast

After two years of virtual gatherings, the annual Advisory Committee Breakfast meetings resumed face-to-face on Central Campus Friday, September 30. Approximately 60 people were in attendance, including committee members, SSCC faculty, staff, and administrators. SSCC’s eight advisory committees for technical programs—Business Management, Criminal Justice; Computer Technology; Education; Engineering; Human & Social Services; Medical Assisting; and Nursing--gathered in the lobby at 8:30 a.m. **Dr. Roades** welcomed the group. Rachel’s House Catering from Washington Court House provided a nourishing breakfast. **Dr. Goodwin** then gave the *Charge to the Committees* and dismissed them to their breakout sessions. The Committees reviewed the program curriculum, discussed industry trends, developed strategies for improvements, etc. Special thanks to **Dr. Jessica Wise, Ann Ernst, Darlene Thacker, and Barb Fleming** for making this event a success.

Amazon Hiring Event

The Amazon Hiring Event brought many employees to the Central Campus on Wednesday, September 28. The campus was buzzing with nearly 85 attendees. The Amazon team was pleased with the turnout and thanked SSCC for the day’s hospitality.

Health Sciences Update

Recruitment efforts have been refocused to assist individual students in discovering options for the best path to success, including short-term certificates (STNA & Phlebotomy), Practical Nursing Program, & Associate Degree Programs (Medical Assisting & Nursing).

The STNA Course will be offered on Central Campus beginning November 16 and repeated at planned intervals.

Medical Assistant Recognition Week was celebrated from October 17 to 21 with tokens of appreciation shared with the students and faculty recognition.

An opportunity to partner with the University of Cincinnati and Mercy Health (Anderson & Clermont) is being explored for grant funding to increase the availability of nurse educators (academic & hospital-based). The educational path will include the SSCC Practical Nursing Program, SSCC Associate Degree Nursing Program, and the UC RN-BSN Program and beyond. The grant focuses on the communities of Clermont & Brown Counties.

Higher Learning Commission Assessment Academy

The Assessment Academy team made their final trip to Rosemont, IL, during the last week of October to attend the HLC Assessment Academy graduation. The culmination of four years of work, the team met to discuss the results of our academy project "Valuing Learning" and future steps to sustain and build on the work of assessment. Some highlights of the project include the creation and piloting of four Institution-wide Learning Outcomes (ILOs), the dedication of college resources to the work of assessment, and the revitalization of assessment efforts among faculty, staff, and administration. The team, led by Dean of Technical Studies, **Jeff Montgomery**, noted they returned from the final academy "reenergized and eager to build upon the academy's work. We celebrate the successful completion of the academy and look forward to the work ahead."

In The News

Dr. Julianne Krebs, Dean of Health Sciences and Director of Nursing, began a 2-year term as the chairperson for the Ohio Council of Associate Degree & Diploma Nursing Education Administrators (OCADDNEA) during the October meeting.

Dr. Peggy Chalker, Dean, Articulation and Transfer/Director, Student Success Center, presented at two regional events hosted by educational partners:

SouthWest Ohio Tech Prep hosted its annual regional partners meeting on October 5 in Cincinnati. The partners included representatives from Business and Industry, Community Action, Workforce Development, and Education. Southern State Community College was one of four higher education partners (Cincinnati State, University of Cincinnati, and Miami University) showcased for their pathways into career technical programs from Career Tech Centers. Dr. Chalker shared the programs with automatic CTC alignments through State recognized Career Tech Transfer Articulation Guides (CTAGS) and bilateral agreements.

Strategic Ohio Council for Higher Education (SOCHE) hosted the Annual Articulation and Transfer Conference on October 21. Dr. Chalker, a long-standing member of SOCHE's Articulation and Transfer standing Committee, participated in two-panel presentations: *Transfer Partners and TransferOhio.com* and *Community College Student Experience: Transferring On to the University*.

Cathy Zile, Learning Management System Administrator, received the Simple Syllabus Award for Curriculum Creator Leadership. The Simple Syllabus Curriculum Creator Leadership award "recognizes an instructional designer, faculty/instructor, or other team member at an institution that has helped design and create a large number of syllabi, course templates, and other academic materials that are utilized by campus stakeholders. The recipient of this award is a leader in content creation and pedagogical innovation."

