

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



SOUTHERN STATE
COMMUNITY COLLEGE

OCTOBER 2023 | DR. NICOLE ROADES, PRESIDENT

Ohio Department of Higher Education Efficiency Report

As a measure of compliance with the Ohio Revised Code, Section 3333.95, state colleges and universities are required to provide the Chancellor with an annual Efficiency Report. Originally designed to address affordability and efficiency, the report aims to sharpen our focus and set a course for increasing efficiency. This work began in 2015 and has continued in similar practice each year since inception.

Highlights of the 2023 Efficiency Report include the following:

- **Facilities Planning** – Obviously, our most significant efficiency effort has been the reconsideration of our physical footprint. While this efficiency decision is noted in the current report, the priority is to draw attention to the continued need for capital resources to tackle deferred maintenance projects.
- **Academic Practices** – Textbook Affordability continues to be a high priority. Although the average cost for new, used, and rental textbooks has decreased, the College is actively pursuing more substantive reduction strategies, including Equitable Access programs available through Follett. Faculty play an integral part in the decision to pursue such transformation, and alongside the administration, we will work to find solutions that lower the cost for all students.

Annual Campus Security Report Completed and Emergency Operations Plan Updated

Annual Campus Security Report

The Clery Act (Campus Security Policy and Campus Crime Statistics Act) was named in memory of Jeanne Ann Clery, a 19-year-old freshman at Lehigh University, who was violently murdered in her dorm room in 1986. This law requires colleges and universities to maintain campus safety and security protocols to eliminate campus crime. As a participating Title IV funding college, Southern State must disclose crime statistics and safety and security policies.

Special thanks to **Dr. Jessica Wise**, Interim Dean of Student Affairs, for completing this report and making the necessary submissions. Additional thanks to **Dr. Peggy Chalker**, **Gary Heaton**, and **Mindy Markey-Grabill** for the important role they each play in campus security.

Emergency Operations Plan Updated

In the summer of 2023, we reported early efforts to update the Southern State Emergency Operations Plan (EOP). This exercise included inviting local emergency personnel to campus along with internal meetings to identify an accurate account of community responsibilities and validate natural, technological, or human-caused hazards that could necessitate the response contained in the plan. This was followed by the validation of available resources and the affirmation of relevant guidelines.

I am pleased to report that the EOP has been updated from the 2015 version to include plan modernization, such as community lifelines and streamlining response-oriented content. The plan includes basic emergency operational procedures as well as functional annexes to address continuity of operations, evacuation, lockdown, public/mental health, rapid assessment, recovery, and shelter-in-place. Hazard-specific annexes include active assailants, criminal threats or actions, cyber incidents, hazardous materials, severe weather, and utility failure.

Special thanks to **Gary Heaton**, Security & Emergency Response Coordinator, for facilitating this update and JH Consulting for guiding us through the plan and updating as appropriate.

Ramping Up for Workforce Needs: Accelerating Advanced Manufacturing

Over the past year, announcements stemming from Intel and, more locally, Honda LG have heightened the region's need for workforce development, particularly training and skill preparation in advanced manufacturing. While Southern State's presence in pre-engineering pathways along with mechanical engineering, electrical electronics, and computer science robotics continue to be highly relevant, the College is eager to leverage this foundation to begin introducing programming that speaks to emerging advanced manufacturing needs among highly publicized companies. These companies include Intel and Honda LG, as well as the new and existing suppliers and local manufacturers that aren't always in the headlines.

On November 2, Highland County Economic Development and the Highland County Workforce Leadership Council will host a Manufacturing Summit at Southern State. This Summit will include invited guests from BEST Ohio, a manufacturer-led industry sector partnership, along with local employers. This event, coupled with feedback gleaned from

October's Advisory Board Meeting, will help position Southern State to accelerate our advanced manufacturing presence.

