

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



AUGUST 2023 | DR. NICOLE ROADES, PRESIDENT

Gearing up for Fall

As the summer fades, the College is picking up momentum for a strong start on August 21. In advance of the term, the College will host its annual Opening Week Activities. Among the topics are a variety of professional development opportunities as well as specific activities aimed at improving affordability and student enrollment.

- Textbook Affordability
- Everyone is a Recruiter
- Title IX Training
- Academic Division Meetings
- Instructional Technology Training
- Special Topics: Artificial Intelligence

Additionally, New Student Orientation returned to face-to-face delivery. Two evening sessions were held Mon. July 31, and Tues., Aug. 1. Special thanks to **Kaylynn Bell** for organizing the activities and to the many volunteers across the College who contributed in various ways.

Finally, while still early, weekly enrollment tracking suggests a modest uptick in our non-CCP student population and continued increases in CCP enrollment. As has been prioritized, the College continues to seek a rebalancing of enrollment in which non-CCP and CCP enrollment are both realizing increases.

Patriot Palooza a Big Hit

Among the four priority areas included in the 2023-2025 Strategic Plan includes enrollment. Strategies in this area, among other things, emphasize **balancing the enrollment profile** and **being deliberate about enhancing our connection within communities where a physical campus no longer exists.**

One immediate activity emerging from the Communications Team included a month-long outreach initiative called Patriot Palooza. Joined by 17 volunteers, nearly 50 unique visits to businesses, agencies, county offices, schools, and special events across the five-county region were supported in July. Ranging from a casual drop-in to say, “Thank you for what you do and thank you for supporting Southern State” to sponsorship-like engagements with the broader community, Patriot Palooza was a hit.

Deep Data Dive Schedule Announced

The Deep Data Dive series was launched in 2022 to enhance data transparency across the institution. The series included a variety of relevant topics that connected our college community to the data which defines the institution in various capacities. The Series was well attended and proved to be something worth continuing.

Included in the 2023-2025 Strategic Plan, the College prioritizes promoting **data transparency for informed decision-making**. The series will continue emphasizing some of our core data elements and include new topics such as a financial aid analysis and external data that impact programming, job prospects, etc. All presentations will be delivered virtually and should last no more than an hour.

Topic	When
Metrics for Success: How we measure progress toward our strategic plan	September 1, 2023 @ 1:30 p.m.
Enrollment Trend Update	October 6, 2023 @ 1:30 p.m.
Survey of Student Engagement Results	November 3, 2023 @ 1:30 p.m.
Show Me the Money: How we leverage local, State, and federal aid to deliver affordable education	January 5, 2024 @ 1:30 p.m.
An Outside Perspective: Revealing interesting data from the Environmental Scan	February 2, 2024 @ 1:30 p.m.
Early Momentum in Math and English and Why it Matters	March 1, 2024 @ 1:30 p.m.

President's Activities and Involvement

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

- OACC Presidents' Bi-Weekly Meetings
- OACC Annual Conference | Columbus State Community College
- SSCC's Aspire/GED Recognition Ceremony
- Building Bridges To Careers (BB2C) Meeting and Lunch
- SOCHE Board of Trustees Meeting
- Call with Ohio's Department of Higher Education Representatives
- Call with Clinton County Port Authority (CCPA) Representative
- Meeting with Future Plans Executive Director
- Brown County ABCAP Business Meet and Greet
- Presidents and Chancellors Series: Title IV Compliance Overview, Future Act/FAFSA Simplification Overview
- Highland County Chamber of Commerce Board Meeting
- Mt. Orab Safety Project Kickoff Meeting
- SSCC Patriot Palooza | Adams County
- Meeting with Representatives from CCPA and Clinton County ESC
- Lunch Meeting with Dean of the University of Cincinnati – Clermont
- Brunch Meeting with Former SSCC President and Foundation Donor
- Welcome for ADN Orientation
- Scholarship Donor/Recipient Photo Opportunity | Hillsboro Elks Club
- Patriot Palooza | Highland County
- Highland Co Chamber Coffee & Commerce Networking Event | Rocky Fork State Park
- Lunch Meeting with Former SSCC President and Foundation Donor
- Welcome Adjunct and CCP Faculty Orientation
- OVRDC 2nd Round Caucus | Highland County
- Scholarship Donor/Recipient Photo Opportunity | NCB
- Highland County Chamber of Commerce Board Meeting
- Meeting and Tour with Shawnee State University Interim President and Chief of Staff
- Highland County Transportation Advisory Committee Meeting
- Jenzabar Communications Module Demonstration
- SSCC New Student Orientation for Fall Semester | Central & Brown Co. Campuses
- Enhancing Professionalism in the Region with Highland District Hospital Representative