Dr. Angel Mootispaw, Director of Instructional Technology, was elected to the Quality Matters Ohio Consortium as a Southwest Regional Representative. Ohio Regional Representatives serve as a local point of contact for the member institutions in their assigned region. Regional representatives assist in onboarding new members, holding local QM events and/or professional development, and providing guidance on implementation strategies.

STUDENT AFFAIRS AND ENROLLMENT MANAGEMENT

Financial Aid

Program Participation Agreement (PPA)

SSCC's Program Participation Agreement (PPA), the contract between the U.S. Department of Education (ED) and SSCC to participate in the Title IV student aid programs, expires March 2023. The PPA is a 5-year agreement and the application submission deadline is December 31.

ED will review selected policies, web information for programs and consumer information, and proof of annual notices to the campus community (i.e., campus security report is available, voter registration, annual FERPA notification). ED can elect to review any part of the federal student aid programs, as well as policies and procedures of other departments that assist in the administration/processing of federal student aid.

In early October, ED performed an initial review of the financial aid Satisfactory Academic Progress policy, Return of Title IV funds policy, and high school diploma validity procedure in our Admissions policy. As a result of their review, the Financial Aid and Registration Offices made the following changes:

- Admissions policy: Incorporate the procedure used to evaluate a high school diploma when fraud is suspected. The inclusion of this procedure in the published Admissions policy is considered to be meeting consumer information compliance regulations.
- Return of Title IV funds policy: Incorporate the regulatory timeframe to process a credit balance to a student.
- Financial Aid Satisfactory Academic Progress policy: Include the circumstances that a student can appeal when suspended from federal student aid due to academic probation.

It is important to note that in all cases, the added procedures are already in practice at SSCC. Federal regulations about consumer information require that our **published** policies explicitly include these procedures.

Those changes have been made and have been approved by ED. Once the report is made to the Board, the updated policies will have to be published on SSCC's website, in the catalog, and student handbook, as applicable.

Student Clubs and Activities

Patriot Campus Ministry

Weekly student-led Bible study is held on Mondays at 12:30 p.m. in the Health Sciences Conference Room and is now available on both campuses, connected via zoom, assisted by **Amanda Lewis** and **Stephanie Meade** at the Mt. Orab campus.

MyIntent fundraiser was successful both financially and in receiving positive feedback. Fifty-five employees participated in the employee wellness fair.

Phi Theta Kappa

Events

Fall Induction will take place November 17 at 7:00 p.m. with keynote speaker, **Dr. Erika Goodwin**, VP of Academic Affairs. Eleven students have registered for the event with 60 family and friends. All staff and Board members are invited to the event.

Projects & Research

College Project: The student surveys were designed to identify priorities in relieving inconveniences that create obstacles for SSCC students to engage and achieve success.

- Since its release on October 1, 177 responses have been received as of October 25. The VP of Communications will lead the project.
- Results will be presented to President's Council, and the project will be submitted for a Hallmark Award.

The Honors in Action Project: The Art and Science of Play is the 2022-2024 Honors Student Guide Topic.

- The chapter was awarded the Mellon Grant for the second consecutive year to complete the project.
- The Action focus for the project is now the eSports participants, as the game/movie nights on Friday nights at the campus have been canceled due to lack of participation.
- Data collection of research analysis participants will be completed November 30.

Leadership

The V.P. of Scholarship search is ongoing.

Services

The Litter Pick-up Project concluded in October with 24.2 miles of roadway cleaned, along with nine playgrounds and parks. The collection of 18 bags of trash by nine volunteers for a total of 24.5 hours saved \$330.87 through volunteerism efforts.

Constitution Day: Chapter President, **Alex Bradshaw**, assisted **Suzanne Harmon** to create an online activity for Constitution Day that resulted in 52 participants.

Voter Registration Week: Five new voters registered to vote, in an effort coordinated by Alex Bradshaw.

Operation Christmas Child: Donations are being accepted to fill four shoeboxes to send through Samaritan Outreach for children. **Jamison Reed**, VP of Service, is collaborating with campus ministry on the project.

Scholarship

The competitive scholarship deadline is December 1. Seven applications are in process.