President's Activities and Involvement

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

- GRIT Meeting | Update & Development
- CCA Grant Webinar | SkillPoint and Inside Track
- Deep Data Dive #1 | Metrics for Success: Measuring Strategic Plan Progress
- Highland County Chamber of Commerce STEEL Conference Committee Meetings
- Student Success Leadership Institute (SSLI) Conference | Columbus, OH
- Ohio TechNet Consortium Meeting
- Meeting with HORAN Representatives
- OhioSE EDA Recompete Informational Session
- Pre-Summit Networking Social
- BB2C: 2023 Community & Career Connected Learning Summit
- Highland County Workforce Leadership Council Meeting
- Meeting with Follett and Cengage Team Representatives
- Central Campus Visit with Follett Representatives
- Borrower Defense Notifications Work Meeting
- Cyber Appalachian Comm. College Eco-System Sustainability (ACCESS) | Grant Prospect
- Highland County Chamber of Commerce Board Meeting
- OACC Presidents' Bi-Weekly Meetings
- Adams/Highland BAC Meeting
- SOCHE Executive Board of Trustees Meeting
- Phi Theta Kappa College Project Follow-Up Meeting

ACADEMIC AND STUDENT AFFAIRS

Academic Affairs

SSCC Joins Complete College America Initiative

Southern State has joined the Complete College Accelerator, an ambitious nationwide initiative to improve student success and close gaps in college access and completion. Southern State is one of eleven state partners, just over 80 higher education institutions nationwide, to join

Complete College America, a national nonprofit organization on a mission to raise postsecondary attainment nationally, in the initial Complete College Accelerator cohort. With funding from the Bill & Melinda Gates Foundation's Intermediaries for Scale (IFS) initiative, Complete College America will work with eleven state agencies over the next four years to implement research-based practices designed to dramatically increase college completion on a statewide scale.

SSCC Joins Collaboration for Advanced Manufacturing

The Ohio Association of Community College's Success Center has launched a year-long professional development opportunity led by the National Alliance for Partnerships in Equity to support the statewide effort to build the pipeline and increase completions in advanced manufacturing. The Program Improvement Process for Equity (PIPE) engages cross-functional teams in long-term and sustainable improvement processes to increase student access and success in STEM fields. SSCC is pursuing coursework and eventual certificates and degrees in the areas of advanced manufacturing to support new industries in the area namely Honda and Intel. SSCC is also part of the Ohio Semiconductor Collaboration Network (OSCN). Goals for the OSCN PIPE include engaging in professional learning communities and building institutional capacity for sustainable systems change. Intel has provided grant support for the endeavor for each institution.

SSCC Study Abroad to the British Isles: England, Ireland and Wales, May 2024

Southern State, in partnership with EF Study Abroad, is offering current students as well as community members the opportunity to study abroad in the British Isles: England, Ireland, and Wales May 15-25, 2024. Reservations are currently being accepted until February 1, 2024. Students can take a coinciding course to attain college credit for part of the trip. Scholarship opportunities (up to \$1,500 per student) are available for current students enrolled at SSCC through the generous donations of the Sara (Sally) Barrere funds. Leading the study abroad program are Southern State's Associate Professor of English **Jeff Wallace**, Philosophy Instructor **Sam Ginn**, and the Dean of Articulation and Transfer and Brown County Campus **Director Dr. Peggy Chalker**. Students enrolled in College Credit Plus are permitted to participate and must be at least 16 years of age. Students younger than 16 must be accompanied by a parent/guardian. Community members are also welcome to sign up for the trip. For questions, and to learn more, email Professor Wallace at jwallace@sscc.edu or call 800.628.7722 x 3675.

Community and Career Connected Learning Event

Southern State Community College hosted the *Building Bridges to Careers (BB2C)* Regional

Conference on September 22 at the Mt. Orab Campus. BB2C fosters relationships to inspire youth career choices. Their goal is to strive for successful students, prosperous businesses, and thriving communities. The conference gathered local educators, community leaders, government officials, businesses, and workforce development professionals. The day's events were launched with a welcome from Dr. Roades, followed by speakers, panel presentations, and specific topic break-out sessions to equip attendees with best practices and new initiatives for supporting community/career-connected learning opportunities/resources to youth. The greatest takeaway from this event was how Southern State is being viewed as a physical hub for cultivating these needed connections.

Health Sciences Update: ADN Graduates Achieve 94% Pass Rate

The May 2023 graduates of the Associate Degree Nursing Program have demonstrated a high level of success when testing for nursing licensure. The group has achieved a **94% pass rate**, with the vast majority of the group having completed the NCLEX-RN that must be successfully completed to obtain a license to work as a registered nurse. The national average for the NCLEX-RN pass rate is currently 88.39%. The average pass rate for Ohio is 86.76%. Kudos to our graduates!

