

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



SOUTHERN STATE
COMMUNITY COLLEGE

MARCH 2023 | DR. NICOLE ROADES, PRESIDENT

Administrative Reorganization to Merge Academic and Student Affairs

As you may recall, we have had an opening in the senior student affairs area since late 2022.

After meeting with most of the student services team, consulting with senior leadership team members, and observing the division's needs, we are moving forward by merging academic and student affairs into a single division. This is a common administrative model across the State and nation, and Southern State seems well-suited for this organization.

Effective July 1, **Dr. Erika Goodwin** will assume the senior leadership role in both areas as the Vice President of Academic and Student Affairs.

To be effective in this model, the College will open a posting for a Dean of Student Affairs on April 1, with an intended start date of July 1. The selected individual will report to Dr. Goodwin and will provide leadership and supervision for the various existing functions of student affairs, including admissions, registration, advising, career, and personal counseling, CCP relations, financial aid, records, learning services, and accessibility, student-life, co-curricular clubs and organizations, and testing services.

The Dean will be a student-centered leader capable of managing change, inspiring innovation, and building collaborative relationships internally and externally. Central to the Deans responsibilities include advancing student access and success, enhancing student engagement, and leading excellent student experiences from prospective admission to graduation. Metrics for success will emphasize enrollment data, including conversion and retention rates, student satisfaction, service standards, and other quality measures.

Insurance Committee Makes Recommendations for Savings with HEALTH Insurance Consortium

On March 28, the HEALTH Consortium Board, including representatives from Shawnee State University, Cincinnati State, Edison State, Clark State, and Southern State, will gather for the spring meeting. Contingent on the decision of two other consortium partners to transfer service to Anthem, the College will accept the committee's recommendation to change the provider to Anthem. The savings, largely a result of a pharmacy program, ARORx, unique to Anthem,

poses a savings of approximately \$170,000 to the College. Additionally, Anthem has provided a rate increase guarantee on administrative fees:

1. If we change now, we will receive a waiver of the set up/implementation fee and a waiver of 1 month's network fees totaling \$9,620 in savings.
2. For year 2, there will be a 0% increase in administrative fees.
3. Year 3 would see a 4.6% increase in administrative fees.

All consortium partners must agree to adopt Anthem as their provider to realize the savings locally. In the absence of consensus, the committee has recommended staying with Medical Mutual of Ohio and adopting ARORx for pharmacy benefit management. Specific renewal rates will not be available until after the March 28 meeting. No changes to the medical or pharmacy carriers will represent a 16-17% renewal increase for Southern State.

Community Colleges of Appalachia Supports Southern State's Participation in the AACC Workforce Development Institute

In mid-January, **Amy McClellan**, Executive Director of Workforce Development, and I had the opportunity to participate in the American Association of Community College's (AACC) Workforce Development Institute (WDI). Participation in this national, highly-regarded institute was possible through the generous scholarship support of the Community College of Appalachia.

In addition to the rich takeaways from the conference presenters and keynote speakers, Southern State committed to three action items to advance our workforce development presence. The three action items include:

1. Explore entry points for curricular and/or programmatic introduction of artificial intelligence.
2. Seek AACC consideration to enter Cohort 3 of the Microsoft initiative emphasizing cybersecurity programming.
3. Enhance the College's role in electric vehicle (EV) manufacturing.

Southern State Team Participates in Winter Student Success Leadership Institute

The Ohio Association of Community College's Success Center hosted the Winter 2023 Student Success Leadership Institute (SSLI) on February 23 and 24. Representatives from Ohio's 23 colleges, including Southern State, convened in a virtual meeting to participate in a series of workshops with continued emphasis on aspects of the Guided Pathways initiative. Additionally, the College's State Share of Instruction (SSI) Trend Analysis was released.

Outcomes suggest a continued emphasis on enrollment growth, and student outcomes should remain our focus. Special thanks to the team members **Dr. Peggy Chalker, Dr. Terry Flum, Dr. Erika Goodwin, Dr. Jeff Montgomery, Dr. Angel Mootispaw, Suzanne Harmon, Amanda Thompson, and Dr. Jessica Wise** for their participation in the Winter SSLI.

