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

**SOUTHERN STATE**
COMMUNITY COLLEGE

NOVEMBER 2023 | DR. NICOLE ROADES, PRESIDENT

## Southern State Invited to be the Host Site for Highland County Manufacturing Summit

In collaboration with the Highland County Office of Economic Development, Highland County Workforce Leadership Council, and the Highland County Chamber of Commerce, Southern State was the host site for the November 2 Highland County Manufacturing Summit. Nearly 50 guests converged for a two-hour summit emphasizing industry resources and challenges, as well as workforce development in manufacturing. In addition to County elected officials, economic development, and manufacturing leaders, the Summit included guests from Ohio Southeast, BEST Ohio, Ohio Appalachian Ohio Manufacturers' Coalition, Building Bridges to Careers, Ohio Means Jobs, TechSolve, student interns, and others. Central to the theme, Southern State expressed renewed interest in building stronger relationships with area manufacturers and digging deeper to develop courses and training programs specific to local needs. Special thanks to the Highland County Economic Development Office and the County Commissioners for inviting Southern State to be the host site for this important gathering.

## Southern State Among Colleges Selected for the AACC *Cyber Skills For All: Community Colleges Lead the Way* Initiative

Designed as an initiative to build a community of practice focused on increasing participation and enrollment in cybersecurity programs at community colleges as a means of economic development, the American Association of Community Colleges (AACC) hosts *The Cyber Skills for All: Community Colleges Lead the Way* initiative, funded by the Microsoft Foundation. In September 20023, with prompting from our friends at the Community Colleges of Appalachia, Southern State was encouraged to apply. Recognizing this as an opportunity to strengthen the region's capacity to support cybersecurity at a global level, Southern State submitted an application to support faculty development and extend the College's knowledge of best practices necessary to scale other's work to meet the growing demand for cyber experts. With a $20,000 incentive for being selected, the College will target enrollment gains in the College's existing cybersecurity program, those involved aim to accelerate the program as a major regional contributor to the cybersecurity workforce.

In the award notification letter, AACC Senior Vice President of Academic and Workforce Development, Jen Worth, commented:

> "AACC received numerous applications from member community colleges across the country, and each application was carefully reviewed by a team of experts in workforce and economic development and by key Microsoft staff. The range of approaches to this initiative were thoughtful, diverse, and overall the majority of applications were found to be excellent. With such high-quality responses, the final selection process was highly competitive, and on behalf of the Foundation and AACC, it is my pleasure to inform you that your submission has been selected as one of the top 14 to receive funding."

## 2023 Student Body Profile Observations

Included in the Board Packet is the most recent Student Body Profile Report. This report was the focus of the October 6 Deeper Data Dive Webinar #4. In addition to reflecting an uptick in overall headcount, only minor fluctuations appear across other data points. Among key observations for your consideration:

- The median age has stayed consistent at 17 for the past two years.
- County representation (Figure 1) has experienced only minor shifts since 2020. Among the counties experiencing an increase over 2022 are Adams( +9%), Clinton County (+6%), Highland (+5%), and Other (+16%). Decreases in Brown (-6%), Clermont (-1%), and Fayette (-4%) remain an emphasis of the strategic priorities.



**Figure 1**

- The number of students enrolled in technical majors has remained consistent since 2020, with roughly 427 students enrolled. General education majors continue to teeter around 1550 students.
- As reported routinely and reflected in our strategic plan, the College continues to celebrate the increase in new and returning CCP students while pursuing growth in new and returning non-CCP students.
- A new category introduced this year includes Pell Status. While Fall 2023 data was not available, data from the past six years suggest that the College has experienced a gradual decline of students receiving the Pell Grant each year and an overall decline of 11% among the percent of full-time students.
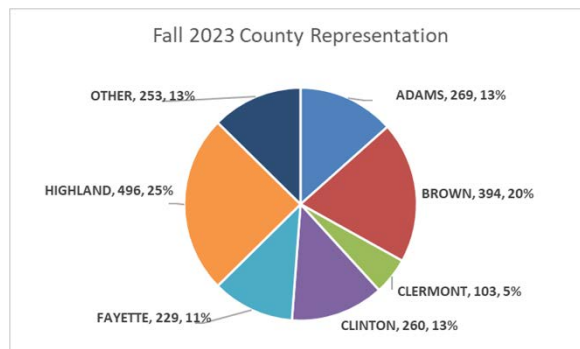
## President's Activities and Involvement

