

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



**SOUTHERN STATE**  
COMMUNITY COLLEGE

MAY 2023 | DR. NICOLE ROADES, PRESIDENT

## **Commencement 2023**

Often touted as the “Best Day of the Year” at Southern State, this graduation day is no exception. In usual fashion, a small but mighty group of volunteers, co-led by Robin Tholen and Ann Ernst, have organized a terrific celebratory event culminating the efforts of the entire College community. This year’s graduation speaker is Emily Bloom Jackson, a Southern State alumnus, daughter of our beloved Cindy Bloom, professional health care practitioner, and known encourager and inspirer to many. It only seemed appropriate to invite Emily to share a message of optimism for the future and encouragement for continued boldness among our new alums.

The 2022-2023 graduating class includes 251 graduates from across 8 counties. A more detailed graduate profile is included in the Records/Registrar section of this report.

## **Insurance Renewal and HEALTH Consortium Update**

The HEALTH (Higher Education Action Liaisons Targeting Healthcare) Consortium's semi-annual meeting was held on Tuesday, March 28. During this meeting, consortium members (Edison State, Clark State, Shawnee State, Cincinnati State, and Southern State) voted to approve a move to ARORx (from RxBenefits), effective July 1, 2023. This movement was made possible following the decisions of Southern State, Edison State, and Clark State to join Shawnee State and Cincinnati State in adopting Anthem as the insurance provider. The consortium members also approved the Jefferson Health Plan renewal and tiering proposal, effective July 1, 2023. For Southern State specifically, these movements represent a 12.2% renewal rate, a vast improvement from the earlier 16-17% projections. Additionally, Horan projects significant savings for employees through the ARORx pharmacy plan and additional plan savings over the long term by moving to Anthem.

Southern State’s Open Enrollment period launches May 1 and continues through May 12. The changes each employee must consider were presented in an April 5 email and must be confirmed during the Open Enrollment window.

## Ohio Code Scholars Annual Student Showcase

In addition to the graduation festivities, the College community will share the campus with nearly 100 young people from across six different school districts in southern Ohio for the inaugural Ohio Code Scholars Grant Imahara Coding Challenge. This event is scheduled from 9:00 a.m. – 12:30 p.m. Support for this project emerged from the 134<sup>th</sup> General Assembly. Designed to extend highly sought-after coding skills to districts historically underrepresented in cutting-edge computer science curriculum, this project represents the advocacy of then Ohio Representative Shane Wilkin (now Senator Wilkin), and his longtime friend and well-respected educator, the late Dr. Shane Shope. When the project took an unexpected turn in losing its project champion, **Amy McClellan** and **Dr. Josh Montgomery** collaborated to carry forth the vision of the project. Together, these two advocated for southern Ohio students to be offered the same opportunities as kids from more affluent districts.

The Coding Challenge is a culminating event showcasing the work they have completed throughout the year. Among the projects include 3D printing, designing, and coding R2-D2 Mini-Domes. In addition to the judging portion of the program, students will have once-in-a-lifetime opportunities to learn from worldwide droid builders and even Lucasfilm's model maker and R2-D2 operator, Don Bies. The day promises to be action-packed and inspiring for the next generation of college students.

## President's Activities and Involvement

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

- Strategic Planning call with Event Facilitator
- Call with Innergex Representative re: Palomino Project
- Collegiate Purple Star Progress/Review Meeting
- Electrification/Electric Battery Manufacturing Discussion with Clark State Community College and Macomb Community College
- College History Project Meeting
- HiCo-WLC Standing Meeting
- Moody's Rating Relay Call
- SSCC Board of Trustees Retreat, including Business over Breakfast with Brown County Chamber of Commerce and Business After Hours with Highland County Chamber of Commerce

- Highland County Chamber of Commerce Meeting
- Meeting with Reed Precision Manufacturing
- HEALTH Consortium Board Meeting
- Information Session: CCA Intermediary for Scale Institutional Transformation Initiative
- Highland County Society for Children and Adults Radio-Telethon
- OACC Presidents' Bi-Weekly Meetings
- Phi Theta Kappa Spring Induction Ceremony
- American Association of Community Colleges Annual Meeting (Denver, CO)
- Overcoming the Enrollment Challenges Facing Rural Colleges Presentation
- Meeting with Follett Bookstore Representative
- SSCC Faculty Senate Meeting
- Industrial Leaders Round Table Meeting
- Welcome for PTK Student Success Focus Groups
- Highland County Commissioners Meeting
- Call with Dean at Ohio University Lancaster
- SSCC Foundation Board of Trustees Quarterly Meeting
- Brown County Chamber of Commerce | Drucker Awards Dinner
- SSCC Strategic Planning Kickoff Meeting
- All-Ohio Academic Team Recognition