Call for nominations for the All-USA academic team are being accepted by our nominator, **Robin Tholen**. All-USA nominees will be considered for the All-Ohio Academic Team.

Membership | Fellowship

137 students who became eligible in the Summer have been invited to join the chapter.

Four new members and one transfer student from Chatfield were added from the spring eligible period.

SSCC Theatre Company

SSCC Theatre Company decorates a tree at the Highland House Museum every year. This year the theme is "Ohio," and during the October meeting, they made ornaments displaying pictures of Ohio actors. The tree will be decorated at the end of October and on display throughout the holiday season.

In November, the SSCC Theatre Company will be taking a tour of the Murphy Theatre in Wilmington.

Student Success

Advising Center

Advisors have been trained as coaches for the GRIT-funded career assessment tool, currently offered in the regional high schools. Expansion efforts to the adult populations in the counties include the SSCC adult student outreach. Advisors are now able to provide assessment opportunities and career coaching to SSCC's traditional and adult students when determining academic pathways.

Testing Center

The Mt. Orab Testing Center is now staffed. **Marilyn Jones**, retired SSCC Nursing faculty, was hired early this month as the Test Proctor. With the completed staffing, testing services for the Mt. Orab location are available Monday – Thursday.

Records/Registrar

Student Body Profile Report

Below is the Fall 2022 Student Body Profile Report, with a seven-year comparison.

HEADCOUNT	2022	2021	2020	2019	2018	2017	2016
FEMALE	1316	1335	1386	1605	1602	1709	1757
MALE	636	598	632	796	853	1006	948
TOTAL	1952	1933	2018	2401	2455	2718	2705
FULL-TIME	436	474	565	701	771	900	949
PART-TIME	1516	1459	1453	1700	1684	1818	1756
FEMALE FT	294	323	394	450	479	557	589
FEMALE PT	1022	1012	992	1155	1123	1152	1168
MALE FT	142	151	171	251	292	342	360
MALE PT	494	447	461	545	561	664	588

AGE							
MEAN	20	21	21	21	21	21	23
MEDIAN	17	18	18	18	18	18	19
<=16	625	370	272	551	565	665	510
17-20	849	1043	1128	1191	1113	1223	1241
21-24	180	179	224	247	286	287	335
25-28	91	96	105	124	170	162	180
29-32	71	77	85	82	88	106	98
33-36	31	43	61	63	73	78	97
37-40	27	38	53	49	54	54	73
41-50	53	54	62	66	83	112	130
51-60	23	28	25	25	22	28	37
61+	2	5	3	3	1	3	4

COUNTY							
ADAMS	245	247	272	307	247	311	326
BROWN	420	375	374	417	431	477	520
CLERMONT	116	115	152	140	159	257	267
CLINTON	245	250	298	355	398	409	407
FAYETTE	239	288	285	344	366	334	304
HIGHLAND	469	443	447	596	575	611	567
OTHER	218	215	190	242	279	319	314

RANK							
FRESHMEN	1489	1430	1462	1750	1750	1997	1980
SOPHOMORE	463	507	556	651	705	721	725

MAJORS							
GEN MAJOR	1528	1521	1567	1879	1798	1981	1976
TECH MAJOR	424	412	451	522	657	737	729

DEGREES	(7/1-6/30)	21-22	20-21	19-20	18-19	17-18	16-17	15-16
A.A.		63	70	68	59	87	91	84
AS		52	60	67	47	97	87	77
A.A.B.		17	30	28	34	27	32	39
A.A.S.		79	78	120	128	166	145	176
ATS		2	1	2	4	1	7	8
CERTIFICATES		32	18	29	30	74	64	51
<ONE YEAR CERT		71	47	43	17	11	31	20

ETHNIC								
BLACK		29	19	31	38	37	45	49
AM IND/AL NAT		2	1	5	5	2	7	15
HISPANIC		43	36	35	24	20	26	24
CAUCASIAN		1769	1773	1857	2232	2276	2520	2492
ASIAN/PAC ISL		14	17	11	5	6	7	5
NATIVE HAW/PAC ISL		1	3	2	1	4	3	5
NON-RES ALIEN		0	0	0	0	0	1	1
TWO OR MORE RACES		64	56	45	51	56	45	44
UNKNOWN		30	28	32	45	54	64	70