ACADEMIC AND STUDENT AFFAIRS

Ohio Manufacturing Workforce Partnership Grant

Southern State was awarded an Ohio Manufacturing Workforce Partnership grant for *Earn and Learn Technical Assistance* sessions to discover ways to develop and grow earn-and-learn programs. Consultant Aaron Burdette is the University of Cincinnati's Assistant Professor of Practice for Biomedical Engineering and NEXT Apprenticeship program Faculty Lead. He will meet with SSCC faculty/staff and local community partners in September for a series of workshops on developing/enhancing co-op-type program options.

Great Minds Fellowship Program Grant

Southern State was awarded a Great Minds Fellowship Program grant in the amount of \$96,199.00 from the Ohio Department of Higher Education (ODHE). The grant will provide financial aid to Ohio resident students who are within two years of graduating with degrees or certificates in Social Work, Marriage and Family Therapy, Mental Health Counseling/Counselor, Psychiatric/Mental Health Nurse/Nursing, and Substance Abuse/Addiction Counseling. Students in our Human and Social Services program and Chemical Dependency program will benefit from these funds.

Adjunct | CCP Professional Development Event

On Wednesday, July 26, the Adjunct Faculty Committee hosted the annual Adjunct | CCP Professional Development event on Central Campus from 9:00 a.m. to 1:00 p.m.. Dr. Goodwin and I welcomed the group and thanked them for their good work and dedication to academic excellence. The instructors each selected three of nine sessions to attend: Assessment; Teaching Methodologies; Library Services; Best Practices; Student Engagement; Adjunct Faculty Q&A; and three sessions specifically geared toward CCP teachers. The day's activities concluded with division breakout meetings. Kudos to the Adjunct Faculty Committee, presenters, and staff for all the time and work put into making this day a content-rich, informational event. A total of 63 people attended, including 18 adjunct faculty members and 25 CCP teachers.

Student Affairs Summer Retreat

A Student Affairs Summer Retreat was held on Friday, July 21, on Central Campus. Following opening activities, Dr. Wise presented on overcoming a silo mentality within the department. Breakout teams brainstormed, then offered ideas on *how to break down silos*.

The final topics of the retreat centered on clear expectations for Student Affairs personnel and the importance of quality customer service through communication, consistency, trust, and relationship building.

To provide additional opportunities for students to enroll in classes, the Central Campus Student Affairs offices will offer extended hours for Fall 2023 term. The Brown County Campus will return to operational hours on Friday.

People in the News

Two Faculty members were promoted to full professor for the coming school year: **Rainee Angles**, Professor of Speech and Theater, and **Bill Henry**, Professor of Biology.

Meg Storrs, Administrative Assistant for Southern State's Nursing Department, has graduated as a fellow of the newest class of the Ohio Leadership Academy for Student Success. Sponsored by the Ohio Association of Community Colleges, the academy is the first of its kind in the nation to gather mid-level faculty and staff for a year of training, exchanging ideas, and immersion in how to promote student success.

Rainee Angles, Professor of Speech and Theatre and SSCC Theatre Director, was cast as Hunyak in Wilmington College's Summer Theater production of *Chicago* in mid-July.

HUMAN RESOURCES

Security

The State approved \$5 million in funding to be divided among 33 colleges and universities for safety improvements. Awards from the state's Campus Safety Grant Program, in general, will be used for security improvements on Ohio campuses, including alarms, cameras, and locks. To be eligible for grant funding, colleges were required to have conducted a security and vulnerability assessment to identify potential areas for improvement as part of the grant application. Southern State coordinated with the Ohio School Safety Center professionals to

conduct the assessment on its campuses. The Ohio School Safety Center, a division of the Ohio Department of Public Safety, reviewed the campus safety grant applications in consultation with the Ohio Department of Higher Education.