The nursing curricula improvement and development are continuous. A new NCLEX-RN format was launched in April 2023. A revised ADN curriculum has been launched during Fall 2023 to address the changes in the testing format and prepare the graduate to provide an evidenced-based nursing practice to care for the multi-faceted needs of a diverse population.

The clinical partners are highly valued and supportive. A new clinical agreement was recently developed with Monarch Meadows Skilled Nursing & Rehabilitation located in Seaman. This will increase the access to clinical placements for our students living in the Adams County area. In addition, updated clinical agreements were completed with Ohio Living Cape May in Wilmington and Court House Manor in Washington Court House.

The national nursing shortage is negatively impacting the availability of nursing faculty and clinical instructors. A full-time nursing faculty position is posted. Recruitment is difficult due to the high salaries paid by the clinical facilities. The ADN graduates are entering the nursing profession at a base salary of \$60,000 - \$62,000 and higher. New models of teaching and organization are being explored to address the needs.

Peace Officer Training Academy Earns 100% Pass Rate

The Ohio Peace Officer Training Academy (OPOTA) at Southern State Community College is pleased to announce that all cadets have passed the State Certified Exam, granting the program a 100% pass rate on the exam portion and a 100% pass rate on the physical fitness assessments. The State Certified Exam is a 200-question test, and the cadets must earn a score of 70% or higher to pass, with only 2½ hours to complete it. Congratulations to the graduates and **Commander Doug Daniels!**

Faculty and Program Updates

The first “Fifth Friday” Faculty/ Program Assessment workshop of the year was held on Friday, September 29, from 9-noon to allow faculty to work on their plans and reports. Thanks to **Dr. Jeff Montgomery**, Dean of Academic Affairs, for leading the Assessment workshop.

Details are being worked out regarding disbursement of the Great Minds grant money to HSSR practicum students. Thanks to **Charlie Gorman** and **Suzanne Harmon** for their assistance.

English and Communications will be presenting to Program Review in October.

People in the News

SSCC is a member of the Strategic Ohio Council for Higher Education (SOCHE). It is a consortium of 22 private and public two-year and four-year colleges and universities. Our own **Dr. Jeff Montgomery** was selected to present his doctoral research during a virtual lunch and learn professional development session on Thursday, October 12, from 12-1 p.m. ET. His presentation is titled: *First 3 Weeks: College Students’ Initial Sense of Belonging*. Congrats, Jeff!

Student Affairs

Spring 2024 Schedule

The Spring 2024 schedule has gone to the Records Department to prepare for publication. It is scheduled to be uploaded to the system by EOD Monday, October 2. The original modality makeup of the Spring 2024 is as follows:

TOTAL NUMBER OF COURSES: 318

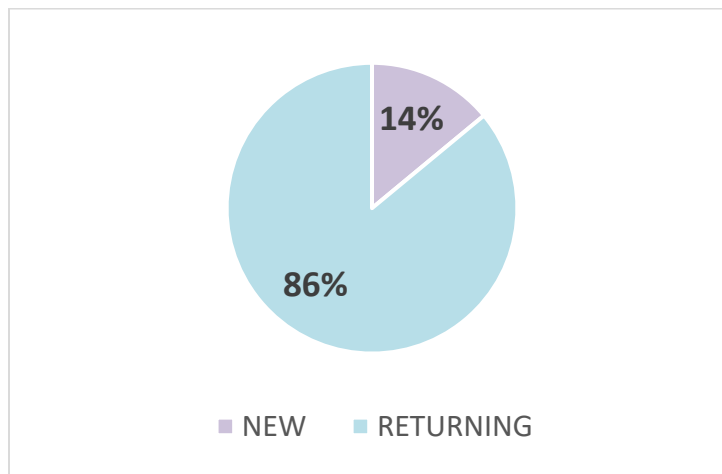
• Online Virtual	143	45%
• Face-to-Face	135	42%
• Hybrid	40	13%

Academic Advisors

The Academic Advisors have been slowing down since the start of the Fall term in August. The chart below gives an overview of how many students they have had contact with during September 2023.