ENROLLMENT STATUS								
FIRST-TIME UNDERGRAD		219	152	162	183	271	280	359
FIRST-TIME PSEO/CCP		614	593	476	701	632	741	713
CONTINUING/RETURNING		1048	1148	1320	1442	1486	1606	1536
- CONTINUING		987	1009	1211	1284	1337	1445	1308
- CONTINUING UG		413	493	575	727	842	911	894
- CONTINUING CCP		574	516	636	557	495	534	414
- RETURNING		61	139	109	158	149	152	228
- RETURNING UG		51	108	97	113	108	144	177
- RETURNING CCP		10	31	12	45	41	8	51
TRANSFERS		71	40	60	75	66	91	97

APPLICATIONS								
APPS APPROVED		1490	1206	1181	1431	1673	1978	1938
APPS NOT ENROL		720	801	623	672	893	913	923
% APPS NOT ENROLL		48.3	66.4	52.7	46.9	53.3	46.1	47.6

HUMAN RESOURCES

Security

Gary Heaton, the College's Security and Emergency Response Coordinator, recently attended the Homeland Security Ohio Public Private Partnership (OP3) Fall conference in Columbus. The OP3 program provides current information and situational awareness on disaster prevention, response, and recovery efforts to the state agency and business executives, allowing decisions and resources to best support the needs of impacted communities.

One primary focus of the conference is the Total Eclipse that will take place in Ohio on Monday, April 8, 2024, when people within a 124-mile-wide band in the state of Ohio will experience a total solar eclipse.

The 2024 total eclipse is the last one to touch North America until March 30, 2033 (Alaska). As Ohio is within a one-day drive of 70% of the U.S. population, it is anticipated that the local populations in the center-line communities could triple-to-quadruple. Further, it is expected that the population surge will stress local emergency operational support, public works, law enforcement supplies, sanitation, and cellular communications. Counties are encouraged to begin planning with local organizers to consider infrastructure and emergency needs in response to local eclipse festivals and viewing parties. The Eclipse Planning Task Force has created a centralized location for the eclipse information in the State, which can be found at <https://eclipse.ohio.gov>.

Jeffrey Harvey, principal of JH Consulting, met with College leadership in October to begin discussions regarding updating the College's Emergency Operations Plan (EOP). The next meeting is planned to take place before the close of 2022. That meeting will include multiple constituents across the College to gain a broader perspective and input into the EOP.

JH Consulting is an expert in preparedness planning, technical writing, and safety consulting. They work with both public and private entities to provide vulnerability and risk assessments, emergency planning and execution, compliance, safety monitoring, training, workshops, and mock exercises.

Additionally, Heaton monitored over two days Hillsboro 8th graders and one day of Connect to College Day on Central Campus. Throughout the Connect to College day saw seniors from Fayetteville, Georgetown, and West Union on campus investigating career paths they might want to explore. **Kaylynn Bell** did an excellent job putting both events together. No problems or damage were observed.

Heaton attended three days of the National Summit on School Safety sponsored by CISA/Homeland Security. Subjects covered were: violence prevention, cybersecurity, online behavior, and physical security. He also attended the BWC Safety Council meeting in Wilmington.

Benefits and Compensation

Dependent Audit

The dependent audit that Southern State partnered with Benefits Management, Inc. (BMI) Audit Services concluded at the end of September. The College achieved a 100%

completion rate meaning all employees responded. There was a total of 50 unique employee enrollments included in the audit, with a total of 158 individuals (employees and dependents). Three dependents were identified as being ineligible for coverage. Two spouses had access to medical coverage through their employer, and a child was found to have aged out of eligibility. With the removal of the ineligible dependents, BMI estimates savings of \$15,000 for the first year. The cost of the audit was \$6,500.

Recruiting and Onboarding

Onboarding

Alexandra (Ally) Osman has accepted the full-time position of Creative & Digital Media Specialist. An alumna of Southern State Community College, who most recently graduated from The Fashion Institute of Design and Merchandising with a Bachelor of Arts degree in Digital Marketing and Creative Industry Studies, is scheduled to start on November 7.