## ACADEMIC AFFAIRS

### Articulations and Transfer Alignments

Southern State has many articulation agreements with partner institutions both for transitioning into SSCC and for continuing to other institutions. Currently, agreements under development include:

- Wilmington College: Associate pathway into Agriculture program for high school FFA programs
- Ohio University Partnership Articulation: focus on Aviation Maintenance Engineering Associate to Aviation Management Bachelor's
- University of Cincinnati College of Education, Criminal Justice, and Human Services: updates on Criminal Justice, HSSR, Early Childhood Education pathways to bachelor's degrees.

## Pre-Apprenticeship Academy

In conjunction with the Electrical Training Academy (Scioto County-based), Adams-Brown Ohio Means Jobs (OMJ), Brown Clermont Adult Education Center, Southern State Community College has partnered to provide a pre-apprenticeship academy to help candidates prepare for entrance into four trade apprenticeships. The 15-week academy begins with a 5-week preparation for OSHA 10 and Work Keys math and reading assessments. The second 5-weeks focuses on the four trades: electrician, pipe-fitters, sheet metal workers, and masonry. In the last 5-weeks, participants are immersed in selected trades and evaluated for potential fit with specific positions.

The long-term outcome can align degree opportunities for apprenticeship participants during their four-year training. Most individuals are finishing one-year certificates and looking for degree completion options.

## Library

SSCC's library recently received a special grant of \$1,030 from the State Library of Ohio for a Library Services and Technology Act (LSTA) Grant award. This grant is intended to help support the 'Celebrating Ohio Book Awards & Authors' (COBAA) initiative, which is a *Services to Populations* Grant. With the funds provided, 57 books have been purchased by SSCC's library. Special thanks to **Breana Fair**, Library Technician, for leading the project. The activities planned to promote the COBAA grant books include:

ACTIVITY	DATE	DESCRIPTION
Library Open House	May 22-25	The SSCC library staff will host this event where all of the COBAA books will be on display with informational materials.
Library "Celebrating Ohio Book Awards and Authors" Event	June 6	The SSCC library staff will host this event to celebrate the new collection. Snacks will be provided and patrons encouraged to stop by and check out the new books. Books will be on display categorized by the awards they were granted along with additional informational materials.

# STUDENT AFFAIRS AND ENROLLMENT MANAGEMENT

## Financial Aid

### Preparation for 2024/2025 Federal Aid Changes

**Amy McClellan** and her staff will be meeting with Financial Aid staff to develop plans to communicate upcoming changes to the financial aid process that will affect new and continuing students. The list of potential ideas includes a high school counselor workshop, social media updates, and a print campaign.

Financial Aid staff continue to participate in federal and state training sessions evaluating current policies, procedures, and practices for needed updates to meet regulatory changes.

### Gramm-Leach-Bliley Act (GLBA)

GLBA requires institutions to develop, implement and maintain the security of consumer information. Financial aid processing involves a significant amount of data including student and parent social security numbers and income/asset information.

**Brian Rice, Tyler Bick**, and financial aid staff are working to review current documents and records security practices and update those practices through the implementation of a comprehensive physical and electronic security plan.

## Student Clubs and Activities

### Patriot Campus Ministry

Spring Semester Bible Studies concluded on April 10. Student leaders **Racquel Browder** and **Vanessa Rice** will graduate wearing new stoles representing the group.