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

- SSCC Faculty Senate Meetings
- Deep Data Dive #2 | Enrollment Trend Update
- Adams County Hospital Gala
- STEEL Conference Coordination Meetings
- Aim Hire Workforce and Education Conference
- Welcome: Connect to College Events
- GRIT Meeting | HS-Based Credentials
- HEALTH Consortium Board Meeting
- Apprenticeship Meeting with Shawnee State University
- Highland County Chamber of Commerce | Business After Hours
- Meeting with STOBER Drives Representatives | Apprenticeship Opportunity
- 3rd Quarter HC Mobility Management Transportation Advisory Council Meeting
- SSCC Foundation Board | Annual Meeting
- Data Task Force Meeting
- Complete College Accelerator Monthly Webinar: Postsecondary Data Partnership
- Meeting with Precision Manufacturing Company Prospect
- Meeting with Clinton County Port Authority Representative
- SSCC Retiree Brunch
- SSCC Board of Trustees Special Meeting
- Highland County Chamber of Commerce Board Meeting
- OACC Presidents' Bi-Weekly Meetings
- Welcome: Advisory Committee Breakfast
- Southern Hills & Southern State | Career Pathways
- Patriot Palooza Appreciation Lunch
- Meeting and Tour with Congressman Brad Wenstrup | Brown County Campus
- Foundation for Appalachian Ohio Meeting
- Highland County Workforce Leadership Council
- Highland Co Chamber Coffee & Commerce | Highland District Hospital
- Meeting re: Capital Bill Prioritization
- Complete College Pre-Sensemaking Meeting
- Highland County Manufacturing Summit
- Manufacturing SWOT Discussion/Campus Tour with Appalachian Ohio Manufacturers Coalition Representative

- Meeting with Southern Ohio Appraisers Representative
- Deep Data Dive #3 | Survey of Student Engagement Outcomes
- Meeting with TechSolve Representatives

# ACADEMIC AND STUDENT AFFAIRS

## Academic Affairs

### Higher Learning Commission Multi-Location Visit/ Dates Set for Comprehensive Visit

A reviewer from our accreditor, the Higher Learning Commission (HLC), did a multi-location visit at SSCC on October 31 and November 1. She visited with faculty, staff, and administration at Central Campus and visited administration, faculty, and students at three selected sites: Miami Trace High School, Georgetown High School, and Western Latham High School.  We will receive the final report in a month, but by all accounts, the visit went well.  She sent the following note to **Dr. Erika Goodwin** after her visit:

> *"I wanted to let you know that all the visits went smoothly; everyone was accommodating and helpful… I appreciate your efforts in making all the arrangements. Please pass on my acknowledgments and thanks to others as appropriate."*

We have also been notified that our 10-year comprehensive visit will be on April 13 and 14, 2026.  We have already begun discussions and plans for writing the Assurance Argument that we will need to write and prepare for this visit. Also, note that the HLC team will want to meet with Board members during their visit.

### Advisory Committee Breakfast

On Friday, October 27, the Academic Department hosted the annual Advisory Committee Breakfast.  SSCC's eight advisory committees for technical programs—Business Management; Criminal Justice; Computer Technology; Education; Engineering; Human & Social Services; Medical Assisting; and Nursing—gathered in the lobby at 8:30 a.m. where Dr. Roades welcomed the group.  Rachel's House Catering, Washington Court House, provided a nourishing breakfast. Dr. Goodwin then gave the *Charge to the Committees* and dismissed them to their individual breakout sessions. The Committees spent time reviewing the program

curriculum, discussing industry trends, developing strategies for improvements, etc. Thanks to all who had a part in making this event a success.

**Pictures from our recent Advisory Committee Breakfast...**



## Spring 2024 Schedule

The Spring 2024 schedule includes 13 new and dusted-off courses that have not been on the schedule for a period of time. We are excited to offer the following courses beginning January 8.

| COURSE CODE | LOCATION | TITLE | DAY | TIME | STATUS |
|---|---|---|---|---|---|
| ADMF 1101 | Central Campus | Intro to Manufacturing | Th | 5-7:40PM | NEW |
| FLNG 1105 | Online | Beginning French II | Online | Online | NEW |
| FLNG 1108 | Online | Beginning Spanish II | Online | Online | NEW |
| FNAR 1112 | Online | History of Art II | Online | Online | NEW online |
| FNAR 1117 | Online | Music Appreciation II | Online | Online | NEW online |
| HPER 1102 | Central Campus | Intro to Athletic Training | M W | 12-1:15PM | Dusted off |
| HPER 1161 | Central Campus | First Aid | M | 3:00-4:50PM | Dusted off |
| HPER 2234 | Central Campus | Personal Health | M W | 1:30-2:45PM | Dusted off |
| PHYS 1130 | Central Campus | Astronomy | T Th | 6:30-8:20PM | Dusted off |
| PHYS 1130 | Brown Campus | Astronomy | M W | 12-1:50PM | Dusted off |
| PSCI 2207 | Brown Campus | State & Local Government | T Th | 11-12:15PM | NEW |
| PSYC 2210 | Central Campus | Social Psychology | T Th | 2:30-3:45PM | NEW |
| SOCI 1120 | Online | Cultural Anthropology | Online | Online | Dusted off |

## Conference Presentations/ Curriculum Summits

The following faculty and staff members recently presented at regional conferences:

**Jeff Wallace** (English): *Oh the Humanity(ies): Building DEI Through the English Classroom*. Belonging in Rural Spaces DEIB Conference (Hazard Community & Technical College | Hazard, KY)

**Peggy Chalker** (Academic Affairs): *All Roads Lead to Rome: Alternative Pathways to Degrees.* SOCHE 2023 Articulation and Transfer Conference. (Virtual)

**Terry Flum**, Ph.D.: *ODHE Faculty Summit for Anatomy & Physiology*. (Columbus, OH)

Peggy Chalker, Ph.D. and Terry Flum, Ph.D. (Biology): *ODHE Curriculum Directors Summit for Anatomy & Physiology*. (Columbus, OH)

## Faculty

Faculty evaluations have been successfully concluded. The next faculty assessment workshop is scheduled for March 29, 2024. The Program Review schedule for spring includes History, Philosophy, Political Science, and Sociology.

