

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



**SOUTHERN STATE**  
COMMUNITY COLLEGE

SEPTEMBER 2023 | DR. NICOLE ROADES, PRESIDENT

## Fall 2023 Enrollment

On August 21, at the start of the Fall term, credit hour enrollment reflected a 9.8% increase over the previous Fall term. Embedded in this increase was a noticeable rise in non-CCP enrollments. This increase was affirming as it reflects the College's work to balance our enrollment profile between CCP and non-CCP students.

Consistent with past trends, the credit hours shift throughout the first two weeks. For the period ending **September 1**, just before the final day of the drop/add period, **overall credit hours reflected a 5.9% increase**. Gains of 3.1% in non-CCP credit hours and 8.7% in CCP credit hours over the same period last year suggest that the College is turning the curve from the dark days of COVID and post-COVID.

Thank you to the entire Southern State team for embracing our goals for enrollment and going the extra mile to recruit new students, retain existing students, align course offerings with market demand, extend services to meet student needs, and generally keeping enrollment at the forefront of all you do—your efforts are making a noticeable difference.

## Scholarship Realignment Summary

The 2023-2025 Strategic Plan identifies the alignment of financial aid scholarship models to enrollment priorities as a means of helping the College fulfill its mission around accessibility. Through deliberate distributions of financial incentives, we believe we can bring education within reach to learners of ALL ages and backgrounds, including the most underserved in our region. Through the leadership of Suzanne Harmon, Financial Aid Director, and her team members, Dana Berryman and Jaime Simmons, the College has accelerated this work through a Realignment Workgroup to shape new strategies within our scholarship offerings.

The College is pleased to present a proposal that reflects consideration for **enrollment target groups, degree completion, state initiatives, and community commitment**. The resulting three-

year plan includes scholarships for high school seniors with or without CCP credits and students with limited funding options nearing completion of their degree program. It also focuses on the Free Application for Federal Student Aid (FAFSA) completion. Finally, there is a proposal to introduce new scholarships to broaden the applicant pool as part of SSCC's 50th-anniversary celebration and commitment to our communities.

The Board of Trustees, through your annual general fund allocation for scholarships, plays an integral role in supporting these goals. I believe you will appreciate the strategies identified to stretch this investment to realize the best possible enrollment gains.

### Ohio Means Jobs Professionals Inform Accessibility

As part of the College's strategic priority to build and maintain relationships with workforce-affiliated organizations, we were pleased to host the leaders of our local Ohio Means Jobs (OMJ) agencies on August 7. Representatives from the College's service area, including Adams, Brown, Clinton, Fayette, and Highland Counties, joined members of our academic, student affairs, and workforce development teams for a two-hour retreat to explore ways in which Southern State can enhance its program delivery options and models to better serve the needs of OMJ clients. The College was also interested in identifying ways to leverage OMJ's services for career exploration and employment placement. The meeting was fruitful in informing the College of the market expectations for "on-demand" learning opportunities, short-term credential pathways, apprenticeships, and the general demand for advanced manufacturing stackable training options. Further, the College learned of new employment strategies, including using "Profile" to replace the former "Backpack" options to connect clients to employment pathways. Special thanks for the continued support of our OMJ partners in helping position Southern State as an integral contributor to Ohio's workforce.

### Fourth Annual Community & Career Connected Learning Summit to be Hosted at Southern State's Brown County Campus on Sept. 22

Based out of Marietta, Ohio, the Building Bridges to Careers (BB2C) Network has been an instrumental partner in local workforce and economic development efforts. Their mission is to bridge the gap between education and employment by fostering school, business, and community relationships to inspire career choice through experience, entrepreneurship, and education—their work centers on community and career-connected learning.

Locally, education, business, agency, and community leaders were first introduced to BB2C during a “Think Tank” exercise in Highland County in 2021, to which Southern State was invited. The guidance and mentorship from BB2C is largely responsible for some of the County’s most significant workforce efforts, including the development of a Workforce Leadership Council and the ACCESS program.

Southern State is pleased to have been selected by BB2C as the conference location for their 4<sup>th</sup> Annual Community & Career Connected Learning Summit. Professionals from across southeastern Ohio will discuss effective collaboration with advisory councils, experiential and work-based learning programs, STEM partner models, and many other examples of collaborative, multi-sector partnerships. I am honored to support this program as a host and conference contributor. Special thanks to Dr. Chalker, Amanda Lewis, and others at the Mt. Orab campus for their efforts to host our BB2C guests.