NEW: TRAD/NON- TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON- TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	WALK-INS	TOTAL ADVISING*
14	0	14	70	16	86	0	100

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



Financial Aid

During the month of September, federal, state, and institutional aid was disbursed by the Financial Aid Office with the assistance of the Business Office. Student aid disbursements totaled \$2,087,794 and included (list is not exhaustive):

- Federal Pell and Supplemental Education Opportunity Grant: \$1,018,085
- Federal Subsidized, Unsubsidized, and Parent PLUS Loans: \$855,846
- State Grants, Scholarships and Loans: \$18,194
- SSCC Foundation Scholarships: \$85,143
- SSCC Trustee Scholarships: \$43,187
- SSCC Employee Tuition Benefit: \$24,678

STUDENT CONTACT METHOD	CONTACT IN SEPTEMBER 2023
Emails to financialaid@sscc.edu	81
Student visitors to office (Central and Brown)	39
Phone calls to FA phone x2515	0

Accessibility and Learning Services

The Accessibility office has registered 52 students for services Fall term.

SSCC Accessibility Services has partnered with Amy Rave Bradford, Counselor at the Opportunities for Ohioans with Disabilities (OOD); Amy comes to our Hillsboro campus (Room 400) throughout each month to help students learn more about OOD services. If students cannot come to campus, ZOOM sessions are available. These services have been marketed to students in various ways, including social media.

The Learning Services office held its first Success Seminar on Friday, September 15; entitled *Reading for Comprehension: Strategies for Timed Tests*. Alice Richmond facilitated the seminar. The recorded seminar can be found on the Student Affairs page under Learning Services on the website.

Testing Center

On Monday, October 2, **Jacob Bice** took over the position of the Testing Center Coordinator. Jacob has worked for the College for 4 years as a test proctor and brings his experience, knowledge, and certifications to the position.

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, and proctored exams.

SEPTEMBER 2023 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	47	26
ACCUPLACER	9	4
HESI	7	0
Proctored Exams	2	0

Constitution Day

Special thanks to **Jaime Simmons** and her team for presenting an engaging, educational celebration of Constitution Day (and Week) at Central Campus, and a special thanks to **Betty Cole, Holly Pegan, and Becky Farley** for their efforts at our Brown County Campus.

Central Campus



Brown County Campus



HUMAN RESOURCES

Strategic Plan

Priority Area: Relevance and Excellence

Outlined under the College's Strategic Plan priority area, **Relevance and Excellence**, the College has identified “Excellence” and “Others First” as key initiatives. The College is dedicated to cultivating a vibrant and inclusive community, embodying excellence, and putting others first. We are working towards making these principles part of our culture.

To introduce the importance of the “Excellence” and “Others First” initiatives to applicants and prospective employees, the following narrative was added to the Working at SSCC web page:

We firmly believe that excellence is not just about achieving personal success but also about lifting others up and working collaboratively to achieve common goals. Our institution is committed to creating an environment where students, faculty, and staff are encouraged to excel in their pursuits, all while recognizing the importance of empathy, support, and a strong sense of community. By instilling these values in our educational approach and fostering a culture that places a premium on both excellence and the well-being of others, we aim to prepare our students for successful careers and lives of purpose and service.

To reiterate the importance of these initiatives to applicants and prospective employees, interview questions related to “Excellence” and “Others First” were developed and provided to all Hiring Managers to utilize in all future employment selection processes. Additionally, the Coordinator of Recruitment and Onboarding, **Kate Honeycutt**, is working to make questions related to these same initiatives part of each employment application.

Priority Area: Enrollment

In support of the College's priority area, **Enrollment**, creating a culture of shared responsibility for recruiting and retention efforts, **Crystal Howland**, Coordinator of Benefits and Compensation, guest-lectured in a class on professionalism led by **Dr. Josh Montgomery** and **Brian Birkhimer**. The lecture was to cover Resume and Cover Letter basics for their students. Howland offered to review the resume of any student and offered suggestions for improvements. Each student was provided a resource packet containing information for Resume, Cover Letter, and Interviews.

Security

Gary Heaton, the College Security and Emergency Response Coordinator, attended a Naval Post Graduate School for Homeland Security roundtable. Heaton also plans to attend the October Highland, Fayette, Clinton (HFC) Safety Council meeting on behalf of the College.