## Instructional Technology Department

The team has managed beginning-of-the-semester issues and is working to mitigate some of the last-minute work experienced each semester with those who have their course assignments now.

Other updates and projects include:
- Spring Semester course creations/uploads in LMS
- Simple Syllabus
- New LMS Tools
  - Folio
  - ePortfolio
  - New Quizzes
- Inclusive Access
  - Cengage
  - Follett

- Adding content to Advanced Manufacturing courses
- EvaluationKIT & Simple Syllabus Department updates
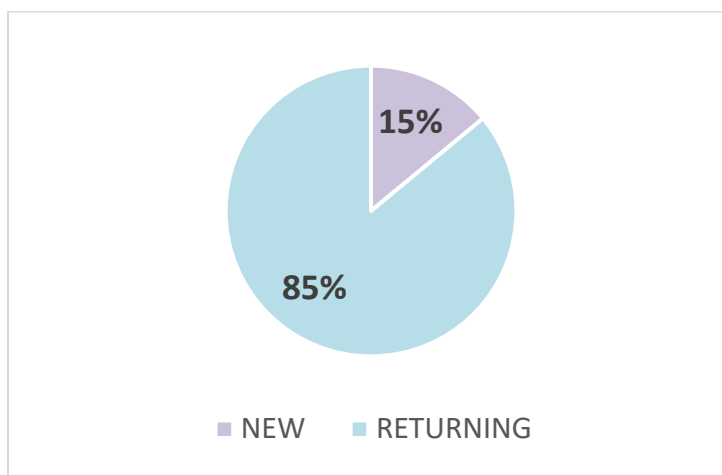- Distance Education Plan, Procedure Guidebook, and Student Survey

# Student Affairs

## Academic Advisors

With the start of SPRING 2024 registration in October, we have been seeing an uptick in registration numbers.

| NEW: TRAD/NON-TRADITIONAL | NEW: CCP | TOTAL NEW* | RETURNING: TRAD/NON-TRADITIONAL | RETURNING: CCP | TOTAL RETURNING* | WALK-INS | TOTAL ADVISING* |
|---|---|---|---|---|---|---|---|
| 46 | 4 | 50 | 172 | 118 | 290 | 101 | 340 |

*NOTE: These numbers represent the number of student appointments—planned or spontaneous—in the month of October, including face-to-face, ZOOM, and over the phone.



After the mid-term grades were submitted, students with failing and near-failing grades were contacted for follow-up. More than 400 students were personally called, which resulted in several students re-evaluating their courses, contacting instructors, making appointments with advisors, etc. Students who were not available by phone were sent email follow-ups. Special thanks to **Samantha Manns** and **Donnella Mottie** at the information desk, who graciously took on the task of initially calling students.

Thirty-seven Early Alerts were submitted by faculty in October. All were followed up on and closed out within the month.

## Financial Aid

| STUDENT CONTACT METHOD | CONTACT IN OCTOBER 2023 |
|---|---|
| Emails to financialaid@sscc.edu | 88 |
| Student visitors to the office (Central and Brown) | 30 |
| Phone calls to FA phone x2515 | 131 |

*Preparing for the 2024/2025 Free Application for Federal Student Aid (FAFSA)*
On October 6, our Financial Aid Office hosted an OASFAA (Ohio Association of Student Financial Aid Administrators) High School Counselor Workshop to review changes to the 2024/2025 FAFSA. High school counselors from the College's service area were joined by counselors from county and state agencies. Thirty-six were in attendance.

The SSCC website has been updated to include a page specific to the 2024/2025 FAFSA changes, https://www.sscc.edu/financialaid/FAFSA.shtml, and includes a federal student aid estimator.

February is Financial Aid Awareness Month. Our Financial Aid and Marketing staff have begun working on a plan for that month that will include FAFSA completion workshops, scholarship information, and financial literacy activities. This activity is triggered by the FAFSA changes that will impact the timing and preparation of federal student aid awards for the 2024/2025 academic year. As part of this long-range plan and the delayed deployment of the 2024/2025 FAFSA to December 2023, the department will begin a targeted campaign in November to bring students up to speed on the changes and help them prepare to file the FAFSA when it becomes available.

On October 18, members of OASFAA's Southwest Region met at Central Campus for a workshop on federal aid needs analysis. Needs analysis is the mathematical process of determining eligibility for federal student aid and is best learned as a manual process. Ultimately, schools use data systems (i.e. PowerFaids) to manage needs analysis in a batch process. Twenty-eight were in attendance.

## Accessibility and Learning Services

*Accessibility Services (AS)*
Sixty students have registered with Accessibility Services (several other students are in the process of registering with AS).