### President’s Activities and Involvement

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

- OACC Presidents’ Bi-Weekly Meetings
- Highland County Access | Professional Development Welcome
- Meeting with OhioMeansJobs Directors re: Programming/Career Services Collaboration
- Resume Building, Social Media, and Job Search in the Era of AI
- Patriot Palooza Finale Luncheon
- OACC Presidents’ Meeting re: Trustee Questionnaire
- Central Campus Restroom Renovation Meeting
- Workforce Center Meeting with Adams County Representatives
- CCP Pilot Program Meeting at Manchester High School
- OACC and Opportunities for Ohioans with Disabilities Webinar
- Meetings and Photo Opportunities with Foundation Donors and Scholarship Recipients
- Super Rapids Discussion Meeting
- SSCC All-College Meeting
- Opening Week Trainings including “So You Think You Can Recruit”, Title IX Training, Affordable Learning Ohio | Locating OER and Affordable Resources, Follett Access Program, “Complexities and Challenges: Supporting Student Services”, “Common Mental Health Stressors & Barriers for Students”, Ohio Transfer Module and Transfer Assurance Guide Updates, “Artificial Intelligence and ChatGPT: Power or Peril?”
- SSCC Faculty Senate Meeting

- SSCC Foundation Board |Quarterly Meeting
- Entry Health Pathways (Hillsboro High School) Discussion
- Highland Co. Chamber Committee: Highland Co. Business Culture/STEEL Conference
- Highland Co Chamber's Business After Hours | Twisted Violet
- Highland County Chamber of Commerce Board Meeting
- Fayette County Chamber of Commerce Annual Meeting
- SSCC/BB2C Summit Check-in
- Highland County Workforce Leadership Meeting
- Scholarship Realignment Work Group Meetings
- Youth GRIT Meeting - Development & Discussion
- Manufacturing Collaboration Meeting with UC Clermont Representatives
- Ohio TechNet Learning Communities Meeting

## ACADEMIC AND STUDENT AFFAIRS

### Fall Enrollment Updates

What a great start to a new school year! Program enrollment numbers are up compared to Fall 2022:

- |                                      |       |
|--------------------------------------|-------|
| • Early Childhood Education          | ↑ 53% |
| • LPN (Licensed Practical Nurse)     | ↑ 40% |
| • Human & Social Services            | ↑ 31% |
| • Medical Assistant Tech Certificate | ↑ 25% |
| • Business                           | ↑ 23% |
| • Aviation                           | ↑ 22% |
| • Real Estate majors                 | ↑ 14% |

New courses have been added to the lineup, all of which are offered online: French, Spanish, and African-American History. Agriculture classes have come back as well and are being offered as CCP courses. Thirty online course sections were added to the original schedule to meet student demands, 18 of which were added after August 1. We are also serving 45 high schools around the region for College Credit Plus (CCP).

## Opening Week Meetings and Workshops

Faculty and staff gathered for the Opening Week All Campus Meeting on August 15 followed by an all-campus luncheon in the lobby. In addition to several faculty meetings throughout the week, faculty and staff had the opportunity to participate in various professional development workshops including recruiting, open educational resources, Follett Access program, Supporting Student Success, Mental Health issues for students, Artificial Intelligence and ChatGPT, Title IX and IT training with Teams, Office 365 app, One Note, Simple Syllabus and Canvas.

## "Success-shop" Academic / Student Support Seminars

Southern State Brown County/Mt. Orab campus is offering an assortment of support seminars and workshops to strengthen students with academic skills, standardized test prep, career pathway exploration, job search prep, transfer prep, and FAFSA assistance, community service projects, and academic library search. Many of these seminars are planned for Fridays when more of our students and community members are available, but not limited to those days alone. These topics are also sessions already provided by College staff and community partners.

## Assessment, Program Review, and Program Vitality

### Assessment

The first meeting of the academic year was September 8, and assessment goals for the upcoming year were discussed. Institutional Learning Outcomes (ILOs) to be assessed this year are Communications and Critical Thinking.

