

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



**SOUTHERN STATE**  
COMMUNITY COLLEGE

*SSCC's mission is to provide accessible, affordable, and high-quality education to people in southern Ohio.*

AUGUST 2024 | DR. NICOLE ROADES, PRESIDENT

## Southern State Faculty, Staff, and Student Present at the 2024 Community Colleges of Appalachia Annual Conference

The Community Colleges of Appalachian recently hosted their 31<sup>st</sup> Annual Conference in Asheville, NC. A conference review team selected Southern State's proposal, Empowering Futures: Transformative Impact of our Computer Information Technology, for the General Session. Submitted by **Dr. Josh Montgomery** and **Ms. Amy McClellan**, the key feature of the presentation included a student panel comprised of **Alex Bradshaw, Kayla Bradshaw, Cole Newsome, and Tyler Havens**. The students responded to a series of questions about their choice to attend a community college, their experiences with project-based learning, and the impact of college on their lives. The presentation was well-received by the audience.



Pictured L to R: Dr. Nicole Roades, Ms. Amy McClellan, Alex Bradshaw, Kayla Bradshaw, Tyler Havens, Cole Newsome, and Dr. Josh Montgomery

The student's mention of personal transformation, career opportunity, a sense of belonging, and pride for Southern State made a lasting impression on the other Southern State representatives in attendance (**Dr. Montgomery, Dr. Wise, Dr. Goodwin, and Dr. Roades**). Among the faculty and staff mentioned in this heartfelt expression of their experience, students identified the pivotal role played by **Assistant Professor Brian Birkhimer** ("Mr. B"), **Instructor Tom Payton**, **Professor Josh Montgomery**, **Financial Aid Assistant Dana Swackhamer**, along with many faculty, staff, and administrators who take the time to stop by their lab or meet them in the hall and make an effort to connect with them.

## Southern State Receives Significant Capital Appropriation to Advance Computer Technology Program

As was previously announced, Governor DeWine and the Ohio legislature were generous in the most recent Capital Bill. With special thanks to Senator Shane Wilkin, 17<sup>th</sup> District, we successfully secured \$1M to launch the new Computer Science Center of Excellence, modeled largely from our experience with the Health Science Center. While the Capital Bill included \$1M in new money, Senator Wilkin assisted in prompting a reappropriation of over \$1.5M back to Southern State from a previous Capital Bill cycle, which fulfills the request.

This is certainly an exciting time for the College and we look forward to moving the project forward. Mr. Brian Rice is working with the implementation team, including Ms. Amy McClellan, Dr. Josh Montgomery, Mr. Brian Birkhimer, and Dr. Erika Goodwin, to begin shaping the request for quote (RFQ) for design services. The RFQ and project timeline will take shape over the next several months.

## Strategic Enrollment Management Planning to Launch

The College's 2023-2025 Strategic Plan outlines enrollment as one of four strategic pillars. Within this pillar, the College committed to developing a strategic enrollment plan emphasizing the College's priority to better balance the enrollment profile between College Credit Plus (CCP) and traditional students. Interviews with prospective consulting firms specializing in this work are underway, and I hope to present a recommendation by our meeting date.

We are hopeful to launch this work in late September. The planning process is expected to take nearly a year. It is generally introduced in phases, including assessment of the current situation, formulating strategies, establishing data-informed goals, and establishing a progress tracking mechanism. In addition to delivering a 3-5-year enrollment management plan, the consulting relationship is also expected to inform academic program planning, including market positioning among existing programs and opportunities for growth.

## Update on Program and Course Efficiency Efforts

During the June meeting, Chairperson Cummings suggested that the Youngstown State presentation delivered during the Governor's Trustee Conference (June 2024) served as a good reminder of the responsibilities of Board Members concerning monitoring program and course efficiencies. I acknowledged that we could do more to enhance our communication of similar efforts. In September, Dr. Goodwin will lead a Program Review and Vitality presentation. In the meantime, I am eager to share a "dusted-off" version of a course efficiency tool that Dr.