Nicole Sheppard will be joining SSCC full-time as an Early Childhood/Paraprofessional Education Faculty Member on December 1. Previously, Nicole served as Chatfield College's Program Coordinator for the Early Childhood Education division. In August 2009, she received her Master of Arts in Education from Northern Kentucky University.

The Adult Opportunity Center (AOC) welcomed **Scott Liming** and **Ryan Starks** as Instructors.

Detective Tony Wheaton of Ross County has joined the SSCC Basic Peace Officer Training Academy as an Instructor.

Recruiting

Academics is seeking part-time instructors for Law Enforcement and Psychology Adjuncts for Spring 2023.

A full-time employee search continues for the Public Relations Specialist in the Communications department.

In a part-time capacity, the AOC is continually recruiting Assessment Team Members and Instructors for the new Greenfield site.

The Truck Driving Academy is recruiting both full-time and part-time instructors.

Student Services continues to seek Learning Skills Coaches (formerly known as Tutors).

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

The IT Department completed the implementation of a new Next-Generation Antivirus software platform for the College's servers. This software adds an advanced level of security protection compared to traditional antivirus by using a "system-centric" and "cloud-based approach" with predictive analytics driven by machine learning and artificial intelligence that's combined with threat intelligence. Additionally, this licensing model provided an option to purchase an additional 100 endpoint licenses at a significantly reduced rate that will be used for specific employee computers that handle more critical functions at the College.

The College also recently deployed a solution that allows the local backup of cloud-based Microsoft O365 Email and SharePoint offerings.

WORKFORCE DEVELOPMENT

Grants

Adult Opportunity Center

The current enrollment in the AOC ASPIRE classes is 102 students.

Scattered post-testing has been implemented this fall on a trial basis to maximize student Measurable Skill Gain attainment. According to the state ASPIRE policy, a student must have a minimum of 40 hours of instruction to sit for a post-test.

The ASPIRE program currently has 8 students eligible to post-test.

Susan Armstrong, Director of AOC, attended the Grand Opening of the Jefferson Street Workforce Development Center in Greenfield on October 28. The ASPIRE program will be the first occupants to hold classes in the space beginning at the end of November.

RAPIDS V

Brian Rice submitted for the remainder of the funds to complete our RAPIDS V proposals. These funds complete the conversion and wraps for the TDA equipment.

RAPIDS VI

The Controlling board also approved the Southeast Regions proposal for RAPIDS VI. The funding will allow the purchase of a Milo Training System for our Police Academy and local law enforcement. The equipment is a “simulation training system for government, military, law enforcement, and police agencies for critical incident training, de-escalation, decision support training, traditional tactical judgment training, and firearms proficiency training.” The equipment should be ready to utilize in the Police Academy and for workforce training opportunities for the community.

GRIT/Workforce READi Grant

The Workforce Training Center had its grand opening on October 28 in Greenfield. The opening was attended by roughly 75 individuals who came through to witness the opening and network. This was a joint event that aligned with the Highland County Coffee and Commerce monthly event. The renovation was made possible through the Highland County Workforce READi Grant, and Highland County Economic Development will assume operational responsibility for the center moving forward and include programming from Southern State and other training providers. The space is located at 1300 Jefferson Street in Greenfield.

STEM Grant

Lisa Hord, Special Projects Coordinator, met with Wilmington Savings Bank to coordinate programming through the STEM Grant in Fall 2023. The grant is a public/private grant that aims to provide instruction to CCP students in a business or organization with the chance to walk out with transfer credit and or the opportunity to receive an industry-recognized credential.

Ohio Code Scholar Program

An additional \$240,000 has been awarded to the Ohio Code Scholar program from the State of Ohio. These funds are aimed at increasing the coding and IT skills in K-12 in

Southern Ohio. This is the second round of funding for the initiative. The second year will focus on increasing the network, providing technical upskilling of teachers in the IT/Coding space, and more project-based learning programming for the students in the participating schools.

Non-Credit Training

Truck Driving Academy

Month	2020-2021 AY	2021-2022 AY	2022-2023 AY
September	20	15	15
October	12	12	23
November	16	14	18

Additional Site and Partnership

The Truck Driving Academy has partnered with Great Oaks/Scarlet Oaks to offer CDL training for those interested in the Scarlet Oaks area. The classroom portion of the CDL program will be conducted at Scarlet Oaks, and the students will then drive to Wilmington for the skills and road training at the Wilmington pad location.