### Phi Theta Kappa

#### *Events*

Spring Induction was held on March 30. Nine students attended the induction along with their families. **Dr. Erika Goodwin** served as the keynote speaker. **Tyler Bick**,

**Elizabeth Burkard**, and Dr. Goodwin were inducted as honorary members.

### *Awards*

- Ohio Region Hallmark Awards Convention was held on April 19 and attended by Advisor, **Susan Morris**. There are 40 chapters in the region with 12,761 members. The following awards were received:
  - Individual
    - Administration: **Dr. Nicole Roades** – Paragon Award for New Presidents and **Dr. Kevin Boys** – Michael Bennett Lifetime Achievement Award
    - Advisor: Susan Morris – Milestone Award for 5 years of service and Dr. Mary Navarro Most Distinguished Advisor Award
    - Chapter – 5-star Chapter, 1<sup>st</sup> Runner-up Most Distinguished Chapter and Most Distinguished Chapter-Western District; Reach Award for recruitment
    - Chapter Officer Team – The Order of the Torch Award
    - Project – Best College Project- “Surveying for Student Success”, 2<sup>nd</sup> runner up Honors in Action Project – “Applying Research to Enlighten the eSports Community About Addiction”, and Distinguished Theme Award-Theme 2, Economics of Play
- **PTK International Catalyst Convention** was held April 20-22 in Columbus and was attended by the advisor and Chapter President, Alex Bradshaw. There are 1,262 chapters and over 360,000 members. The following awards were received:
  - Administrative: **Dr. Kevin Boys** – The Michael Bennett Lifetime Achievement Award.
  - Chapter – 5-Star Chapter, REACH Award for recruitment, Internationally recognized as a Top 100 Distinguished Chapter
  - Member – All-USA Silver Scholar – **Robert “Alex” Bradshaw** and All-USA Bronze Scholar – **Peyton Magee**

### *Projects & Research*

- 2023 College Project – Student Success Focus Groups have been conducted and results reported to Administration.
- 2023 Honors in Action – Theme investigation is being conducted and research will be done in Summer 2023.

## **PTK Pillars**

- **Leadership** – 2023-2024 Officer Applications are being accepted.
  - 2023 Officer Graduates
    - **Racquel Browder** – VP Communication | Associates Degree Nursing
    - **Todd Guden** – VP Leadership | Computer Science
    - **Vanessa Rice** – VP Service | Associates Degree Nursing
- **Service** – projects under discussion
- **Scholarship**
  - All USA Team Scholars (nationally-150 selected) – Robert “Alex” Bradshaw and Peyton Magee
  - All Ohio Academic Team recognition – April 28
  - Competitive application deadline – May 19
- **Membership | Fellowship**
  - 432 Fall Semester eligible students invited.
  - 30 new members: 26 joined online, 1 transfer (UC Clermont), 3 honorary.

## **SSCC Theatre Company**

SSCC Theatre had a successful run of Ron Hutchinson's spectacular comedy *Moonlight and Magnolias*, April 14-16. 355 patrons attended the production, and the cast/crew received a standing ovation for all performances. Bravo!

## **Student Success**

### **Learning Services / Accessibility Support**

Learning Services (formerly Tutoring) and Disability Support, following emerging best practices, have combined functions with the hiring of the new Coordinator. **Ryan Hall** will move into this full-time role (a Communications adjunct faculty) on May 1. His experience in Student Support Services at former institutions provides the needed skill set to help our students seamlessly transition from academics into workforce conditions after graduation. Recruitment for learning coaches in both subject areas and learning skill sets will continue with the coordinator.

## **Records/Registrar**

### **2023 Commencement**

The Records Department is currently preparing for the upcoming 2023 commencement ceremony that will be held on Friday, May 5. At preliminary count, we have 251

students who have petitioned to graduate within this 2022-2023 academic year (Fall, Spring, and Summer terms). Below are a few interesting details pulled from the preliminary data.

Of the 251 students (230 with associate degrees and 21 with certificates) who have petitioned to graduate:

- 10 students are graduating with an Associate of Arts degree after transferring to SSCC through the Chatfield/SSCC Teach-Out agreement.
- The age of our graduates ranges from 16 to 76.
- 62 graduates are enrolled through the CCP program and will complete an Associate degree before graduating from high school. The below chart indicates the high school in which the CCP graduates are enrolled.