Strategic Planning Sessions Scheduled for April

In early 2023, environmental data shaping the College's situational context was released. Among the data included socio-demographics, competition, the economic and political outlook, technology and industry, and enrollment trends. The College is now ready to enter into the next phase of the planning process, including establishing the foundation for vision renewal, imagining the future, and creating strategies to implement the vision. To this end, we are contracting with Rick Gregory, a strategic planning consultant and friend of Southern State. This stage of the process will likely involve a 2.5-day commitment and will include large-group sessions that will narrow to smaller groups for the detailed work of defining the strategies. In this process, the Long-Term Planning Committee will be included in invitations and updated on progress. The overarching goal is to capture community feedback before the end of the academic year (May), articulate the strategies and metrics (May/June), and launch on July 1 to coincide with the budget year.

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
- SSCC Faculty Senate Meeting
- Appalachian Community Grant Meeting
- Meeting with Graduation Alliance Representative
- GRIT 2023 Update Meeting
- Leadership Adams | Education Day
- Meeting with Higher Learning Commission Representative
- Deeper Data Dive Series | Topic 4 | The Financial Dashboard
- AACC Workforce Development Institute (Indian Wells, CA)
- Meeting with Highland County JFS Director
- Highland County Chamber of Commerce Meeting
- GRIT Meeting Focused on Youth
- Highland County Economic Development Meeting
- Lunch Meeting with Cincinnati State President
- Governor Mike DeWine's State of the State Address (Columbus, OH)

- Fayette County Chamber of Commerce | Groundhog Day Event
- Call with Innergex Representative re: Palomino Project
- Ohio Valley Regional Development Commission (OVRDC) Caucus Meeting | Highland County
- Brown County Chamber of Commerce Event with Congressman Brad Wenstrup
- HVAC Project Criteria A/E RFQ – Firm Review Meeting
- Highland County Workforce Leadership Council
- Meeting for Review of HORAN's Committee Meeting Presentation
- AGO Briefing | HB353 Testing Your Faith Act
- Data Visualization Software Kickoff Meeting
- Return2College Meeting
- Highland District Hospital | Branding RoundTable
- Student Success Leadership Institute
- BAC Meeting / Access Ribbon Cutting
- Meeting with BHDP, Quandel, and OFCC Representatives
- SSCC Board of Trustees Facilities Committee Meeting
- Administrative Commencement Meeting
- Moody's Update Call
- Ohio Code Scholars Update with Senator Shane Wilkin
- SSCC & BB2C's CCCL Summit
- Highland County Chamber of Commerce | Ag is Everyone's Business
- Emergency Operating Plan (EOP) Draft Review Meeting
- OACC Legislative Day (Columbus, OH)
- Highland County Workforce Leadership Council | Education for Work Committee | Survey of Local Workforce Needs

ACADEMIC AFFAIRS

The Testing Your Faith Act

The Board will be asked to approve a new policy and procedure for H.B. 353, entitled "The Testing Your Faith Act." The act requires each state institution of higher education to adopt a policy that reasonably accommodates the sincerely held religious beliefs and practices of individual students regarding exams, other academic requirements, and absences for reasons of faith or religious or spiritual belief system. The law goes into effect on April 3.

New Policy and Procedure for Adjunct Faculty Pay Review

This spring, the administration crafted a policy and procedure for an Adjunct Faculty Equity Review. It consists of an adjunct faculty pay review process and clearly defined criteria on which the process improvement efforts are based. In support of the policy for an annual equity review of adjunct faculty pay rates, the College has adopted specific review procedures. The reviewing body will evaluate the procedure every five years or as needed and make necessary adjustments. The review will take place during the Spring term, and adjunct faculty receiving an increase will be notified during the Summer term. New pay rates will go into effect in the fall term. The new policy and procedure was vetted through the Adjunct Faculty Committee.