Heaton attended a Homeland Security Statewide Terrorism meeting at the Statewide Terrorism Analysis & Crime Center (STACC). The STACC center facilitates the gathering, analysis, and sharing of critical information in a timely and effective manner. It operates 24/7, providing first responders, private sector managers, and other partners with quick, accurate, actionable intelligence and information. Coordinating with the Ohio Fusion Center Network, the STACC provides free 24/7 comprehensive counter-terrorism and criminal intelligence support, long-term or large-scale cases, and real-time traffic stop or crash support. The STACC aids with requests regarding school and workplace violence, threats to state-owned property and employees, and terrorist activity or threats to Ohio.

Compliance

Tyler Bick, the Technology Coordinator at Southern State, sent out the annual cybersecurity training for students and employees this month. Requiring employees to participate in cybersecurity training is crucial for several reasons, as it helps protect an organization's digital assets, sensitive data, and overall reputation. Cybersecurity training teaches employees how to handle phishing attacks, malware and ransomware, password security, and social engineering. Here are some key reasons why cybersecurity training is important:

Preventing Security Breaches: Cybersecurity threats constantly evolve, and employees can be the weakest link in an organization's defense. Training helps employees recognize and avoid common security threats such as phishing attacks, malware, and social engineering scams, reducing the likelihood of security breaches.

Protecting Sensitive Data: Organizations often handle sensitive information like customer data, financial records, and intellectual property. Cybersecurity training teaches employees how to handle and safeguard this data, reducing the risk of data breaches and the associated legal and financial consequences.

Compliance Requirements: Many industries have strict regulatory requirements related to data protection and security. Cybersecurity training ensures that employees understand and adhere to these regulations, helping the organization avoid non-compliance penalties.

Mitigating Insider Threats: Insider threats, where employees intentionally or unintentionally compromise security, are a significant concern. Cybersecurity training can help employees recognize suspicious behavior in themselves and their colleagues, making it easier to identify and mitigate potential insider threats.

Promoting a Security Culture: Training promotes a culture of security within the organization. When employees understand the importance of cybersecurity and their role in it, they are more likely to take security seriously and follow best practices consistently.

Reducing Security Incidents: Well-trained employees are less likely to make mistakes that could lead to security incidents. They are better equipped to identify and respond to potential threats, reducing the organization's exposure to cybersecurity risks.

Adapting to New Threats: Cyber threats are continually evolving. Regular cybersecurity training keeps employees up to date on the latest threats and tactics, ensuring they are prepared to defend against new attack vectors.

In summary, cybersecurity training is essential for organizations to reduce the risk of security breaches, protect sensitive data, and create a security-aware workforce. Organizations can significantly enhance their security by preparing employees to recognize and respond to cybersecurity threats.

An internal audit of the Nursing Faculty and Nursing Adjunct ACEN/OBN files led by Crystal Howland has been completed. After meeting with the Nursing Department on September 1, a plan of action has been established to ensure all files are maintained to standard throughout the year. The next scheduled internal audit will take place in December 2023.

Benefits and Compensation

Benefits

Crystal Howland continues to work with newly hired employees to enroll in their desired benefits. The Coordinator assisted several employees with Qualifying Work/Life events to open special enrollments. The Coordinator worked with Employees needing FMLA enrollment and guidance.

Wellness

The annual Health and Wellness Fair is scheduled for Friday, October 6 from 7:00 a.m. to 11:00 a.m. in the main building of Central Campus (rooms 106 and 103). The Coordinator of Employee Benefits & Compensation has completed the preparations for the event, and vendors have been confirmed. Vendors who will be present are:

HealthWorks – Biometric Screenings	Rite Aid – Flu Vaccines
JHP Consortium – Employee Resources	JHP Health – EAP Services
Custom Design Benefits – COBRA Administration	Custom Design Benefits – FSA & Flex Accounts
Voya Financial – Alternative Retirement Options	OPERS – Staff Retirement
STRS – Faculty Retirement	Hub Horan – College Partner/Broker
MMO Life – Basic & Voluntary Life Insurance	Anthem – Medical/Dental/Vision Provider
Highland County YMCA – Local Wellness Resources	Enrollment Management Services – College Partner & Medicare Enrollment Services

The event is open to all employees and spouses covered by the College's medical plan. Only employees and their spouses who are on the College's medical plan will be able to receive their biometric screening. Biometric screenings have always been a critical component of an overall wellness program. They are even more crucial in the aftermath of a pandemic where people may have paused their medical care. For employees and spouses, it makes them aware of their health conditions at an earlier stage and allows them to make lifestyle changes. Screenings help identify preventive measures, one of the best ways to control costs and potential risks to a plan. It also allows the employer to plan for future wellness programming geared towards the needs of our employees.