High School	CCP Students Petitioned to Graduate from SSCC 2022/2023
Batavia High School	1
Blanchester High School	1
East Clinton High School	3
Eastern High School	8
Fairfield Local Schools	3
Fayetteville High School	8
Hillsboro High School	4
Home School	2
Lynchburg Clay School District	1
Manchester High School	1
Miami Trace High School	1
North Adams High School	9
Peebles High School	6
West Clermont High School	1
West Union High School	3
Western Brown High School	7
Whiteoak High School	2
Wilmington High School	1

## HUMAN RESOURCES

### Security

The Ohio Emergency Management Agency (OEMA), part of the Department of Public Safety, is



the state's central coordination point for response to and recovery from disasters. When not in a response or recovery mode, the agency's focus is to ensure that Ohio and its citizens are prepared to respond to an emergency or disaster and to lead mitigation efforts against the effects of future disasters. **Gary Heaton**, the College's Security and Emergency Response Coordinator, attended the OEMA spring conference that was held on April 5-6 in Columbus. Tom Sivak, FEMA Region 5 Administrator, provided an overview of the agency's transition to an action-based program that builds on progress and delivers outcomes for FEMA's strategic goals and objectives. Additional sessions included In-Depth with the Electric Power Sector: Preparing For and Responding To All Hazards, Agroterrorism: Interagency Coordination & Joint Investigations, The Columbus Zoo & Aquarium, Emergency Response, and Climate Trends to name but a few.

## Benefits and Compensation

### Benefits

Over the last several weeks, preparations have been underway for the 2023/2024 Open Enrollment (OE). After several meetings with our partners at Horan regarding our renewal options, the College decided to join Clark State and Edison State in transitioning to Anthem for medical coverage and ARORx for prescription drug coverage. These changes required new options to be built into the OE screens. The Coordinator made several changes to the OE screens to remove unnecessary data, declutter the display screen, and provide clearer instructions for employees. Several emails have been sent out to employees notifying them of the upcoming OE dates, May 1 - 12. They have also received several emails notifying them of the changes in medical and pharmacy carriers as well as the new premium rates.

Due to the changes in medical and pharmacy coverages, the Coordinator worked with our partners at Horan to schedule 2 virtual informative seminars. The purpose was to provide instruction to employees on how to access Anthem's website prior to the go-live of July 1 to identify in-network providers. Horan also presented information on the ARORx Pharmacy plan regarding high-cost prescriptions and the various cost-saving options now available through ARORx. Horan opened the floor to employees for a Q&A session at the end of each presentation.

The transition away from MMO required the College to look for a new Third-Party Administrator (TPA) for COBRA enrollments. The current TPA is tied to MMO Medical and will no longer be available to the College after June 30, 2023. The Coordinator worked with Horan, the College's benefit broker, to identify possible TPA's, and after

comparing rates and features it was decided to utilize one of our current vendors, Custom Design Benefits (CDB). The Coordinator is working with Horan to facilitate the set-up of the new TPA services with CDB. The new services will take effect on July 1, 2023.

### **Compensation**

Full-time Staff Performance evaluations are currently being completed across the College. The Coordinator is tracking completed forms and working with managers to obtain those forms that are still missing. Once all forms are completed and turned in, the Coordinator will submit everything to Payroll for processing. Completed increase forms are due by May 31, and the increase will take effect on July 1.

### **Wellness**

There were 2 wellness events planned and facilitated in the month of April; Voya Financial and Enrollment Management Services (EMS).

**Voya Financial** - This event was to allow Matthew Carter, the College's representative from Voya Financial, to discuss the benefits of 403(b) retirement options and how Roth IRA accounts can work with employer-sponsored retirement options. All were welcome to attend and lunch was provided.

**EMS** – The goal of this event was to provide employees the time to review their benefits options prior to Open Enrollment. The College's representative, Tracy Barns, met with employees in a confidential setting to aid employees in comparing the benefits offered by SSCC against their spouse's available plans or private coverage options, aided in finding coverage options for dependents that are approaching the limit of eligibility (age 26), worked with the employee and/or their spouse to look at Medicare eligibility, and aided in the Medicare enrollment process.

Employees have until May 31 to complete and provide verification of the completion of wellness requirements to the Coordinator to earn their HSA/HRA contribution from SSCC. The Coordinator continues to gather and log completed requirement documentation on the SharePoint site. Reminders of the approaching deadline and guidance on how to complete missing requirements are being continually sent to employees.

In preparation for Open Enrollment, the new plan information as well as Wellness Credits and completed Spousal Wellness Credits, are being built into Ceridian. This

process is necessary so employees can see the anticipated amount of their contribution from SSCC. This information is used to determine if the employee wishes to make any additional contribution.