Forty AS exams have been proctored this month. The Testing Center is very helpful in proctoring exams when space, personnel, and resources are limited

**Ryan Hall** has partnered with Amy Rave Bradford, Counselor at the Opportunities for Ohioans with Disabilities (OOD); Amy comes to Central Campus (Room 400) several times a month to help students learn more about OOD services. If students cannot come to campus, Amy can ZOOM with them wherever they are. These services have been marketed to students in various ways, including social media. Amy is a great resource for us and our students.

Ryan attended the Ohio Secretary of State's Accessibility Advisory Board meeting on Thursday, October 26; the next meeting will be on November 30. The Department has had personnel changes, and the board is helping to provide input during this process.

*Learning Services (LS)*
Tutors/Coaches have had over 90 tutoring sessions with students this month. We are seeing an increase in students using ZOOM to engage with learning coaches during scheduled face-to-face time on campus. This is a benefit for those students who are taking all classes online or who may have transportation or work/family obligations that may prevent them from coming to campus for face-to-face assistance.

LS successfully launched the first Math tutoring sessions via ZOOM, which is helpful so students do not physically have to come to campus for Math tutoring.

Signage in Room 400 was installed on October 27, which provides the space with identity, personality, and privacy. It looks terrific!

## Records

See the Fall 2023 Student Body Profile Report with a 7-year comparison included in the Board packet.

## Electronic Transcript Service

In late 2022, the Ohio Department of Higher Education announced the retirement of the Articulation and Transfer Clearinghouse (ATC) computer system. The ATC system provided SSCC access to send and receive transcripts electronically with other state institutions. In early September, the Records Office transitioned to the National Student Clearinghouse's free and secure Electronic Transcript Exchange (ETX) service. The College is now fully using that system to send and receive transcripts between institutions. Initially, there was much disappointment in learning that the State was no longer providing the ATC service, but in hindsight, this change has proven to be a huge benefit to students. Transcripts can now be sent and received electronically among thousands of institutions nationwide.

The transition to the new ETX system required the support and assistance of several individuals on campus. Special thanks to the following individuals who helped in the successful implementation of this new system: **Dr. Jeff Montgomery, Dr. Jessica Wise, Katy Markey,** and **Amanda Thompson.**

## Testing Center

The following chart shows the September 2023 testing activity of the testing centers at both the Hillsboro and Mt. Orab Campuses. Testing is provided for those testing with Pearson Vue, taking an Accuplacer, HESI exam for the nursing program application, Certiport, and proctored exams.

| SEPTEMBER 2023 TESTING ACTIVITY LOG | | |
|---|---|---|
| TEST | HILLSBORO TESTING CTR | MT. ORAB TESTING CTR |
| Pearson Vue | 32 | 10 |
| ACCUPLACER | 20 | 4 |
| HESI | 7 | 0 |
| Certiport | 1 | 0 |
| Proctored Exams | 12 | 0 |

**October 2023 Activities/Action:**

*Domestic Violence Awareness*

- Posters were displayed on campuses and front-page website presence
- Key message: To raise awareness of domestic violence

*National Breast Cancer Awareness*

- Posters were displayed on campuses
- Pink ribbon campaign: distributed to students and SSCC employees
- Key message: Raise awareness of breast cancer; reminder to get a check-up

# HUMAN RESOURCES

## Security

**Gary Heaton**, the College Security and Emergency Response Coordinator, attended the Ohio Homeland Security OP3 Fall conference in Columbus. OP3 represents Ohio Public-Private-Partnership. The College has been a member since its state-wide inception.

Heaton met with the new director of the Patri-Tots Learning Day Care Center, and reviewed and discussed A.L.I.C.E. & Run Hide Fight. Discussed safe areas for children in the event of weather or intruder situations.

B.I.T. has been active in several situations on our College campuses.

A fatal crash at our Mt. Orab Campus on SR32 & Brooks Malott caused an insurance company to request video from campus security cameras.

## Benefits and Compensation

### Wellness

The annual Health and Wellness Fair took place on October 6.  HealthWorks provided a summary report on the overall health of our employee population.  We had 48 individuals get their biometric screening done at the event. Overall, 28 individuals are medically obese, 9 individuals have or are at risk of high blood pressure, and 5 individuals self-identified as diabetic. With these results in mind, **Crystal Howland**, Coordinator of Benefits and Compensation, is currently in the planning stages for future wellness events, challenges, and

campus improvements designed around nutrition education and weight loss.

A raffle was held for employees and spouses who visited a qualifying number of vendors. Raffle items are selected by their ability to aid employees in getting/staying active and healthy. This year, the items chosen were selected for their ease of portability, encouraging employees to stay active and eat healthy while on the go. Below are the 2023 raffle winners.

Rainee Angles - Bluetooth Headphones
Jim Barnett, Jr. – Magnetic Bluetooth Speaker
Melanie Foxx – Lunchbox  w/Containers
Erika Goodwin – $50  Visa Gift Card donated by ARORx
Greg Tholen (Spouse of Robin Tholen) – $50 Amazon Gift Card donated by Horan

### Partnerships

The Coordinator continues to work with the three participants from the Vantage Aging program to hone current skills while also gaining new skills and abilities. The participants are currently working towards careers after their time with the College is up. Two participants are designing cover letters and resumes geared toward their desired industries. The Coordinator is reviewing them and offering feedback for improvements. The third participant is completing her Associate's Degree at the College and is one class away from graduation.