### Program Review

The first meeting will be September 15. Six programs are to be reviewed this year: English, Communications, History, Philosophy, Political Science, and Sociology.

### Program Vitality

The College will undergo a Program Vitality review again this Fall. **Dr. Erika Goodwin** will lead the review. Similar to the analysis conducted in past reports, data will be monitored in the following measurement areas:

1. Viability – Enrollment, Retention, Graduation Rates
2. Academic Quality – Advisory Committee Engagement, Accreditation Status, Program Assessment

3. Students – Demographic Profile, Student Satisfaction (where available)
4. Faculty – Credentialing, FT/PT Ratio (where relevant)
5. Market – Labor Market Outlook (abbreviated)

## CCSSE Survey Results

The College took part in the Community College Survey of Student Engagement (CCSSE) last spring. The results will be part of our Deep Data Dive series in the Fall. Of the five major benchmarks of the survey, we tested above our peers in Active and Collaborative Learning, Academic Challenge, and Student-Faculty Interaction, and below our peers in Student Effort, and Support for Learners. The survey provides a snapshot of specific areas in which we do well and in which we could improve and should provide for some interesting discussion during the data series.

## People in the News

**Dr. Angel Mootispaw**, Director of Instructional Technology, and **Mr. Robert Krauss**, Math Faculty, have earned their certification as Quality Matters Peer Reviewers. The QM Course Review Process is a faculty-driven, peer review process that emphasizes continuous quality improvement of courses. An official Quality Matters Peer Reviewer conducts peer reviews of online and hybrid courses from a student perspective and provides feedback based on the nationally recognized Quality Matters Specific Review Standards.

QM® is a nationally recognized, faculty-centered, peer review process designed to certify the quality of online and hybrid courses. The QM® process is based on research literature and best practices for online teaching and learning. The guiding principles behind QM® promote student-centered design, intended to stimulate student learning and increase student satisfaction with the learning process. There are three primary components to QM®: the QM Rubric, Professional Development, and the Peer Review Process.

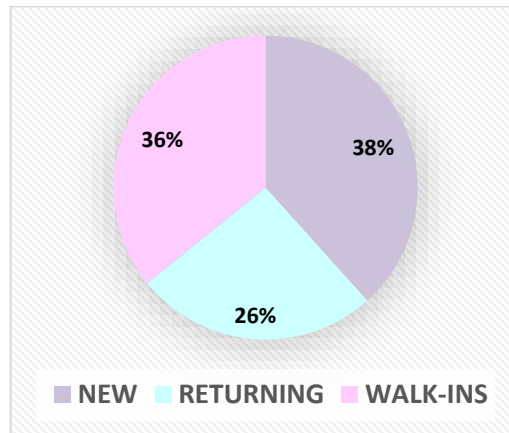
## Student Affairs

### Academic Advisors

The Academic Advisors have been busy guiding students through the planning and registration process in preparation for Fall term. The chart below gives an overview of how many students they have had contact with during the month of August 2023.

NEW: TRAD/NON- TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON- TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	WALK -INS	TOTAL ADVISING*
108	364	472	104	214	318	441	1231

**\*NOTE:** These numbers represent the number of student appointments—planned or spontaneous—in the month of August, including face-to-face, ZOOM, and over the phone. Eighty-five percent (85%) of all walk-ins took place beginning one week prior to the start of classes and the first two weeks of the term. *Some numbers represent duplicate visits by the same student.*



### Accessibility and Learning Services

The Accessibility office has registered 45 students for services Fall term.

**Ryan Hall**, Accessibility and Learning Services Coordinator, was invited to join the Ohio Secretary of State Accessibility Advisory Board. His first meeting as a member of the Board was August 30.

The Learning Services office has more than 40 hours of academic tutoring/coaching available for students on a weekly basis. Students have access to tutors/coaches online and face-to-face on both campuses. Ryan has been working with Marketing to communicate tutoring, coaching, and availability to students using a variety of mediums. He is also working on additional signage for Room 400 to better communicate Learning Services to students and update the learning environment.