In January, the College was awarded an estimated \$149,000; the majority of the funds will be used at the Highland County Campus to replace exterior doors, add additional security cameras, and make other security enhancements. The work is estimated to be completed by the end of the 2022-23 academic year.

Articles related to the safety grant have recently appeared in the *Times-Gazette* and *The Highland County Press*.

Gary Heaton, the College Security and Emergency Response Coordinator, was one of the 1,300 attendees at the two-day Ohio School Safety Summit at the Columbus Convention Center, the week of July 25. Governor DeWine opened the Ohio School Safety Summit. Keynote speaker Dr. Dewey Corneel, Professor at the University of Virginia and developer of the Comprehensive School Threat Assessment Guidelines (CSTAG), covered school threat assessments. Dr. Amanda Nickerson, Professor, and Director of the Alberti Center for Bullying Abuse and Prevention at the University at Buffalo, covered bullying prevention and intervention.

Training and Development

The Human Resource Department continues to build training and learning courses in the Dayforce Learning platform for employees. Required annual employee training is currently being made and scheduled for September 2023.

The Human Resource Department will attend the Dayforce Annual training event the first week in October. Dayforce is the College's Human Capital Management (HCM) software which contains recruitment, talent and workforce management, payroll, HR, and benefits features. This event provides opportunities for cross-training, maintaining compliance, and learning how other customers utilize the platform.

Ashley Barbone, Senior Assistant Attorney General at the Ohio Attorney General Dave Yost's office, will be on campus for Opening Week (Tuesday, August 15) to provide Title IX Training to employees. Title IX requires institutions to protect all students, faculty, and staff from sex-based discrimination, a term that includes both sexual harassment and sexual violence.

Compliance

An internal audit of the Nursing Faculty and Nursing Adjunct ACEN/OBN files is being led by **Crystal Howland**, Coordinator of Benefits and Compensation. This is being done in advance of the ACEN/OBN visit. This audit will be looking at several documents, including certifications, licensures, transcripts, and pertinent vaccination records.

Benefits and Compensation

Benefits

Crystal Howland, Coordinator of Benefits and Compensation, worked with Anthem, Ceridian, and Horan to set up data feeds for all Anthem lines of coverage (medical/dental/vision). The data feeds enable Anthem to obtain data directly from Ceridian for new or ending benefit enrollments caused by hiring, termination, or work/life event enrollments. The feed reduces the amount of time spent manually entering data and reduces the risk of inaccurate information being entered into the system. The Coordinator reviews reports generated each week for any discrepancies. Anthem is working with ARORx to set up similar data feeds for pharmacy coverage. The data feed for Anthem and ARORx went live on July 21.

A thank you to **Tyler Bick**, Technology Coordinator who has been working with Crystal to overhaul the employee Benefits, Health & Wellness web pages. The updated web pages went live on July 24. The new layout was designed with ease of use in mind for employees. Employees were made aware of the new layout in an email on August 1.

Wellness

Employee wellness credit events hosted in July included:

July 11 – CPR Training & Certification Course: The course was sponsored by our Workforce Development team and led by **Bruce Fugate**.

July 12 – Identifying and Addressing Employee Turnover: This is a webinar sponsored by college partners at ImpactSolutions.

July 26 – Benefits Review and Medicare Enrollments: This is designed to be one-on-one meetings with Tracy Barnes, our representative at Enrollment Management Services (EMS).

Preparations are underway for the upcoming Employee Health & Wellness Fair. HealthWorks has been secured to provide four technicians for biometric screenings for full-time employees and any covered spouses. The Coordinator is securing additional vendors to include representatives from Horan, Voya, OPERS, STRS, Walgreens, and various other Benefit providers and local businesses. The 2023/2024 Wellness Fair is set for Friday, October 6 from 7:00 a.m. – 11:00 a.m.. It is open to all employees and covered spouses.

Partnerships

The Human Resource Department has partnered with the Ohio Means Jobs (OMJ) Youth Training Program. This program is designed to provide employment opportunities to aid youths between the ages of 14-24 that may have roadblocks such as low income, lack of high school diploma, lack of transportation, and or another issue that may impact their ability to gain employable skills and experience.