The Coordinator is working with the Highland County Veteran's Service Commission to co-sponsor the 2023 Stockings for Veteran's event. This event is designed to brighten the spirits of our veterans during the holiday season, as well as to provide needed items to veterans in local nursing homes and medical facilities. The goal is to receive enough items through donations to fill 100 stockings for veterans in the Chillicothe VA, Hillsboro area nursing homes, and the VA facility in Georgetown. Flyers and advertising are being designed now, with an anticipated date of November 13 for the advertising to begin. The Coordinator is working with the Marketing Department to ensure advertising is included on the College's social media accounts. Information will be sent to employees as soon as advertising is ready.

## Compliance

An internal audit of the Nursing Faculty and Nursing Adjunct ACEN/OBN files, led by Crystal Howland, has been completed. The next scheduled internal audit will take place in December 2023.

# Recruiting and Onboarding

## Academics

### Adjunct Instructors

Adjunct recruitment has begun for the Spring Semester. Currently, postings are open for both General Adjunct Instructors and Math Adjunct Instructors.

### Testing Center

**Jacob Bice** has assumed the role of the Testing Center Coordinator starting at the beginning of October. Jacob has been a Test Proctor for Southern State since 2019 and has a Master of Arts in American History from Southern New Hampshire University.

The Testing Center is hoping to finalize the search for a Test Proctor in the coming weeks.

### Nursing

In Nursing, **Holly Momper** has been selected to move forward as a Full Time Nursing Instructor. Holly is currently employed at Highland District Hospital and has a Master of Science in Nursing from Northern Kentucky University.

The Nursing team has also welcomed **Elaine Storrs** (Nursing Adjunct) and **Sara Dawson** (Clinical Instructor) over the last month. Additionally**, Cailee Christman** will soon join the Nursing team as a Clinical Instructor in November.

The Nursing Program continues to search for Full Time Faculty Members, as well as a Health Sciences Administrative and Clinical Coordinator. No interviews have yet been scheduled for the latter, as the committees are currently reviewing applications. Additionally, the posting remains open for Part Time Clinical Instructors, which is a recurring need in the area.

## Student Affairs

Over the last month, the eSports structure has been redesigned. Rather than a Head and Assistant Coach, there will now be two eSports Coordinators. **Dr. Josh Montgomery** and **Russ Clark** were selected for the 2023 Academic Year. Additionally, two eSports Student Coaches will be selected. The hiring process for Robert "Alex" Bradshaw and Cole Newsome is currently underway.

## Workforce Development

The Truck Driving Academy has posted openings for both Full-Time and Part-Time TDA Instructors.

# INFORMATION TECHNOLOGY AND INFRASTRUCTURE

## Infrastructure

### Restroom Renovation

On November 13, the controlling board approved funds for the Central Campus restroom renovation project. The project is still on track for a mid-December start with an expected timeline of 22 weeks.

### Highland County Campus Door Upgrades

The entryway door replacement project at Central Campus is beginning to ramp up. Current doors are original to the building's construction and provide safety challenges with latching and locking due to extensive age and wear. Thanks to Governor DeWine's 2022 Campus Safety Grant Program, we were able to fund the replacement of all main entryway doors. This project has been in the planning stages for the past 18 months and includes replacing doors in the main lobby, the end of each hallway, both entrances to the Annex Building, and exterior doors for the Library.

A few specific doors will be replaced in mid-November, with the remainder after the Fall semester concludes in December and in time before classes begin in January.

# WORKFORCE DEVELOPMENT

## Grants

### RAPIDS VI

The Controlling Board approved the purchasing of the RAPIDS VI equipment. The equipment will include a MILO Range simulator that the Police Academy will utilize and those in the safety and security sectors in the community. The equipment is expected to arrive mid-January. Thank you to Brian Rice for his help in providing the information to the Controlling Board.

# Workforce Development

## Truck Driving Academy

**Enrollment Comparison Information**

|  | 2021/2022 AY | 2022/2023 AY | 2023/2024 AY |
|---|---|---|---|
| September | 15 | 15 | 25 |
| October | 12 | 23 | 16 |
| **FY to Date Comparison** | **54** | **79** | **98** |

## Special Projects

➢ **Lisa Hord** and **Amy McClellan** participated in the Georgetown Elementary Truck and Treat on October 31. Approximately 600 students took home Southern State-branded bracelets and pinwheels. The College was one of 12 organizations at the event.

➢ The National Association of Workforce Education (NCWE) held its annual conference in October. The event is geared toward the practitioners in the workforce and at the Community College level. The annual event is well attended by professionals nationwide and workforce vendors. Amy McClellan and Lisa Hord attended the event in Baltimore, Maryland.

➢ A roundtable discussion was held with Congressman Brad Wenstrup hosted by the Brown County Chamber. Lisa attended the event as a representative from Southern State Community College. Discussions centered on economic challenges and the trajectory of providing a skilled and educated workforce in Ohio.