## Admissions

Fall 2023 semester Admissions Department August 2023 data:

- NEW APPLICANTS:
  - Traditional/non-traditional students who submitted new applications or readmits:
    - 725 (176 were 2023 high school graduates)
    - Of those 725 students who applied, 274 registered for Fall 2023 classes (75 HS grads)
- CCP APPLICANTS:
  - CCP students who applied for the 2023-2024 school year: 967
  - CCP applications completed and accepted: 856
  - CCP applications denied: 29
  - CCP applications that are still incomplete: 82
- CCP Spring applications will be available mid-September

## Financial Aid

Financial Aid Office August 2023 student service data:

- 237 new 2023/2024 FAFSA student records were received and processed
  - 153 of these records showed eligibility for Federal Pell Grant funds
- 620 inbound calls were received at the Financial Aid Office main line; this count does not include calls received at the other Financial Aid extensions
- 442 student files were reviewed for awarding or verification (based on documents received at the Financial Aid Office)
- 20 or more students visited the Financial Aid Office with financial aid questions

## Testing Center

The following chart shows the August 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, and the HESI exam for the nursing program application.

AUGUST TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	45	32
ACCUPLACER	122	102
HESI	18	0

**SUMMER DEGREES CONFERRED**

The Summer semester ended on Tuesday, August 1. A total of 34 degrees, 6 certificates, and 21 less-than-1-year (LT1) certifications were successfully completed.

<b>SUMMER 2023 DEGREES CONFERRED</b>	
<b>DEGREE/CERTIFICATES</b>	<b># CONFERRED</b>
AA – Associate of Arts	22
AS – Associate of Science	2
AAB – Associate of Applied Business	6
AAS – Associate of Applied Science	4
ATS – Associate of Technical Studies	0
Certificates	6
<b>LESS-THAN-1-YEAR CERTIFICATIONS</b>	<b>#</b>
Police Academy (conferred 7.22.2023)	10
Real Estate (conferred 7.30.2023)	11

**AMAZON CAREER CHOICE PROGRAM**

This Fall semester is the first term that SSCC is an Amazon Career Choice-approved school. There are currently three Amazon employees enrolled and attending full-time in SSCC's Aviation Maintenance program. The three students, funded through Amazon, will be receiving a combined benefit of \$9,354. This benefit will be paid directly to SSCC to be applied toward the student's tuition and fees.

**COLLEGE CREDIT PLUS (CCP)**

The credit hour enrollment for the College Credit Plus program is up 9.9% from this same time last year. The following chart below shows the number of students and number of credit hours by high school.

HIGH SCHOOL	# STUDENTS	# CREDIT HOURS
Adams County Christian School	1	6
Adena High School	1	4
Batavia High School	1	13
Bethel Tate High School	3	17
Blanchester High School	60	353
Circleville High School	13	65
Claymont High School	4	16
Clermont Northeastern High School	2	6
Clinton Massie High School	1	3
East Clinton High School	33	295
Eastern High School	84	654
Fairfield Local Schools	48	347
Fayette Christian School	3	19
Fayetteville High School	35	204
Felicity Franklin High School	1	7
Georgetown Exempted Village Schools	38	299
Goshen High School	13	39
Hillsboro High School	115	787
Home School	12	57
Laurel Oaks Joint Vocational School	1	10
Little Miami High School	1	13
Lynchburg Clay School District	55	385
Madison Plains High School	53	213
Manchester High School	29	244
McClain High School	30	154
Miami Trace High School	103	576
Milford High School	1	3
Minford High School	1	3
North Adams High School	83	805
Ohio Connections Academy	4	20
Ohio Virtual Academy	4	38
Paint Valley High School	24	125
Peebles High School	42	399
Ripley-Union-Lewis-Huntington High School	41	313
Tri-State STEM School	3	15
Washington CH High School	58	354
West Jefferson High School	2	11
West Union High School	37	260
Western Brown High School	82	649
Western Latham High School	24	96
Westfall High School	1	15
Wheelersburg High School	1	3
Whiteoak High School	31	214
Williamsburg Middle / High School	7	40
Wilmington High School	60	367

# HUMAN RESOURCES

## Security

**Gary Heaton**, the College Security and Emergency Response Coordinator, has consulted with the Ohio Division of Wildlife concerning the growing Canadian geese population on the Central campus. Discouraging Canadian geese from community college grounds is essential to maintaining a safe and conducive environment for students and wildlife. While these geese might seem harmless, their presence can lead to several challenges. First, their droppings can create unsightly and unhygienic conditions on campus pathways and lawns. This not only negatively impacts the aesthetics of the College but also poses health risks, as the droppings can contain harmful bacteria. Moreover, the accumulation of droppings can make walkways slippery, increasing the potential for accidents and injuries among students, faculty, and visitors.