This year, the Health & Wellness Fair coincides with the annual training for Dayforce (the College's Human Capital Management (HCM) software). As a result, the Coordinator has assigned Paulette Goerler, Pauline Morris, and Patty Hollen from the Vantage Aging program to oversee the Wellness Fair. The Coordinator also secured **Thomas Payton, Kathy Pierson, Tyler Bick, and Robin Tholen** as employee volunteers to assist with setting up the event and post-event clean up. THANK YOU! The Coordinator worked closely with all participants to design the setup and assign each specific task for the event day. A final meeting was held with all volunteers on September 27.

Employee wellness credit events hosted in the month of September included:

- September 13: Cultural Myths in Media: Fact or Fiction
- September 20: Coach your Child to Manage their Emotions

Partners at ImpactSolutions/All One Health sponsored both webinars.

Training and Development

Annual Employee Compliance Training will be assigned during the first two (2) weeks of October. An email was sent to all employees the last week of September to inform them of the upcoming training. The Human Resource team designed this training to provide updates for the Policy and Information Manual (PIM), Drug & Alcohol Abuse Policy, and Title IX Training (only to employees who missed it during Opening Week). Title IX requires institutions to protect all students, faculty, and staff from sex-based discrimination, including sexual harassment and sexual violence.

Howland has completed 90% of the Payroll Learning Track for the College's HRIS in the Ceridian Education Center. The remainder of the curriculum will be completed by October 2023.

Recruiting and Onboarding

Onboarding

New Clinical and Nursing Instructors include **Vanessa Corboy-Long**, **Sara Dawson**, and **Elaine Storrs**. Vanessa and Sara will work at Clinical sites, and Elaine will instruct in both the classroom and clinical settings.

Recruiting

The Nursing Program is searching for Full-Time Faculty Members. Interviews are scheduled for the first week of October.

The Adult Opportunity Center continues to search for and interview potential Instructors for their Wilmington and West Union sites.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Infrastructure

Brown County Campus Façade Remediation Project

The exterior stucco remediation project at Brown County Campus is finished, with a few remaining finishing touches completed on September 29. A water test on September 12 revealed issues with rubber seals around the windows and the fact one of the glass panes was seated too low in the frame, creating a gap across the top. After further inspecting all the windows, many questionable seals were replaced, and we will continue to monitor seals and replace them as needed.

The Exterior Finish and Insulation System (EFIS) cladding holds a Tremco 12-year warranty and UV fade resistance for 10 years.



WORKFORCE DEVELOPMENT

Workforce Development

Truck Driving Academy

Enrollment Comparison Information

	2021/2022 AY	2022/2023 AY	2023/2024 AY
August	12	25	14
September	15	15	26

Special Projects

Lisa Hord has established “office hours” at Ripley for students going through the CCP program. Her office hours will be on Wednesdays from 9:30 a.m. to 10:30 a.m.

The College had a presence at the Brown County Fair by volunteering time at the Chamber Booth to distribute information on the College and handing out nice Southern State promotional materials.

Lisa Hord and **Kaylynn Bell** assisted in the Brown County ESC’s “Escape to Your Future” event. Approximately 100 students over two days attended the escape room adaptive event, where students were given a “passport” and had to rotate among five different stations. The event was focused on familiarizing students with various careers and learning the different characteristics of each career, along with what type of dress code is appropriate for that career. After the students had “escaped,” they were provided a meal ticket from the Pork Producers or Cattleman Producers for lunch.