➢ Water Waste Workshops Fall Training was held in North Canton and Barnesville from October 24 - 26. Between the three days of training opportunities, 94 professionals attended to receive their Continuing Education requirements. The Spring Workshops will be held in Highland County, North Canton, and Barnesville in March and April 2024.

# Communications and Marketing

**Southern State Community College**

| Marketing Area | August | September | October |
|---|---|---|---|
| **Press Release** | 7 | 4 | 8 |
| | | | |
| **Advertising / Print** | 5+ | 5+ | 10+ |
| | | | |
| **Email Campaigns** | 1 | | 2 |
| Emails Deployed | 25,000 | Two emails going out in October geared toward Spring Registration Promotion - *one at the beginning and one at the end.* | Email 1: 25,000 \| Email 2: 25,000 |
| Number opened | 3,914 | | Email 1: 3,920 \| Email 2: 3,573 |
| *Percentage Opened* | *15.67%* | | Email 1: 15.68% \| Email 2: 14.29% |
| Clicks within content | 714 | | Email 1: 617 \| Email 2: 535 |
| *Percentage of total clicks* | *2.86%* | | Email 1: 2.47% \| Email 2: 2.14% |
| **Social Media/Geofencing** | 1 | 1 | 1 |
| Impressions/ads Deployed | 38,431 | 36,803 | 37,045 |
| Clicks | 202 | 205 | 176 |
| *CTR (click through rate)* | *0.53%* | *0.56%* | *0.48%* |
| Top 3 locations of activity | Wilmington, Greenfield, Georgetown | Brown County Fair (Georgetown), Wilmington, Highland Co. Fair (Hillsboro) | Wilmington, Georgetown, Greenfield |

**Truck Driving Academy**

| Marketing Area | August | September | October |
|---|---|---|---|
| **Email Campaigns** | | | |
| Emails Deployed | | 25,000 | 25,000 |
| Number opened | | 3,631 | 4,186 |
| *Percentage Opened* | | 14.52% | 16.74% |
| Clicks within content | | 605 | 527 |
| *Percentage of open and clicked* | | 2.42% | 2.11% |
| **Audience Management** | 1 | 1 | 1 |
| Impressions/ads Deployed | 76,127 | 73,055 | 78,737 |
| Clicks | 98 | 114 | 114 |
| *CTR (click through rate)* | *0.13%* | 0.16% | 0.14% |

## Recent Southern State Appearances–Communications Activities/ Involvement

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

- **Press Release**s
  - SSCC Theatre presents 'The Diviners' (*Wilmington News Journal, Highland County Press*)
  - SSCC Board of Trustees to meet October 11 (*Highland County Press)*
  - SSCC to hold orientation for free GED preparation classes (*Highland County Press, Record Herald, Wilmington News Journal*)
  - SSCC Board of Trustees to meet October 25 (*Highland County Press*)
  - Southern State's Spring 2024 Online Scholarship Portal Is Open – Apply Today! (*Wilmington News Journal, Highland County Press*) *(Enrollment, Relevance, and Excellence, Student Success)*
  - Southern State's Spring Semester begins January 8, 2024 (*Highland County Press, Times-Gazette, People's Defender, Record-Herald*) *(Enrollment)*
  - Thomas Browning Awarded Barrere Memorial Scholarship at Southern State (*Highland County Press, Times-Gazette*) *(Student Success, Enrollment)*
  - Sara M. Barrere Memorial Trust benefits many at Southern State Community College (*Highland County Press, Wilmington News Journal*) *(Student Success)*

- **Advertising/Print/Direct Mail**:
  - Two October e-blasts promoting the Law Enforcement Program – Jan. 8 start date *(Enrollment)*
  - Monthly October e-blast promoting the TDA program and upcoming start dates for Fall *(Enrollment, Workforce Development)*
  - Yearbook ads for Adena HS, Peebles HS, East Clinton HS, North Adams HS, and Ripley HS *(Enrollment)*
  - Mailed approx. 400 postcards to the Cultural Mailing List to promote the upcoming theatre production of "The Diviners"
  - College Connection Publication – AIM Media (ad plus article) *(Enrollment, Relevance and Excellence)*
  - Clinton Co. HS Fall Sports Tab ad (WNJ) *(Enrollment)*
  - Postcard mailing to new applicants (817) – all students who have applied this calendar year to SSCC (since January 2023), but have never registered for a class. Exclude CCP students. *(Enrollment)*
  - Series of print ads promoting AOC and Nov. orientations
  - 2024 Brown Co. Visitors Resource Guide ad *(Relevance and Excellence)*
  - Full-page ads promoting Veterans in special sections on/around Veterans Day *(Enrollment)*
- **Social Media:**
  - Facebook:
    - AOC Free GED Prep Classes Ad - Reach: 3,571 | Impressions: 7,644
    - Fayette County Chamber of Commerce shout out for delivering our trophy from the Annual Meeting Table-Top
    - SOCHE congratulated Susan Morris on receiving the 2023 Excellence Award *(Relevance and Excellence)*
  - LinkedIn:
    - Search Appearances: 176 (+18.9%) *(Relevance and Excellence)*
    - Followers: 4,987
    - Impressions: 2,665 (+0.5%)
  - Most recent post: Announcing Thomas Browning, as a recipient of the Sara M. Barrere Memorial Scholarship *(Student Success)*
    - Impressions: 414
    - Engagement Rate: 5.8%
- **Events/Publications**
  - Oct. 6 OASFAA Event – assisted with signage, door prizes, and other branded items provided to attendees. Incorporated special touches throughout the event to ensure SSCC was putting its best foot forward for nearly 40 guests on campus.
  - CCP Brochure to be used at High School CCP Nights to promote the program to parents and potential students *(Enrollment)*
  - Learning Services Window Branding *(Student Success)*