Recruiting and Onboarding

Onboarding

Bethany Baker, who previously worked for SSCC as a Clinical Instructor, will join the team as a Full-Time Nursing Instructor beginning August 1. Bethany has worked at Adams County Regional Medical Center in both the Emergency Department and Medical/Surgical Telemetry. She obtained her Bachelor of Science in Nursing from Ohio University.

Adjunct Instructors continue to be onboarded for the Fall term, including **Greta Galloway**, who is returning to teach Speech/Public Speaking.

The Law Enforcement Academy welcomes **Darrell Keller** to the team.

Division Coordinators that were selected for the 2023/2024 academic year included **Dr. Josh Montgomery** – Applied Science, **Jody Bishop** – Social Science, and **Nicole Sheppard** – Arts and Humanities, and **Jeff Tumbleson** – Business.

Supplemental Contracts that were renewed for the 2023-2024 academic year included **Susan Morris**, the Phi Theta Kappa Advisor; **James Barnett, Jr.**, the Miami University Engineering Outreach; and **Gary Heaton**, Security and Emergency Response Coordinator.

Recruiting

In Academics, the College is recruiting for a Speech/Public Speaking Adjunct and a Business Adjunct. Several Division Coordinator positions are open, including Arts & Humanities, Life Science, and Physical Science.

The Nursing Program is accepting applications for Clinical Instructors for the Cincinnati Children's Hospital and Court House Manor locations.

The Adult Opportunity Center has position openings for Instructors at their Wilmington and West Union sites.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Highland County Campus Door Upgrades

As mentioned earlier in this report, Southern State is moving forward with a project to replace entryway doors at the Highland County campus, thanks to Governor DeWine's 2022 Campus Safety Grant Program. Current doors are original to the building's construction and provide safety challenges with latching and locking due to extensive age and wear. This project also provides a valuable opportunity to reset our key strategy with new locks and improve tracking for those with key access.

This project has been in the planning stages for the past 18 months and includes replacing entry doors in the main lobby, the end of each hallway, both entrances to the Annex Building, and exterior doors for the Library. Special thanks to **Mindy Markey-Grabill**, VP of Human Resources, for securing the Campus Safety Grant.

Brown County Campus Facade Remediation Project

The exterior stucco replacement project at Brown County Campus officially started on July 5 and significant progress is being made with demo and remediation moving forward faster than anticipated. Valley Construction is performing the work and targeting substantial completion by the end of August. Color selections are consistent with the building's original color selections.



WORKFORCE DEVELOPMENT

Grants

ASPIRE

Adult Opportunity Center Director, Susan Armstrong, has been meeting with Kaylynn Bell, Southern State Recruiter, to discuss strategies to improve enrollment in both the Aspire program and college classes and training programs. Emphasis is on Aspire graduate transitions to secondary education or training programs offered by Southern State. Kaylynn will be visiting all twelve Aspire classes to present information about available options post-Aspire, financial assistance, and the “how-to’s” of college enrollment.

Workforce Development

Truck Driving Academy

End of Fiscal Year, Three-Year Comparison Data

	2020/2021	2021/2022	2022/2023
July	16	15	16
August	7	12	25
September	20	15	15
October	12	12	23
November	16	14	18
December	16	13	18
January	16	13	26
February	17	16	16
March	21	15	27
April	12	21	15
May	15	18	26
June	12	22	16
TOTAL	180	186	241

The TDA began operations on July 1 at the new Piketon Pad site. In partnership with Rural King Distribution Center, the Truck Driving Academy will utilize space at their center as the training pad and road work site. The College is happy to enter into this agreement and looks forward to continued opportunities to collaborate for CDL training needs. Special thanks to TDA Director JT Smith, who assisted in coordinating this partnership and to logistics of a successful relocation. Classroom activities will continue at the Pike County Joint Vocational School.

A new HAZMAT online offering is now being offered through the Truck Driving Academy. The class was designed by Angie Devilbliss with the technical assistance of Cathy Zile through CANVAS. The class meets all the requirements of the Federal Motor Carrier Safety Administration. This online class will allow any individual to sign up for and complete the requirements for HAZMAT training. A special thanks to Angie and Cathy for their time and effort in the class design!