Communications and Marketing

Presence Report

Southern State Community College

Marketing Area	July	August	September
Press Release	5	7	4
Advertising / Print	5+	5+	5+
Email Campaigns	1	1	Two emails going out in October geared toward Spring Registration Promotion - one at the beginning and one at the end.
Emails Deployed	30,303	25,000	
Number opened	6,274	3,914	
Percentage Opened	20.70%	15.67%	
Clicks within content	747	714	
Percentage of open and clicked	2.47%	2.86%	
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	75,237	38,431	36,803
Clicks	510	202	205
CTR (click through rate)	0.68%	0.53%	0.56%
Top 3 locations of activity	Wilmington, Fayette Co. Fair (WCH), Greenfield	Wilmington, Greenfield, Georgetown	Brown County Fair (Georgetown), Wilmington, Highland Co. Fair (Hillsboro)

Truck Driving Academy

Marketing Area	July	August	September
Email Campaigns	New email campaigns for 2023-24 FY will begin in Sept.		
Emails Deployed			25,000
Number opened			3,631
Percentage Opened			14.52
Clicks within content			605
Percentage of open and clicked			2.42
Audience Management	1	1	1
Impressions/ads Deployed	110,363	76,127	73,055
Clicks	274	98	114
CTR (click through rate)	0.25%	0.13%	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 Board of Trustees to meet September 13 (*Highland County Press*)
- Southern State's Certiport® Pearson VUE Test Centers offer Industry-Standard Certifications and more for students, community members (*Highland Co. Press, Times-Gazette*) ([Relevance and Excellence](#))
- Southern State's Peace Officer Training Academy earns 100% pass rate (*Highland Co. Press, Times-Gazette*) ([Student Success](#))
- Southern State Joins College Completion Accelerator to Boost Student Outcomes and Completion Rates (*Wilmington News Journal*) ([Student Success, Relevance and Excellence](#))

- **Advertising/Print/Direct Mail:**

- Monthly Sept e-blast promoting the Law Enforcement Program – Jan. 8 start date ([Enrollment](#))
- Monthly September e-blast promoting the TDA program and upcoming start dates for Fall ([Enrollment, Workforce Development](#))
- 2023 Brown Co. Fair ads/branded t-shirts for Jr. Fair leaders
- Yearbook ads for Miami Trace HS and Manchester HS
- Sports ads for Greenfield-McClain and Ripley

- **Social Media:**

- Facebook:
 - Full-Time Nursing Faculty Job Ad
 - Impressions: 25,405 | Link Clicks: 583 | Click-Through Rate (CTR): 2.29%
 - 2023 Highland Co. Chamber Gold Outing social posts
 - People Reached (across the three posts): 4,204
 - Post Engagement (across the three posts): 564
 - Coffee sleeve campaign/giveaway with Holtfield Coffee
 - Took over 100 coffee sleeves to Holtfield for them to put on their hot coffees. One sleeve had "SSCC" written on the inside. Whoever got that sleeve won a cooler full of SSCC goodies.
 - Shares: 20+ | Post Engagement: 1049 | People Reached: 3684
 - Holtfield shared this on their Facebook page
 - The posts brought a lot of engagement and positive feedback
- Social Media Spotlights:
 - Cole Newsome (Student) ([Student Success](#))
 - Ryan Bennett (Student) ([Student Success](#))
 - Bethany Baker (Nursing Faculty) ([Relevance and Excellence](#))
 - Travis Martin (Business Faculty) ([Relevance and Excellence](#))

- **Events/Publications**

- 2023 Highland Co. Chamber Golf Outing (9/22)
- 2024 Spring/Summer Registration Guides (*Enrollment, Student Success*)

Recruitment

Presence Report

September 1st – September 30th

Campus Visits

Central Campus	7
Brown County Campus	1

Program Information Requests

Business	21
Health Sciences	25
Engineering	3
Computer Science	1
Human Social Services	3
Education	6
AA/AS	4

Highlights

Events Attended:

- Ohio Means Job Adams/Brown County Job Fair
- Adams County Chamber of Commerce Event
- Parent University: Lynchburg Clay
- Pike County College Fair
- Brown County Fair
- Pickaway County College Fair

Community Outreach:

- Hand-delivered SSCC updates and goodies to focus area high school counselors

Projects:

- Connect to College Event(s)
 - Central Campus: Friday, October 13th from 10-1
 - Brown County Campus: Friday, October 20th, from 10-1
- Highland County College Fair

- November 3rd, White Oak High School
- Annual High School Counselor Luncheon
 - December 1st from 10-1
- Spring New Student Orientation
 - Tentative Dates: January 2nd and 3rd, 2024

Professional Development:

- Webinar: Harnessing AI for a Competitive Edge
- Webinar: Cultural Myths in Media
- Webinar: Transfer Talk Tuesday
- Webinar: OATN Academic Advisor Professional Development