# Recruitment
## Presence Report

**October 1ˢᵗ – October 31ˢᵗ**

**Campus Visits**

| | |
|---|---|
| Central Campus | 5 |
| Brown County Campus | 4 |

**Program Information Requests**

| | |
|---|---|
| Business | 18 |
| Law Enforcement | 2 |
| Health Sciences | 27 |
| Engineering | 2 |
| HSSR | 4 |
| Education | 8 |
| AA/AS | 1 |

**Events Attended:**
- Science Alliance
- Fayette County College Fair
- Clinton County Career and Exploration Fair
- Warren County College Fair
- Clinton County College Fair
- Adams/Brown County College Fair
- Madison County College Fair
- Clermont County College Fair

**Community Outreach:**
- Fayette County Resource Event in partnership with AOC

**College Credit Plus Nights:**
- Fairfield (Leesburg)
- East Clinton

**High School Visits**
- Fairfield (Leesburg)
- Miami Trace
- Manchester

**Projects:**
- Highland County College Fair
  - November 3$^{rd}$, Whiteoak High School
- Annual High School Counselor Luncheon
  - December 1$^{st}$ from 10-12
- Spring New Student Orientation
  - Tentative Dates: January 3$^{rd}$ and 4$^{th}$ 2024 from 5:30-8:00

**Program Outcomes:**
- Connect to College Event
  - Central: Approximately 100 students from the following schools:
    - Hillsboro High School
    - Hillsboro Christian School
    - Fairfield (Leesburg)
    - West Union
    - Greenfield McClain
  - ➢ Faculty and Staff in attendance:
    - 13 faculty
    - 13 staff
  - Brown County: Approximately 30 students from the following schools:
    - Lynchburg-Clay
    - Georgetown
  - ➢ Faculty and Staff in attendance:
    - 11 faculty
    - 9 staff

**Professional Development:**
- OASFAA Counselor's Workshop

**SOUTHERN STATE** COMMUNITY COLLEGE

| HEADCOUNT | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 |
|---|---|---|---|---|---|---|---|
| TOTAL | 2003 | 1952 | 1933 | 2018 | 2401 | 2455 | 2718 |
| - FEMALE | 1367 | 1316 | 1335 | 1386 | 1605 | 1602 | 1709 |
| - MALE | 633 | 636 | 598 | 632 | 796 | 853 | 1006 |
| - UNREPORTED | 3 | \| | | | | | |
| FULL-TIME | 482 | 436 | 474 | 565 | 701 | 771 | 900 |
| - FEMALE FT | 334 | 294 | 323 | 394 | 450 | 479 | 557 |
| - MALE FT | 148 | 142 | 151 | 171 | 251 | 292 | 342 |
| - UNREPORTED FT | 0 | \| | | | | | |
| PART-TIME | 1521 | 1516 | 1459 | 1453 | 1700 | 1684 | 1818 |
| - FEMALE PT | 1033 | 1022 | 1012 | 992 | 1155 | 1123 | 1152 |
| - MALE PT | 485 | 494 | 447 | 461 | 545 | 561 | 664 |
| - UNREPORTED PT | 3 | \| | | | | | |

| AGE | | | | | | | |
|---|---|---|---|---|---|---|---|
| MEAN | 20 | 20 | 21 | 21 | 21 | 21 | 21 |
| MEDIAN | 17 | 17 | 18 | 18 | 18 | 18 | 18 |
| <=16 | 681 | 625 | 370 | 272 | 551 | 565 | 665 |
| 17-20 | 868 | 849 | 1043 | 1128 | 1191 | 1113 | 1223 |
| 21-24 | 143 | 180 | 179 | 224 | 247 | 286 | 287 |
| 25-28 | 91 | 91 | 96 | 105 | 124 | 170 | 162 |
| 29-32 | 69 | 71 | 77 | 85 | 82 | 88 | 106 |
| 33-36 | 41 | 31 | 43 | 61 | 63 | 73 | 78 |
| 37-40 | 33 | 27 | 38 | 53 | 49 | 54 | 54 |
| 41-50 | 51 | 53 | 54 | 62 | 66 | 83 | 112 |
| 51-60 | 22 | 23 | 28 | 25 | 25 | 22 | 28 |
| 61+ | 4 | 2 | 5 | 3 | 3 | 1 | 3 |