Second, Canadian geese are known to be territorial and aggressive during their nesting season, which can coincide with the academic calendar. These birds may become protective of their nests and exhibit hostile behavior towards anyone they perceive as a threat, including students and staff walking near nesting areas. This aggression can create an intimidating atmosphere and hinder the College's mission of providing a welcoming and inclusive learning environment. By discouraging Canadian geese from College grounds, the institution can prioritize the safety, health, and overall experience of its community members while also ensuring a harmonious coexistence between human activities and wildlife conservation efforts. Once the geese return in the spring, the College will continue to utilize decoys and other tactics to discourage the Canadian geese from residing on College grounds.

Mr. Heaton accepted an invitation from the Naval Post Graduate School for Homeland Security to attend round table discussions and tabletop exercise in Dublin, Ohio on September 26.

## Compliance

Ashley Barbone, Senior Assistant Attorney General, Education Section, who serves as the College's representative in the Office of Ohio Attorney General Dave Yost, attended opening week. She presented a training session for all employees on Title IX, which requires institutions to protect all students, faculty, and staff from sex-based discrimination, including sexual harassment and sexual violence. This training was recorded so that it could be made available to future new hires and employees who could not attend the training.

## Benefits and Compensation

### Benefits

**Crystal Howland**, Coordinator of Benefits and Compensation, worked with Anthem, Ceridian, ARORx/EVO, and Horan to complete all data feeds setup for Medical, Dental, Vision, and Pharmacy coverage. All feeds are active and set to run weekly between Anthem, ARORx/EVO, and Ceridian and data is transferring without issue. The Coordinator reviews weekly reports regarding the accuracy of the data being transferred. There have been no issues or discrepancies for the last six weeks.

### Wellness

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

August 9: Boosting Your Brain Power

August 23: Getting Outside Your Comfort Zone and Trying New Things

Both of these webinars were sponsored by our college partners at ImpactSolutions/All One Health.

The annual Health and Wellness Fair is scheduled to take place on Friday, October 6. Because the Patriot Center is being leased, the event will be held in the Central Campus main building. Due to the confidential nature of the biometric screenings and the limited space in the classrooms, the Wellness Fair is being split between two classrooms: 106 for biometric screenings and 103 for flu shots and all other vendors. It was necessary to locate a new provider for flu shots due to a change in pricing from our previous provider. The new flu shot provider will be Rite Aid. This change does not impact the employees' ability to obtain the flu shot. All shots are billed directly to the insurance. The Coordinator has secured several other vendors to include representatives from our Employee Assistance Program (EAP) and COBRA administrators.

The event is open to all employees and covered spouses. Only employees and their spouses who are on the College's medical plan will be able to receive their biometric screening. All employees and spouses may utilize all other vendors. 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 lends the employer an opportunity to plan for future wellness programming geared toward the needs of our employees.

## Partnerships

This Wellness Fair this year coincides with annual training for Dayforce (the College's Human Capital Management (HCM) software). As a result, our office associates from the Vantage Aging program will oversee the Wellness Fair in conjunction with representatives from the Wellness Committee. The Coordinator is working closely with all participants for a smooth event.

## Recruiting and Onboarding

### Onboarding

As the Fall semester rapidly approached, additional Adjunct Instructors were onboarded, including **Michael Carr** (BADM), **Summer Benton-Nickerson** (FNAR), **Cathleen Whiles** (FNAR), and **Elaine Richardson** (FNAR).

**Nichole Hampton** has joined SSCC as a Clinical Instructor for the Court House Manor location.

In addition to those selected in July, Division Coordinators that were selected for the 2023-2024 academic year included **Terry Flum** (Life Science), **Nicole Sheppard** (Arts & Humanities), and **Robert Krauss** (Physical Science).

Supplemental Contracts that were renewed for the 2023-2024 academic year included **Josh Montgomery**, for the Ohio Code Scholar Liaison, and **Doug Daniels**, for the Basic Peace Officer Training Academy.