Hinshaw has been working on. In consultation with Dr. Bob Haas (Marion Tech) who presented on this topic during the Trustee Conference, Dr. Hinshaw has drafted an excellent multi-delivery model incorporating SSI subsidy revenue with variables for student type (CCP or traditional). In collaboration with the academic team, Dr. Hinshaw will put the finishing touches on the tool to inform decisions as early as this fall. The reintroduction of this kind of tool is an essential element of a comprehensive efficiency framework.

## President's Activities and Involvement

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

- Phone Call with the Health Commissioner of the Highland County Health Department
- Adult Opportunity Center's Annual Recognition Ceremony
- SOCHE Executive Board of Trustees Meeting
- STEEL Conference Meeting
- Everyone's a Recruiter Workshop
- OACC President's Bi-Weekly Meetings
- Meeting and Site Tour with TPMA Representative
- Complete College Accelerator: Monthly Webinar | State Policy
- Highland County Workforce Leadership Council Meeting
- Lunch Meeting with SSCC and HUB Representatives
- Highland County Caucus | OVRDC
- Meeting with SSEA President
- 3rd Annual Presidents and Chancellors Briefing | Series I: An Overview of Title IV, Administrative Capability, Clery Act and Cybersecurity
- Great Minds Fellowship Virtual Meeting
- Highland County Chamber of Commerce | Coffee & Commerce
- Learning Experience Opportunity | Occupational Therapy Assistant Program with Weastec Representative
- Transportation Advisory Committee (TAC) 2nd Quarter Meeting
- Meeting with Senator Wilkin | Computer Science Center of Excellence
- 2024 Business After Hours | Rural Connections, Tri-County Chamber Event
- SSCC Manufacturing Program Review Meetings with TPMA
- 3rd Annual Presidents and Chancellors Briefing | Series II: Title IV Compliance Overview, FAFSA Update, Gainful Employment Compliance
- Lunch with Clinton County Port Authority Representative
- Interviews for the Human Resources Director Position

- College Credit Plus Professional Development Event & Brunch
- Meet and Greet with new OACC President
- Highland County Chamber of Commerce Board Meeting
- 3rd Annual Presidents and Chancellors Briefing | Series III: GLBA, FUTURE Act & FAFSA Simplification, and Title IV Leadership Strategies
- Highland County ACCESS Meeting
- Virtual Meetings with Ruffalo Noel Levitz, LLC (RNL) Representative | Strategic Enrollment Planning
- Highland County Economic Development | Workforce Leadership Council
- Brown County Soil and Water Conservation District Meeting with ACRMC

## ACADEMIC AND STUDENT AFFAIRS

### ACADEMIC AFFAIRS

#### Summer Wraps Up, Preparing for Fall Semester

Summer Semester has wrapped up and staff returned to a five-day work week in August. Employees enjoyed the four-day workweek over the summer with extended hours Monday – Thursday. Plans are underway for our opening week of meetings the week of August 19. The All College Meeting will be on Tuesday, August 20 at 9:00 am. followed by mandatory sessions on Title IX and Sexual Assault training. A campus luncheon will be enjoyed on that Tuesday as well. Other sessions that week will include Narcan Education/training for those interested and an AED refresher. Our Deeper Data Dive series kicks off with a session on Information Assurance and Cybersecurity. Academic sessions include distance education, assessment, Turnitin software training, and workshops on preparing for the HLC visit in Spring 2026 and OT36/TAG/CTAG Submission. Faculty will meet for division meetings and hold a faculty senate meeting as well as an SSEA meeting. Division Coordinators will meet with the Academic Affairs team in their annual opening week meeting as well. Central Campus will be open from 9:00 am – 2:00 pm on Saturday, August 24 as we assist last-minute students before the first day of the semester on Monday, August 26. Many thanks to the following departments who will be working on that Saturday: Academic Affairs, Advising, Admissions, Records, Financial Aid, Learning Services & Accessibility, Bookstore, IT, and Business Office. The Testing Center may be open if needed. Both campuses also will have extended hours during the first week of school.