| COUNTY | | | | | | | |
|---|---|---|---|---|---|---|---|
| ADAMS | 269 | 245 | 247 | 272 | 307 | 247 | 311 |
| BROWN | 394 | 420 | 375 | 374 | 417 | 431 | 477 |
| CLERMONT | 103 | 116 | 115 | 152 | 140 | 159 | 257 |
| CLINTON | 260 | 245 | 250 | 298 | 355 | 398 | 409 |
| FAYETTE | 229 | 239 | 288 | 285 | 344 | 366 | 334 |
| HIGHLAND | 496 | 469 | 443 | 447 | 596 | 575 | 611 |
| OTHER | 253 | 218 | 215 | 190 | 242 | 279 | 319 |
| - OTHER OHIO COUNTIES | 247 | \| | | | | | |
| - OUT OF STATE | 6 | \| | | | | | |

| RANK | | | | | | | |
|---|---|---|---|---|---|---|---|
| FRESHMEN | 1526 | 1489 | 1430 | 1462 | 1750 | 1750 | 1997 |
| SOPHOMORE | 477 | 463 | 507 | 556 | 651 | 705 | 721 |

| MAJORS | | | | | | | |
|---|---|---|---|---|---|---|---|
| GEN MAJOR | 1582 | 1528 | 1521 | 1567 | 1879 | 1798 | 1981 |
| TECH MAJOR | 421 | 424 | 412 | 451 | 522 | 657 | 737 |

| DEGREES AWARDED (7/1-6/30) | 22-23 | 21-22 | 20-21 | 19-20 | 18-19 | 17-18 | 16-17 |
|---|---|---|---|---|---|---|---|
| AA | 76 | 63 | 70 | 68 | 59 | 87 | 91 |
| AS | 41 | 52 | 60 | 67 | 47 | 97 | 87 |
| AAB | 26 | 17 | 30 | 28 | 34 | 27 | 32 |
| AAS | 72 | 79 | 78 | 120 | 128 | 166 | 145 |
| ATS | 0 | 2 | 1 | 2 | 4 | 1 | 7 |
| CERTIFICATES | 17 | 32 | 18 | 29 | 30 | 74 | 64 |
| <ONE YEAR CERT | 40 | 71 | 47 | 43 | 17 | 11 | 31 |
| | | | | | | | |
| **ETHNIC** | | | | | | | |
| BLACK | 31 | 29 | 19 | 31 | 38 | 37 | 45 |
| AM IND/AL NAT | 3 | 2 | 1 | 5 | 5 | 2 | 7 |
| HISPANIC | 35 | 43 | 36 | 35 | 24 | 20 | 26 |
| CAUCASIAN | 1821 | 1769 | 1773 | 1857 | 2232 | 2276 | 2520 |
| ASIAN/PAC ISL | 6 | 14 | 17 | 11 | 5 | 6 | 7 |
| NATIVE HAW/PAC ISL | 1 | 1 | 3 | 2 | 1 | 4 | 3 |
| NON-RES ALIEN | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| TWO OR MORE RACES | 73 | 64 | 56 | 45 | 51 | 56 | 45 |
| UNKNOWN | 33 | 30 | 28 | 32 | 45 | 54 | 64 |
| | | | | | | | |
| **ENROLLMENT STATUS** | | | | | | | |
| FIRST-TIME | 769 | 833 | 745 | 638 | 884 | 903 | 1021 |
| - FIRST-TIME UG | 147 | 219 | 152 | 162 | 183 | 271 | 280 |
| - FIRST-TIME CCP | 622 | 614 | 593 | 476 | 701 | 632 | 741 |
| CONTINUING/RETURNING | 1170 | 1048 | 1148 | 1320 | 1442 | 1486 | 1597 |
| - CONT/RET UG | 547 | 464 | 601 | 672 | 840 | 950 | 1055 |
| - CONT/RET CCP | 623 | 584 | 547 | 648 | 602 | 536 | 542 |
| TRANSFERS | 64 | 71 | 40 | 60 | 75 | 66 | 91 |
| | | | | | | | |
| **ADMISSION APPLICATIONS** | | | | | | | |
| APPS APPROVED | 1179 | 1490 | 1206 | 1181 | 1431 | 1673 | 1978 |
| APPS NOT ENROLLED | 504 | 720 | 801 | 623 | 672 | 893 | 913 |
| % APPS NOT ENROLLED | 42.7 | 48.3 | 66.4 | 52.7 | 46.9 | 53.3 | 46.1 |
| | | | | | | | |
| **PELL STATUS** (Data available for past Fall terms only) | | | | | | | |
| FULL-TIME DEGREE-SEEKING | | 290 | 309 | 368 | 494 | 564 | 691 |
| FULL-TIME PELL RECIPIENTS | | 164 | 180 | 210 | 320 | 354 | 469 |
| % FT RECEIVING PELL | | 56.6 | 58.3 | 57.1 | 64.8 | 62.8 | 67.9 |
| PART-TIME DEGREE-SEEKING | | 458 | 486 | 531 | 622 | 712 | 737 |
| PART-TIME PELL RECIPIENTS | | 237 | 262 | 257 | 350 | 411 | 394 |
| % PT RECEIVING PELL | | 51.7 | 53.9 | 48.4 | 56.3 | 57.7 | 53.5 |