Health Sciences

Practical Nursing NCLEX Exam Results

The graduates of the Practical Nursing Program completing NCLEX-PN in 2022 achieved a 100% pass rate.

Partnership with Highland District Hospital

Highland District Hospital gifted the Health Science Programs with 4 hospital beds, an infant warmer, bassinet, and other patient care equipment that is being used to enhance the simulation and skill lab experiences for students on Central and Brown Campus.

Cathy Faulconer MSN, RN, CIC, CDE, CPHQ, Director of Nursing at Highland District Hospital recently visited with the May 2023 graduates to assist them to prepare for interviewing and preparing for entry to the nursing workforce. The partnerships with the clinical sites and employers are invaluable.

In The News

Dr. Jeff Montgomery, Dean of Technical Studies presented at the Winter 2023 Student Success Leadership Institute held on February 23 and 24. Dr. Montgomery co-presented “*Sense of Belonging: Keeping Students on the Path to Success*” along with Lana Snider, Vice President of Enrollment Management & Student Affairs, Northwest State Community College. The presenters discussed results from their two dissertation studies on what factors influence students' sense of belonging in community colleges, why belonging is important for keeping students on the path to success, and why college practitioners should be interested. Discussion included factors that influence student belonging within the first three weeks and throughout

their community college experience, what role faculty and staff play, and how institutions can foster belonging with little or no additional cost to the institution.

STUDENT AFFAIRS AND ENROLLMENT MANAGEMENT

Admissions/Recruiting

CCP Information Nights

CCP law requires all public high schools to host a CCP information session for their students each year prior to February 15. This year, SSCC helped support our local high schools by attending and/or presenting the state CCP presentation at close to 20 of our participating high schools. Many thanks to **JR Roush, Lauri Bolitho, Kaylynn Bell,** and our SSCC Academic Advisors (**Brenda Landis, Paula Campagna, Stephanie Meade, and Michelle Callender**) for making themselves available to attend and present during these sessions.

In addition to the high school CCP information nights, a few of our partnering high schools had requested that SSCC hold a virtual CCP information session for the students who were unable to attend their local high school information nights. Three virtual information sessions were held with over 228 potential CCP students attending.

New Student Orientation

In-person new student orientations are returning this summer. The Summer semester's new student orientations are scheduled for Monday, May 15 (10:00 a.m. and 6:00 p.m. at Central Campus) and Wednesday, May 17 (10:00 a.m. and 6:00 p.m. at Brown County Campus). We look forward to having the in-person orientation options available to connect with our new students. The online new student orientation will still be available for those who are unable to attend, or prefer not to attend in person.

Financial Aid

Recertification of Eligibility to Offer Federal Student Aid

SSCC received notification on January 18 that the U.S. Department of Education has recertified SSCC to continue offering federal student aid to eligible students in degree

and certain certificate programs. The College has been recertified for 3 years, and the next application for recertification will be due September 30, 2025.

Ohio Department of Higher Education Financial Aid Audit

The Ohio Department of Higher Education (ODHE) conducts financial aid audits of state-supported colleges and universities, proprietary and non-profit private colleges and universities. SSCC was last audited in 2021 and was selected for 2023. Requested 2021/2022 student records were provided to ODHE in November 2022 to represent our awarding and processing of state grant, scholarship, and loan programs. ODHE notified the Financial Aid Office on February 2 that the review of submitted records was completed and the records were clean.

Federal Student Loan Cohort Default Rate

The draft Fiscal 2020 Cohort Default Rate (CDR) for federal student loans was released on February 27. This rate reflects default rates for borrowers who entered federal student loan repayment in 2020 and defaulted in 2020, 2021, or 2022. SSCC's draft CDR is 0.00%.

As part of the COVID-19 national emergency, student loan payment requirements were paused in March 2020 so no borrower fell behind, entered into repayment, or defaulted on federal student loans. The 0.00% rate is a direct result of the student loan repayment pause.