The Work Study program welcomed two returning students as Laboratory Assistants for Dr. Josh Montgomery: **Robert (Alex) Bradshaw** and **Tyler Havens**, in addition to the newly hired **Kayla Bradshaw**. Ryan Hall is also welcoming a returning student, **Brandi Fletcher**, as an Office Assistant for Accessibility Services.

The Adult Opportunity Center is moving forward with several volunteers for their Aspire classes, **Mike and Cathy Shanahan**. Volunteers are background-checked as employees before they can begin donating their time.

The decision was made to provide clinical instruction via contract with Cincinnati Children's Hospital for a Clinical Instructor. Though not a Southern State employee, **Brittany Robinson** will be working with SSCC's Nursing Program to ensure there is no lapse in clinical pediatric experience for our students.

## Recruiting

The Nursing Program is searching for a Full-Time Faculty Member. They are also accepting applications for Clinical Instructors for the Ohio Valley Manor and Monarch Meadows locations.

Though the posting has been removed, the Adult Opportunity Center has position openings for Instructors at their Wilmington and West Union sites.

The Testing Center has position openings for Test Proctors.

## Personnel Changes

Coordinator of Student Success, **Stephanie Bartley**, resigned as of August 16. An Exit Interview was conducted, and the job description is being reviewed for posting.

Test Proctor, **Marilyn Jones**, submitted her resignation for September 28.

**Alan Anschutz**, Maintenance, retired on August 12 after 13 years of service.

# INFORMATION TECHNOLOGY AND INFRASTRUCTURE

## Infrastructure

### Brown County Campus Façade Remediation Project

The exterior stucco replacement project at Brown County Campus continues to progress with a few weeks remaining until completion. The work has moved to the East and North sides of the building. An extensive water test is scheduled for September 12 to verify the integrity of the seal around the majority of the south-side windows.



# WORKFORCE DEVELOPMENT

## Grants

### Choose Ohio First

The College submitted a proposal for the Choose Ohio First (COF) program. This grant is led by the Ohio Department of Education and funded by the State of Ohio. The intent of this program is to strengthen Ohio's economy by developing talent in Science, Technology, Engineering, and Mathematics (STEM). In this application, the College prioritized the Computer Technology program. Southern State is eager to rejoin the COF initiative for three distinct reasons: 1.) Leverage the COF model to improve student success, 2.) Make a targeted contribution to Ohio's economic strength through deliberate efforts to raise awareness and prestige of an in-demand pathway such as computer technology, 3.) Use lessons learned in the COF model to replicate and scale to other in-demand program areas such as healthcare and engineering.

## ASPIRE

Several community members have requested to volunteer in the ASPIRE classroom to help the instructors. The ASPIRE volunteer policy has been updated and Human Resources has been involved in the onboarding process.

The ASPIRE program has been invited to participate in the Community Resource Information Event offered by Wallick Communities in Washington Court House. This will be a recruitment opportunity for prospective ASPIRE students.

## Workforce Development

### Truck Driving Academy

#### Enrollment Comparison Information

	2021/2022 AY	2022/2023 AY	2023/2024 AY
July	15	16	43
August	12	25	14

The Truck Driving Academy started strong in July as a result of multiple start dates in the month.

Three students completed the HAZMAT online training this month. The feedback received has been that the format and length of time have all been positive.

A third opportunity for the Commercial Drivers Funding program was rolled out in August. The TDA team submitted their proposal for consideration in the program.

## Special Projects

We coordinated with Ripley HS on a “Registration Night” for the Ripley Pilot students and families, and we will be having “office hours” at their high school every Wednesday morning to assist students and answer questions. (Enrollment and Student Success)

## Communications and Marketing

### Presence Report

Southern State Community College			
Marketing Area	June	July	August
Press Release	7	5	7
Advertising / Print	5+	5+	5+
Email Campaigns	1	1	1
Emails Deployed	30,303	30,303	25,000
Number opened	6,008	6,274	3,914
Percentage Opened	19.83%	20.70%	15.67%
Clicks within content	883	747	714
Percentage of open and clicked	2.91%	2.47%	2.86%
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	461,764	75,237	38,431
Clicks	744	510	202
CTR (click through rate)	0.16%	0.68%	0.53%
Top 3 locations of activity	Wilmington, WCH, Georgetown	Wilmington, Fayette Co. Fair (WCH), Greenfield	Wilmington, Greenfield, Georgetown