The Wellness Connector Stall Talks were suspended during COVID-19 but have been reinstated as of January 1. The Coordinator works to compile content that is relevant to campus activities, holidays, national health and/or wellness awareness campaigns, and other topics that are beneficial to students and employees. A new Stall Talk is generated each month of the year.

### **Training & Development**

As of March 31, the College ended its contract with Go1 (learning content provider), who provided the content utilized for employee training as it became too costly. As such, new content providers who are able to integrate with the College's Ceridian Learning Platform (CLP) are being sought and evaluated.

### **Compliance**

During the College's Spring Break, the Coordinator who serves as the College's primary Title IX Investigator attended the annual Title IX Investigator training. Title IX is the federal civil rights law that protects from discrimination based on sex in education programs or activities that receive federal funding. A Title IX investigator's responsibilities are to investigate allegations of sexual misconduct or harassment and other situations that fall under Title IX at the college.

Integrated Postsecondary Education Data System (IPEDS) is a system of interrelated surveys conducted annually by the U.S. Department of Education's National Center for Education Statistics (NCES). IPEDS gathers information from every college, university, and technical and vocational institution participating in federal student financial aid programs. As amended, the Higher Education Act of 1965 requires that institutions that participate in federal student aid programs report data on enrollments, program completions, graduation rates, faculty and staff, finances, institutional prices, and student financial aid. This data is made available to students and parents through the College Navigator college search Web site and to researchers and others through the IPEDS Data Center. The human resources data measure the number and type of staff supporting postsecondary education. Because staffing patterns vary greatly across postsecondary institutions, IPEDS measures human resources in three ways: Employees by assigned position - These data classify all employees by full- or part-time status,

faculty status, and occupational activity. Salaries - These data include the number of full-time instructional faculty by rank, gender, and length of contract/teaching period; and salary outlays for full-time staff. Staff - These data include demographic and occupational characteristics of staff at institutions. This information was reported on behalf of the College on April 1.

### **Workforce Development Support**

The Coordinator is working with Amy Perkins-McClellan to host a Resume/Interview Workshop during the summer semester. The Coordinator will conduct three workshops: Central Campus on June 27, Greenfield Workforce Center on June 28, and Brown County Campus on July 10. The Coordinator will be presenting information to students and the public covering resume best practices, cover letter guidelines, and interview preparation skills. Currently, the Coordinator is designing and building materials for the workshops.

Additionally, second quarter, the Career Services Quarterly (CSQ) was launched. This newsletter, created for the benefit of employees and students, hosts content aimed at providing professional etiquette guidelines on workplace situations and topics, including meeting etiquette and phone etiquette, to name but a few.

The Coordinator continued to meet with newly hired full-time employees to explain the various benefit options and assisted in enrolling into the options of choice. The Coordinator also continued to meet with current employees to answer benefits and/or wellness questions or to make qualifying changes to current enrollments.

## **Recruiting and Onboarding**

### **Onboarding**

**Ryan Hall** began full-time as the Coordinator of Learning Services and Accessibility on Monday, May 1.

**Karen Davis**, former Dean of Technical Studies, will rejoin SSCC as an Adjunct Real Estate Instructor for Summer Semester.

The Law Enforcement Academy plans to welcome **Anneka Collins**, **Brian Carlson**, **Darrell Keller**, and **John Adams** to their team.

The hiring process has started for **German Alejandro-Diaz**, who plans to teach as an Adjunct Spanish Instructor in the Fall.

### **Recruiting**

In Academics, the College is currently recruiting for a Distance Education Support Specialist.

The College is seeking a full-time Dean of Student Affairs. In this position, the incumbent will serve as the point person under the direction of the Vice President of Academic and Student Affairs. This position manages and leads the student services division, including developing and implementing effective programs, processes, and systems aligned with accomplishing strategic goals. Additionally, the role is tasked with the College's Title IX representation, CCP administration, student relations, new student orientation, co-curricular activities, veteran services, campus climate, and student safety.

Human and Social Services is continuing to accept applications for a Full Time Faculty member.

The Nursing Program has been recruiting and interviewing multiple Full Time Faculty members. Interviews took place April 26 - 27.