The U.S. Department of Education's website, www.studentaid.gov reports the current status of student loan repayment as:

The [student loan payment pause](#) is extended until the U.S. Department of Education is permitted to implement the debt relief program or the litigation is resolved. Payments will restart 60 days later. If the debt relief program has not been implemented and the litigation has not been resolved by June 30, 2023 — payments will resume 60 days after that.

The U.S. Supreme Court begins hearing arguments today on cases directly related to the student loan debt relief program.

The draft CDR of zero is of little value in and of itself. We do have access to information that identifies the borrowers in this cohort. The SSCC Financial Aid staff will be working with Marketing to develop a communication plan for these borrowers when a final determination date is released for the resumption of student loan repayment.

The impact of the student loan repayment pause is unknown but future default rates are expected to rise. The response of the U.S. Department of Education (ED) to these rates, as well as their expectation of institutional responsibility, bears careful observation.

New Federal Guidance on Third-Party Servicers

The U.S. Department of Education (ED) issued a Dear Colleague Letter detailing new requirements for Title IV-eligible institutions regarding third-party servicer (TPS) agreements. ED has expanded its definition of a TPS and schools that have agreements with a TPS may have to submit information about the TPS and agreement to ED. Colleges will be required to add each TPS to their institutional federal aid application with ED.

Specific to this guidance is the inclusion of all agreements with third-party entities to provide or support recruitment and retention. It is noteworthy that it can be argued that every activity at a college is related to recruitment and retention so the impact of this new guidance can be substantial. The third-party entities, identified by each college, will be required to complete a data survey and submit it to ED for review.

SSCC's Financial Aid Office is working with Drs. Roades and Goodwin to compile a list of third-party entities and begin the required data collection. The deadline to submit the information to ED was initially set for May 1. On February 28, ED released an update that the guidance does not go into effect until September 1.

The FAFSA Simplification Act

The FAFSA Simplification Act was part of the Consolidated Appropriations Act passed by Congress in 2021. The FAFSA Simplification Act includes significant changes to the composition of the Free Application for Federal Student Aid (FAFSA), the calculation of student eligibility for Federal Pell Grant funds, consumer disclosures, and a host of other changes.

The required review and changes to policy, procedure, and process of federal aid are spread out over the 2023/2024 and 2024/2025 academic years. For 2024/2025, significant changes to the FAFSA will also impact SSCC Admissions and Marketing departments in terms of planning and events.

SSCC Financial Aid staff have been reviewing internal processes and student-facing information to meet compliance requirements outlined in the FAFSA Simplification Act. They have begun conversations with Admissions and Marketing to discuss and plan for FAFSA changes affecting prospective and continuing students.

Fall 2023 SSCC Foundation and Trustee Scholarships

The Fall 2023 online scholarship application for SSCC Foundation and Trustee Scholarships opened on February 1 and will close on March 31.

In collaboration with Admissions and Marketing, the Trustee College Credit Plus and SuperStart scholarship applications were sent to current College Credit Plus students to encourage continued attendance at SSCC.

Student Clubs and Activities

Patriot Campus Ministry

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

Phi Theta Kappa

Events

Spring Induction is scheduled for March 30 at 7:00 p.m. in the Central Campus auditorium. A zoom option will be available to staff and faculty.

The Ohio Region Hallmark Awards and Catalyst-PTK's international event will be held April 19 – April 22 in Columbus, Ohio.

Awards for 2022

Chapter Awards include the 5-Star Chapter award and the REACH Award, for

achieving a 15% or greater recruitment rate of eligible members into the chapter.

Former SSCC President, Dr. Kevin Boys, will be receiving the Michael Bennet Lifetime Achievement Award as an individual award.

Projects & Research

The 2022 student survey college project was submitted for an international hallmark award to be determined in April 2023. The student focus group college project for 2023 is underway with student registration open in March for groups to be held in April. This project will give voice and clarity to the student survey conducted in 2022. The chapter will collaborate with the college through the communications department.