Truck Driving Academy			
Marketing Area	June	July	August
Email Campaigns	1	New email campaigns for 2023-24 FY will begin in Sept.	
Emails Deployed	25,000		
Number opened	4,922		
Percentage Opened	19.69%		
Clicks within content	632		
Percentage of open and clicked	2.53%		
Audience Management	1	1	1
Impressions/ads Deployed	109,676	110,363	76,127
Clicks	190	274	98
CTR (click through rate)	0.17%	0.25%	0.13%

## Recent SSCC Appearances – Communications Activities & Involvement

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

- **Press Releases**

- Auditions for SSCC Theatre’s “The Diviners” will be on August 25 and 26 (*Adams Co. People’s Defender, Washington CH Record-Herald*)
- SSCC Awards NCB Minority Excellence Scholarship to Jessilyn Gilman, Cae’don Brennan, and Anthony Houck (*Times-Gazette, Highland Co. Press*) ([Student Success](#))
- SSCC Board of Trustees to meet August 9 (*Highland Co. Press*)
- SSCC Awards Katie Bailey Memorial Scholarship to Katelynn Crichton (*Times-Gazette, Highland Co. Press*) ([Student Success](#))
- Southern State Wraps up Patriot Palooza Campaign (*Wilmington News Journal, Highland Co. Press, News-Democrat*) ([Enrollment](#), [Workforce Development](#), [Relevance and Excellence](#))
- Southern State’s Police Academy Commander Presents at National Conference (*Highland Co. Press*) ([Relevance and Excellence](#))
- SSCC announces honors lists for the summer semester (*Wilmington News Journal, Washington CH Record-Herald, Highland Co. Press, TG*) ([Student Success](#))
- Southern State’s Fall Semester Brings Enrollment Increase (TG) ([Enrollment](#), [Student Success](#), [Relevance and Excellence](#))

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

- Monthly August e-blast promoting the Aviation Program ([Enrollment](#))
- Monthly August e-blast promoting the TDA program and upcoming start dates for Fall ([Enrollment](#))
- Second Chance Grant letters – created personalized letters and mailed to 62 students who do not owe a balance and qualify for the grant ([Enrollment](#))
- 2023 Highland Co. Fair ads/branded t-shirts for Jr. Fair leaders
- Area high school fall sports ads | yearbook ads

- **Social Media:**

- Fayette County Chamber of Commerce Sponsored Tables Competition: SSCC’s table got over 250 likes ([Relevance and Excellence](#))
- Strategic Ohio Council for Higher Education highlighted Dr. Joshua Montgomery for winning the 2023 SOCHE Excellence Award ([Relevance and Excellence](#))
- A Southern State CCP student who will be graduating with us this Spring was highlighted on the Highland County Chamber Facebook page ([Student Success](#))
- Facebook Reach: 24.4K ([Relevance and Excellence](#))
- Facebook Followers: 5,894 | Facebook Page Likes: 5.6K ([Relevance and Excellence](#))
- Facebook Page Visits: 1.7K
- Facebook New Page Likes: 40

- TikTok: Posted a “Welcome Back, We Missed You” video with over 1,000 views and 30 likes (*Relevance and Excellence*)

- **Events/Publications**

- 2023 Fall Water Workshop Brochures/ mailing (*Workforce Development*)
- 2023 Fayette Co. Chamber Annual Meeting Advertising Sponsor and WINNER of the table decorating competition (*Relevance and Excellence*)

## Recruitment

### Presence Report

Campus Visits	Central	6
	Brown County	2
Program Information Requests	Business	24
	Law Enforcement	4
	Health Sciences	30
	Engineering	2
	Computer Science	7
	HSSR	11
	Education	13
	AA/AS	7

### Highlights:

- Tomahawk Food Truck—Patriot Palooza Finale
- Recruiting Events off-campus (relevancy)
  - Brown County Fair
  - OMJ Job Fairs
  - Brown County ESC Training Event
- College Fairs (Adams, Brown, Clermont, Clinton, Pike, Highland, and Pickaway Counties)

### Professional Development:

- Webinar: Getting Out of Your Comfort Zone and Trying New Things
- Webinar: FAFSA Communication Planning for Upcoming Year
- Webinar: The 24-25 FAFSA is Changing: Are you Ready?