Upskilling and Certifications

	General Upskilling Course Enrollment	Certification Enrollment
Clients Served (August)	7	5
Clients Served (September)	4	83
Clients Served (October)	7	49

Forty-nine students participated in the Continuing Education in Waste Water Licensure Workshops in Hillsboro on November 1 and 2. The five water workshop offerings throughout the state had an attendance of 124 individuals for the fall sessions. The next set of sessions will be in the spring.

Brown County Campus

Activities

On October 20, a brunch was held in the Community Room for SSCC Retirees. The event was well attended and appreciated by all retirees in attendance. Some of the brunch

attendees included three of the past College Presidents, retirees from Student Services, and retired faculty.

The ACT was held on campus on October 22 with 32 students in attendance. This continues to be a great opportunity to bring students onto campus and provide an educational space for testing.

On Wed., November 9, the College hosted the Ohio Valley Regional Development Commission (OVRDC) and invited guests for a community meeting related to the Appalachian Community Grant.

Communications and Marketing

Marketing Area	September	October
Press Release	10	7
Advertising / Print	12+	12+
Email Campaigns	1	1
Emails Deployed	30,303	30,303
Number opened	5,981	4,628
<i>Percentage Opened</i>	19.74%	15.27%
Clicks within content	792	830
<i>Percentage of open and clicked</i>	2.61%	2.74%
Social Media/Geofencing	1	1
Impressions/ads Deployed	86,251	96,965
Clicks	148	127
<i>CTR (click through rate)</i>	0.17%	0.13%
Top 3 locations of activity	Wilmington, WCH, Greenfield	Wilmington, WCH, Greenfield

Recent Southern State Appearances – Communications Activities and Involvement

Since the last report, Southern State has appeared in the following media outlets:

Press Releases

- Southern State Community College engineering graduate at P&G (*Cincinnati Enquirer*)
- SSCC Theatre presents Steel Magnolias (*Record Herald, Wilmington News Journal, Times Gazette*)

- SSCC Board of Trustees to meet October 12 (*Times Gazette*)
- SSCC educators of earn ACUE certification (*WNJ, Highland County Press, Record Herald, Times Gazette*)
- Spring Semester scholarship application now open at Southern State - APPLY TODAY (*Highland County Press, People's Defender, Record Herald, Times Gazette*)
- Dr. Angel Mootispaw and Cathy Zile from Southern State were selected to present at Quality Matters (QM) Connect Conference in Arizona (*Times Gazette, Record Herald, Highland Co. Press*)
- SSCC Board of Trustees to meet October 31 (*Highland County Press*)

Advertising/Print/Direct Mail

- 2023 Spring/Summer Registration Guides
- Registration ads and targeted email campaigns – various media (print and digital)
- Front page stickers in three different news outlets promoting registration
- Stop Out Student Campaign (phone calls – 33 expressed interest in returning)
- Direct mailers to various student populations for spring semester registration:
 - Current students - 1,945 postcards mailed
 - New applicants since January 2022 (never registered for a class) – 732 postcards mailed

Social Media

- Geofencing Campaign – targeting H.S. locations (Fall Sporting Events)
- Highland Co. Chamber – Steel Magnolias and HR job postings
- Brown Co. Chamber – Steel Magnolias and HR job postings
- Eastern Middle School – SSCC and Dr. Joshua Montgomery assist robotics class with droid building
- Higher Ed Classes – TDA and SSCC shoutouts
- Highland Co. Ohio Economic Development – grand opening of Workforce Dev. Center featuring SSCC technology demonstrations

Professional Development

- Deeper Data Dive Series | Alphabet Soup: Un-coding IPEDS, VFA, HEI, & others
- Webinar: Enrollment Trends to Inform Your Institution's Messaging & Recruitment

Media Shout outs

- Advancing colleges in Appalachia (*Community College Daily*)
- Highland Co. Workforce Development Center opens in Greenfield (*Highland Co. Press*)
- Wilmington HS hosts college fair (*WNJ*)