As part of the Honors in Action Project, the Art and Science of Play is the 2022-2024 Honors Study Guide Topic. The 2022 project was submitted for an international hallmark award to be determined in April 2023.

PTK Pillars

Leadership: The VP of Service was filled with a newly inducted member, **Amanda Hitt**. Three officers will graduate in May. Officer applications for 2023-2024 are open.

Service: The litter pick-up project will resume in the spring.

Scholarship

The spring competitive scholarship deadline is May 12 with the following awards: Leaders of Promise, IPSLEI (Graham/Coleman/Resurreccion), Workforce Development, Regional Scholarships

Membership | Fellowship

432 students who became eligible in the Fall semester and have been invited to join the chapter. 23 have accepted membership and 5 have become involved by attending their first meeting. The invitation to join expires on May 31.

SSCC Theatre Company

SSCC Theatre held auditions for Ron Hutchinson's *Moonlight and Magnolias* on January 13-14. Rehearsals began January 18 and tickets will go on sale March 14. The production

runs Friday, April 14 through Sunday, April 16. To find out more about the show, cast and crew, tickets, etc., visit <https://sscctheatre.com/seasons/2022-2023-season/moonlight-magnolias/>

Student Success

Academic / Career Advising

Academic/Career advisors continue to recruit our current student body to register for the next term/year of their program. Retention efforts include continual promotion and affirmation of students' experience as they discover/develop their strengths in their career/academic pursuits.

Learning Services

Learning Services (formerly Tutoring) is in the throngs of staff recruitment. Math and Writing coaches have been identified for hire and additional coaches in academic skill development for specific programs are being recruited. These coaches range from peers to Ph.Ds. and focus on content as well as academic skill set development and concept application in specific majors. Recruitment is also currently underway for a Coordinator of Learning Services and Accessibility Support.

Testing Center

Testing Center staff are very active in our centers and on high school campuses as testing of future CCP and new students (Summer term) are underway. New industry certification tests are continually being added/updated in the testing center offerings as area needs grow.

Records/Registrar

Fall Semester Graduates

Twenty-nine students completed graduation requirements at the end of the Fall semester and their diplomas will be mailed out by the end of this month. Additionally, 8 students earned their SSCC Real Estate Certification.

Degrees/Certificates	Conferred 12/10/2022
AA	14
AS	8
AAB	3
AAS	1
ATS	0
Certificate	3

Less-Than-1-Year (LT1) Certifications	
Police Academy	0
Real Estate	8

Spring Semester

Spring semester is currently underway with total credit hours down 1.7% compared to last year's total credit hours. We anticipate only minor changes to the total credit hours for this semester as we have four flex courses that have not yet started this semester.

Summer Semester Schedule

The 2023 Summer semester schedule has been published and is available to view on the SSCC website. Summer registration opened on February 13 for Veterans/Service Members, February 20 for sophomores, and February 21 for freshmen/new students.

HUMAN RESOURCES

Security

The College's leadership team met with J.H. Consulting on March 13 to review an initial draft of the College's updated Emergency Operations Plan (E.O.P). This version will include the threats and perspectives identified by representatives from safety and emergency services, including the Highland County Sherriff Donnie Barrera, Paint Creek Joint E.M.S. & Fire Chief David Manning, Captain Mathew Miller, Highland County Ohio E.M.A. Director David Bushelman and Brown County Ohio Communication Center/911 Emergency Communications Center Director Barb Davis attended the December meeting.

Gary Heaton, the College's Security and Emergency Response Coordinator, serves on the College's Behavioral Intervention Team (BIT). The team exists to provide a route of

communication, assessment, and intervention for behaviors exhibited by college community members, which, if left unaddressed, could impact the teaching-learning environment. This cross-functional team utilizes a threat-assessment tool provided by the National Behavioral Intervention Team Association (NaBITA) to help determine appropriate courses of action when confronted with reports of such behaviors.