The Basic Peace Officer Academy continues to search for instructors for the upcoming Fall Semester. All instructors must be OPATA certified to teach.

The Adult Opportunity Center has position openings for Assessment Team Members, Instructors, and an Office Associate.

## **INFORMATION TECHNOLOGY AND INFRASTRUCTURE**

### **Spring Cybersecurity Training**

One hundred sixty employees completed Spring Semester 2023 cyber security training. The topics addressed avoiding various types of cyber scams—special thanks to **Tyler Bick** (Technology Coordinator) for continually managing and tracking user training.

## Public Address System Upgrades

Southern State is completing an upgrade to the public address (PA) systems for both Highland and Brown County campuses with the use of Campus Security capital funds.

The previous PA system relied on low-volume office and classroom phone speakers for internal announcements at both campuses. A few horn speakers were mounted externally at Central campus for outside announcements, but the absence of external speakers at the Brown County campus prevented outside communications.

The new system relies on 24 dedicated high-volume speakers in hallways, corridors, and around both campuses' exteriors, increasing coverage inside and out. This project has been in the planning stages for the past year. Special thanks to **Katy Markey** (Information Systems and Telecommunications Manager) for leading this project and Hamilton County Cooperative (HCC), our network and communications support vendor. Additionally, much appreciation to **Bob Snellman** (IT Manager), **Justin Hamilton** (Technology Support Supervisor), and **Roberta Latham** (IT Specialist) for their significant roles in assisting with the setup and rollout.

## Improved Parking Lot and External Lighting

Southern State will soon begin upgrading external lighting (parking lots, building perimeter, and walkways) at Central campus using Campus Security capital funds.

New LED lighting will add increased brightness compared to outdated fixtures that are difficult to maintain and source replacement parts. Additionally, extra fixtures will be added on parking lot poles to increase directional lighting for a safer and more welcoming environment.

Thanks to **Loren O'Cull** (Facilities Manager) for working with multiple vendors to secure quotes and coordinate the work.

# WORKFORCE DEVELOPMENT

## Grants

### Aspire

The Brown County ASPIRE presented during the Board of Trustees Retreat on March 22. Student, **Ashley Parker** spoke of her journey and Director, **Susan Armstrong** wanted

the Board to know that Ashley passed the Math section of the GED exam and will be walking at the 34<sup>th</sup> Annual Recognition Ceremony in June.

ASPIRE enrollment is now at 180 students across all locations, surpassing the anticipated total for FY22.

### **Commercial Truck Driver Student Aid Program Awarded**

SSCC was awarded \$50,000 from the State towards the funding of students in the Truck Driving Academy. The program consists of a 50/50 split between grants and loans for the student to fund their training. This is the second award Southern State Community College's TDA program has received under this program.

## **Short-Term Training**

### **Truck Driving Academy**

#### **Enrollment Information**

	<b>2020/2021</b>	<b>2021/2022</b>	<b>2022/2023</b>
<b>February</b>	17	16	16
<b>March</b>	21	15	27
<b>April</b>	12	21	15

Director, **JT Smith** attended the National Association of Publicly Funded Truck Driving Schools in Ashland, North Carolina in March. At the conference, Smith learned about the new CDL testing in Ohio and updated rules and regulations at the federal level.

The Truck Driving Academy will enroll its 200<sup>th</sup> student of the year in May.

### **Continuing Education**

The Spring Water Workshops were conducted in April at the Water Department in Hillsboro. There were 62 participants in the spring workshop over the two days. The next session will be held in the fall.

Continuing Education saw an increase in participation through our partners at Ed2Go with 21 students receiving online upskilling and enrichment offerings through their employers.

In April, 10 students began the STNA program offered at Hillsboro.