Communications and Marketing

Presence Report

Southern State Community College			
Marketing Area	April	May	June
Press Release	8	12	7
Advertising / Print	7+	7+	5+
Email Campaigns	1	1	1
Emails Deployed	30,303	30,303	30,303
Number opened	5,923	4,990	6,008
Percentage Opened	19.55%	16.47%	19.83%
Clicks within content	859	869	883
Percentage of open and clicked	2.83%	2.87%	2.91%
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	81,816	83,386	461,764
Clicks	503	491	744
CTR (click through rate)	0.61%	0.59%	0.16%
Top 3 locations of activity	Wilmington, WCH, Greenfield	Wilmington, WCH, Georgetown	Wilmington, WCH, Georgetown
Truck Driving Academy			
Marketing Area	April	May	June
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number opened	4,744	4,942	4,922
Percentage Opened	18.98%	19.77%	19.69%
Clicks within content	708	639	632
Percentage of open and clicked	2.83%	2.56%	2.53%
Audience Management	1	1	1
Impressions/ads Deployed	109,426	108,691	109,676
Clicks	179	188	190
CTR (click through rate)	0.16%	0.17%	0.17%

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 Theatre Company presents “Love Letters” (*Times-Gazette, Record-Herald*)
- SSCC Board of Trustees to meet June 15 (*Highland County Press*)
- Southern State’s Adult Opportunity Center hosts recognition celebration for the Aspire and Graduation Alliance Programs (*RH, HCP, News-Democrat*)
- Southern State is one of 10 colleges to join QuantNet Ohio (*Times-Gazette, HCP*)
- Southern State launches Patriot Palooza this Summer (*HCP, Record-Herald, People’s Defender, TG*)
- Southern State’s aviation program offers big opportunities with high career placement and growing salaries (*WNJ, RH, HCP*)
- Southern State’s campus leaders assume additional roles to start the 2023-24 academic year (*Wilmington News Journal, Highland County Press, Record-Herald, TG*)

- There is still time to register - SSCC Fall Semester begins August 21 (Record-Herald, HCP, People's Defender)
 - SSCC Awards Dylan Phillip Wilson and Nathan Paeltz Memorial Scholarship to Drew Dotson and Audree Howell (HCP)
 - Southern State Invests in Learning Services / Accessibility Support (HCP, Record-Herald)
 - Southern State announces newest graduate from Ohio Leadership Academy for Student Success (HCP)
 - Southern State awards Elks Scholarship to Elena Pickering-Polstra (Times-Gazette)
 - Southern State receives campus safety grant (HCP, Pike Co. News Watchman, WNJ, RH)
- **Advertising/Print/Direct Mail:**
 - Monthly June e-blast promoting Health Sciences Program – Nursing application deadlines (30K+ emails deployed)
 - Monthly July e-blast promoting Aviation Program (30K+ emails deployed)
 - Monthly June e-blast promoting the TDA program and upcoming start dates (25K+ emails deployed)
 - Personalized letter promoting class offerings at Wilmington Savings Bank (333 students who qualify were mailed a letter with information directly to their homes)
 - County Fair ads/sponsorships (Clinton Co. Fair and Adams Co. Fair)
- **Social Media:**
 - Facebook: Fall Registration post
 - Impressions: 13,376 | Reach: 7,499
 - Computer Science program campaign ad
 - Impressions: 14,791 | Reach: 8,132
 - Facebook data
 - Reach: 38.2K (+55%) | Engagement: 5.0K (+47%)
- **Events/Publications**
 - Patriot Palooza Community Event (During July)

Recruitment

Presence Report

Campus Visits	
Central Campus	5
Brown County Campus	2
Program Information Request Emails	
Business	11
Law Enforcement	2
Health Sciences	28
Engineering	1
Computer Science	2
HSSR	5
Education	9
AA/AS	8

Highlights:

- Fall Orientation
 - Updated program to include more hands-on activities
 - Separated students from parents
 - HIGH numbers for both Central and Brown!
- Patriot Palooza Activities—built connections with both potential students and area business partners
- AOC Collaboration

Projects:

- Working on finalizing details for upcoming events:
 - Fall Orientation: July 31st-August 1st
 - Connect to College: October 6th (Central); October 13th (Brown)
 - Highland County College Fair: November 3rd, 2023
 - Clinton County College Fair: October 18th, 2023
 - Counselor's Luncheon December 1st

Professional Development:

- Workshop Wednesday's
- Webinar: Going Viral – An Admissions Counselor's Guide to Social Media