The H.R. team was happy to submit the annual "Summary of Work-Related Injuries and Illnesses" to the Ohio Bureau of Workers Compensation (B.W.C.), reporting that there were zero workplace accidents in the 2022 calendar year. **Thanks to all** who have continued to make SSCC a safe place to work.

Benefits and Compensation

2023-2024 Benefits Renewal

The Insurance Committee met on February 17 with HORAN to discuss the College's renewal options. Horan introduced an option for a Pharmacy Benefits Manager (PBM) that can save plan costs and the employee's out-of-pocket expenses. Another opportunity to save included changing the medical provider in conjunction with two other institutions in the HEALTH Consortium. Final renewal numbers will be available after the March HEALTH Board Meeting, which takes place on March 28. A recommendation from the Insurance Committee has been submitted for the Board of Trustees' consideration.

Upcoming Wellness Events

Event planning has begun with our representative from VOYA (Matthew Carter) to present information about 403b and 457b retirement options. This event is designed as a lunch & learn and is planned for April 11. Additional information about the event will be shared in late March. An additional wellness event is in the design phase for this summer. Many employees have requested healthy snacks on campus or nutritional information and healthy meal ideas. In response to these requests, an event is being designed to bring in a nutritionist to give a mini "cooking" class where employees will have the opportunity to participate in making their healthy lunch while learning healthy alternatives to everyday favorites.

2023 Random Acts of Kindness Week

The Human Resource Department led Random Acts of Kindness Week the week of February 13 to bring smiles and kindness to campus. During this week, employees and students were encouraged to show their service through various daily activities.

- Monday, February 13: Wear GREEN for gratitude. Say THANK YOU to individuals today (and every day)
- Tuesday, February 14: Wear RED or HEARTS. Tell that special someone what they mean to you.
- Wednesday, February 15: Wear YELLOW for positivity. Leave a positive message for someone to remind them how great they are.
- Thursday, February 16: Wear BLUE to show how incredible kindness is. Hold the door for someone or help a friend/coworker complete a task.
- Friday, February 17: Wear your SSCC Branded Apparel. Show your love and support of SSCC by wearing your branded items

As an extra show of our appreciation and gratitude towards our coworkers and students, the H.R. Department provided a different treat each day of the week that coordinated with that day's theme/color.

- Monday – Cheryl's Key Lime Pie Cookie
- Tuesday – White Cheddar Popcorn and a Valentine's Card from H.R.
- Wednesday – Cheryl's Lemon Pie Cookie
- Thursday – Cheryl's Blueberry Muffin Cookie
- Friday – Variety of Cheryl's brownie bars

On Wednesday of that week, it was raining heavily. To show our students that SSCC has them "covered" for more than just their education, H.R. provided a table full of SSCC-branded umbrellas.

The Benefits and Compensation Coordinator begins to prepare behind the scenes for open enrollment and continues to meet with new hires this month.

Recruiting and Onboarding

Onboarding

Maria Center is joining the SSCC team mid-term as an Adjunct Instructor for Real Estate.

The Basic Peace Officer Academy welcomes **Michael Poe, Jerry Jividen, James Clements,** and **Jamison Underwood** as new instructors.

In Student Services, **Luke Shelton** and **Jeff Wiederhold** will join us as Learning Skills Coaches.

Tyler Havens will now work for Dr. Josh Montgomery as a Workstudy student.

The Truck Driving Academy welcomes **Cole Wilson** (Part-Time) and **Joe Collins** (Full-Time) as new Instructors, both former students of the program. We also welcome back **John Case** (Full-Time) as a returning instructor.

In Nursing, we have welcomed **Ashley Copas, Dee Horton,** and **Melissa Holmes** as Clinical Instructors.

Recruiting

In **Academics**, we are currently recruiting for a Coordinator of Learning Services and Accessibility, as well as a Distance Education Support Specialist, both Full-Time openings. In addition, there is interest in virtual instructors for Spanish in French. As for French, there is hope that an existing employee can cover this. There is also a need to hire two instructors for Real Estate, one of which has been selected.

The **Nursing Program** has been recruiting multiple instructors for various clinical sites. Three candidates have been hired to fill these spots.