## Communications and Marketing

### Presence Report

#### Southern State Community College

Marketing Area	January	February	March
Press Release	8	5	9
Advertising / Print	2+	5+	7+
Email Campaigns	1	1	1
Emails Deployed	30,303	30,303	30,303
Number opened	5,463	5,011	4,630
Percentage Opened	18.03%	16.54%	15.28%
Clicks within content	628	769	650
Percentage of open and clicked	2.07%	2.54%	2.15%
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	85,633	60,996	83,751
Clicks	280	196	387
CTR (click through rate)	0.33%	0.32%	0.46%
Top 3 locations of activity	Wilmington, WCH, Greenfield	Wilmington, WCH, Georgetown	Wilmington, WCH, Greenfield

#### Truck Driving Academy

Marketing Area	January	February	March
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number opened	4,011	4,551	5,291
Percentage Opened	16.04%	18.20%	21.16%
Clicks within content	604	655	652
Percentage of open and clicked	2.42%	2.62%	2.61%
Audience Management	1	1	1
Impressions/ads Deployed	111,123	98,762	112,230
Clicks	145	157	174
CTR (click through rate)	0.13%	0.16%	0.16%

### Recent Southern State Appearances: Communications Activities/Involvement

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

#### Press Releases

- SSCC Theatre presents 'Moonlight & Magnolias' (*Highland Co. Press, Wilmington News Journal, News-Democrat, Times-Gazette, Brown Co. Press, Highland Co. Chamber, Brown Co. Chamber, Clinton Co. Chamber, Ripley Bee*)
- SSCC Board of Trustees to meet March 22 (*Highland Co. Press*)
- SSCC registration is underway for the summer & fall semesters (*Highland Co. Press, Times-Gazette, WCH Record-Herald, People's Defender*)



- Two SSCC Students Named Coca-Cola Academic Team Scholars (*Highland Co. Press, Wilmington News Journal*)
- Southern State recognizes Highland District Hospital for donations of medical equipment to the college (*Times-Gazette, Highland Co. Press*)
- Southern State students inducted into the PTK honor society (*Highland Co. Press*)
- Highland District Hospital Director of Nursing visits Southern State
- Southern State to Host Engineering Program Open House (*Times-Gazette, Highland Co. Press*)
- Coders Unite! Ohio Code Scholar Program Hosts Grant Imahara Coding Challenge at Southern State Community College (*Highland Co. Press*)
- **Advertising/Print/Direct Mail:**
  - Monthly March e-blast promoting SSCC Business Program – Online degree options NOW available (30K+ emails deployed)
  - Monthly March e-blast promoting the TDA program and upcoming start dates (25K+ emails deployed)
  - Clermont Co. Spring Seasons Magazine publication
  - HS Spring Sports publications/ads
  - Summer/Fall Registration promotions
  - HS yearbook ads
  - ACT Data mailing to drive summer/fall enrollments
- **Social Media:**
  - Facebook Followers – 5.74K | Facebook Reach – 59.7K | Facebook Page Visits – 2.0K
  - Facebook Paid Reach – 2.5K | Facebook Impressions – 5.2K
  - The “Student Spotlights” have garnered interest
  - The top performing posts are “Staff/Faculty Spotlights”
- **Events/Publications**
  - Board of Trustees Retreat planning and preparation
  - 2023 Commencement Program
  - Engineering Program open house – prep/promotions (event on 4/20)
- **Media Shout outs**
  - Future educators can earn an associate degree in education online (*Cincinnati.com/The Enquirer*) <https://www.cincinnati.com/story/sponsor-story/cincinnati-college-guide-spring-2023/2023/03/13/future-educators-can-earn-associate-degree-in-education-online/69932843007/>

## Brown County Campus

On March 15, the Brown County Campus hosted a Transfer Fair in the Community Room. The event was well attended by students at the College and from the Community.

On March 16, the campus celebrated March Madness with a viewing party where students could enjoy pizza and pop, participate in some games for SSCC swag, and watch the NCAA basketball games. SSCC branded basketball stress balls were also given to the students

To celebrate opening day, the campus offered hotdogs, chips, and pop that were served by the Campus Director, **Amy McClellan**, and her campus team members.

## Recruitment

### Presence Report

March 1 – April 20 Events

Activity	Location	Students
Campus Visits	Central Campus	7
	Brown County Campus	5
	Groups	1
Program Information Request via Email	Business	26
	Law Enforcement	1
	Health Science	23
	Engineering	5
	HSSR	9
	Education	9
	AA/AS	2
School Visits		1
Recruitment Events		3
Contact Cards Received		6

Attended North Adams Middle School to talk about the benefits of community colleges—created a quiz that led impressionable middle schoolers to different careers that we offer

Western Latham High School visited and it resulted in all 5 students applying for admission

Counselor Kits—Updated information, scholarship applications, and SSCC marketing materials are being brought to all area high schools including the new “Everything” flyer.