The **Truck Driving Academy** has been recruiting both full-time and part-time instructors. Three positions have been filled and they are back to full staffing status.

The **Basic Peace Officer Academy** continues to search for instructors. All instructors must be OPATA certified in order to teach.

Over the past two months, **Student Services** has sought out Learning Skills Coaches (formerly known as Tutors). Several have been hired, but there is interest in searching for Coaches with specific skills in Math and Writing.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Student Cyber Training

To help facilitate essential student cyber security awareness, Southern State began providing training on the Canvas learning management platform during the Fall semester of 2022. Topics covered dealing with fake/spam emails and avoiding dangerous links and attachments. Throughout the semester, 1,053 students completed the training.

During the Spring semester, 705 students have completed new training covering internet safety and privacy, passwords/passphrases, and multi-factor authentication.

Phone System Changes

Southern State completed a college-wide project on February 23 and 24 that completely transformed and modernized the phone system to provide increased flexibility and functionality for all users. This project has been in the development stage for about twelve months. Special thanks to **Katy Markey**, Information Systems and Telecommunications Manager, for leading this project and Hamilton Clermont Cooperative (HCC), our network and communications support vendor.

Due to copper's aging infrastructure, the telephone industry began making moves a few years ago to phase out the sale and support of traditional analog copper phone lines and circuits for faster and more reliable fiber optic connections. The Brown County Campus has experienced phone connectivity challenges for several years due to a copper circuit from a local exchange carrier.

Instead of migrating circuits to a fiber connection, the College took it further by opting for a cloud-hosted (Internet-based) system, Unified Communications as a Service (UCaaS). With this platform, the phone system operates over the College's Internet connection as a VoIP infrastructure without needing traditional onsite backend phone equipment. This system also eliminates long-distance fees and saves additional money by removing the costly copper-based PRI connections with the local exchange carriers. However, the College will maintain a few individual copper phone lines connecting to fire alarm panels and the elevator at Brown County for a bit longer until an alternate solution is decided.

The final two days of the project saw the replacement of about 130 desktop phones with the combined teamwork of the technology and facilities teams. The College has about 220 total phone devices across both campuses. The previous desktop phone model was about 20 years old and slated to reach the end of life and unusable by the manufacturer next year.

WORKFORCE DEVELOPMENT

Grants

Aspire

Aspire enrollment as of February 27 was 145 students. While that trend is lower as a YTD comparison of this time last year, enrollment numbers do continue to improve and are a focus of the program. Orientation for new students was held on March 13 with 20 students registered to take classes.

The program received an increase in funding earmarked for computer-based educational software such as GED® Flash, Tabe®, and GED® Academic Bundles, instructional materials, and additional staffing needs.

As the FY22 Desk Review was released on February 17 and results indicated that the Aspire program scored above the state average in Measurable Skill Gain, Persistence, and Retention Rate. Congratulations to all the team members!

Susan Armstrong, Aspire Director, attended the Learning Disabilities of America Conference with 120 sessions offered on topics such as Disrupting Ableism, Reaching All Learners, and Social and Emotional Learning. Of special interest was discussion on effective strategies to meet educational needs of students not officially identified as having one or more disabilities by medical professionals, yet they exhibit classroom behaviors indicating disability tendencies. In other words, students on the disability bubble.

Aspire received a directional presence at the main drive at Central Campus, along with the YMCA Patri-Tots. Thanks to Marketing and Facilities for the sign update.



Appalachian Community Grant

Planning and discussions continue around the Appalachian Community Grant and projects that will be presented for consideration. The regional planners were released on February 27 and the portal opened up to begin the application process. The College continues to participate in the community application.

Short-Term Training

Truck Driving Academy

Enrollment Information

	2020/2021	2021/2022	2022/2023
January	16	13	26
February	17	26	16
March	21	15	26

The TDA is currently building an online Hazmat course through Canvas. Office Manager, **Angie Devilbliss** has been working with **Cathy Zile** to successfully build the class.

Continuing Education

The Workforce Development team hosted two agriculture events in February. Central Campus hosted the “Planted with a Purpose”, in partnership with several community organizations, and hosted 45 community members during the three offered sessions. The topics included Carbon Credits, Grazing Management, and Local Agency Updates.

The Brown County Campus was the site for the Winter Cattle Producers meeting. Attendees, 64 in attendance, were provided valuable insights into issues surrounding the cattle industry. The event was made possible by Caleb Bohrer with Bohrer Vet Services.

Communications and Marketing

Presence Report

Southern State Community College			
Marketing Area	December	January	February
Press Release	4	8	5
Advertising / Print	7+	2+	5+
Email Campaigns	1	1	1
Emails Deployed	30,303	30,303	30,303
Number opened	6,713	5,463	5,011
<i>Percentage Opened</i>	22.15%	18.03%	16.54%
Clicks within content	905	628	769
<i>Percentage of open and clicked</i>	2.99%	2.07%	2.54%
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	98,774	85,633	60,996
Clicks	91	280	196
<i>CTR (click through rate)</i>	0.09%	0.33%	0.32%
Top 3 locations of activity	Wilmington, WCH, Greenfield	Wilmington, WCH, Greenfield	Wilmington, WCH, Georgetown
Truck Driving Academy			
Marketing Area	December	January	February
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number opened	3,645	4,011	4,551
<i>Percentage Opened</i>	14.58%	16.04%	18.20%
Clicks within content	734	604	655
<i>Percentage of open and clicked</i>	2.94%	2.42%	2.62%
Audience Management	1	1	1
Impressions/ads Deployed	108,015	111,123	98,762
Clicks	136	145	157
<i>CTR (click through rate)</i>	0.13%	0.13%	0.16%

Recent Southern State Appearances: Communications Activities/Involvement

Southern State has appeared in the following media outlets:

Press Releases

- SSCC scholarship money is available NOW to students majoring in healthcare – APPLY TODAY (*Highland Co. Press, News-Democrat*)
- Southern State hosts Winter Cattle Producers Meeting (*News-Democrat, Times-Gazette, Highland Co. Press*)
- Earn Your Associate Degree in Education through Southern State’s Online Pathway (*Times-Gazette, Highland Co. Press*)
- SSCC Board of Trustees to meet February 27
- Southern State’s Phi Theta Kappa Honor Society to attend annual convention; SSCC retired president Kevin Boys to be honored (*Highland Co. Press, Times-Gazette*)

Advertising/Print/Direct Mail:

- Careers and Education Publication ad plus article
- Highland Co. Proud Publication ad
- Southwest Ohio College Guide – article, ads, email blasts, etc.
- Monthly Feb. e-blast promoting SSCC Law Enforcement Program (30K+ emails deployed)
- Monthly Feb. e-blast promoting the TDA program and upcoming start dates (25K+ emails deployed)
- Follow-up letter to parents from the initial direct mailer that we sent to current HS Senior CCP students in January (over 900 letters)

Social Media:

- Facebook Reach: 24.7K | Facebook Page Visits: 1.7K
- Facebook Paid Ad (ASPIRE Instructor)
 - Reach: 5.3K
 - Impressions: 14.3K
- Top Performing Facebook Post: SSCC scholarships available to students majoring in healthcare
- Instagram Reach: 146 (+3.5%)
- Top Performing Instagram Post: Cathy Zile receiving the Simple Syllabus Award for Curriculum Creator Leadership

Professional Development

- Attended the OACC Marketing Team Advisory Group meetings in Columbus – the purpose is to build collaborative *intent* and *action* among Ohio’s 23 community colleges around a common enrollment marketing vision (*driving force is jobs coming to Ohio in Advanced Manufacturing – Intel, Honda, etc.*)

Media Shout outs

- 2023 Ag. outlook Program review article (HCP) plus social media
- Highland Co. Econ. Dev. – SSCC scholarship money for students majoring in healthcare.