### VA Audit Successfully Completed

SSCC was notified on May 29 that it was scheduled to participate in the Department of Veterans Affairs (VA) 2024 fiscal year compliance survey of VA beneficiary records. Saint George Consulting conducted an on-site education compliance survey visit on behalf of The Department of Veteran Affairs on June 11.

The Department of Veterans Affairs sent a report to SSCC on June 21 with the results. SSCC was found to be in compliance with all federal regulations and only one funding certification error was found. This error was technically not the fault of SSCC. It was a certification that was submitted to the VA and they failed to process it on their end. Nonetheless, it was found during the audit so it had to be reported. A huge thank you goes out to Registrar, **Amanda Thompson** for all the work she did to prepare for the audit and meeting with the auditor during their visit. Special thanks also go to **Kathy Pierson**, Assistant Treasurer, and **Jaime Simmons**, Financial Aid Director, for their help in providing the billing and financial documents requested by the auditor.

### SSCC Faculty Awarded OhioLINK Course Redesign Grant

SSCC was one of six colleges, according to the Ohio Association of Community Colleges (OACC), that was awarded an OhioLINK Open Educational Resources (OER) Course Redesign Grant for the 2023-2024 year. OACC notes, “The grants help reduce the cost of educational materials for students.” These grants are part of an ongoing initiative to make higher education more affordable and accessible. By leveraging these funds, these institutions will redesign courses to use open educational resources and other cost-saving measures, significantly reducing the financial burden on students.” Since March 2022, 146 grants have been awarded to instructors from across the state.

Mr. **Samuel Ginn**, Philosophy Faculty, was named as one of thirty recipients for the fourth Affordable Learning Open Course Redesign Grants cohort. Anna Bendo, Director of Affordable Learning Initiatives at OhioLINK, stated, “The fourth round of grants had the potential to help 2100 students avoid \$219,445 in textbook expenses if all the grant recipients switch to OER for a single semester! Of course, each time the courses are taught, the impact compounds!” The grant compensates faculty for participation in a four-week online training course about OER. It provides a one-to-one consultation with an OER-specialist librarian to identify OER and/or library resources that could replace commercial texts.

## Adjunct | CCP Faculty Development Event

The Adjunct Faculty Committee held the annual Adjunct|CCP Faculty PD event on Wednesday, July 24. More than 50 adjunct faculty, CCP teachers, administrators, faculty, and staff were in attendance.

Topics covered included: Higher Learning Commission (HLC); Library Services; CCP: Navigating Through the Process; Flipped Classroom; CCP: Canvas Q&A *from a faculty perspective*; Mental Health Concerns in Today's Classrooms; and Canvas Studio.



Dr. Erika Goodwin sharing information about HLC's upcoming review in April 2026 at the Adjunct/CCP Faculty Development Event.

## Fall 2024 Term

Fall term classes are made up of the following modalities. There are 308 sections for fall 2024 before drop/add adjustments. This total does not include CCP courses offered at the high school.

MODALITY	2022	2023	2024
Online Courses	43%	52%	53%
Face-to-Face Courses	42%	33%	33%
Hybrid	11%	13%	13%
Virtual	4%	2%	1%

Online = Asynchronous learning method conducted entirely online; there is no requirement to access a class session at a particular time.


Face-to-Face = Students meet in person for the required class time

Hybrid = Classes meet partially face-to-face and partially online

Virtual = Synchronous online course; specific time/day requirements for students to connect to class via Zoom



## Campus Activities | Academic Year 2024-2025 – *for students, staff, and faculty*

DAY	DATE   TIME	TOPIC	TYPE	SPEAKER
Wednesday	9/11/24 12:00-1:00 PM	Kick-off to the Speaker Series   Bystander Training	Lunch & Learn Central rm 107	Dr. Erika Goodwin Dr. Jessica Wise
Wednesday	10/9/24 12:00-1:00 PM	Election: Democracy in Action	Lunch & Learn Central rm 107	James Pearn, JD
Wednesday	11/13/24 12:00-1:00 PM	Domestic Violence Awareness	Lunch & Learn Central rm 107	James Pearn, JD
Wednesday	2/12/25 12:00-1:00 PM	Human Trafficking	Lunch & Learn Central rm 107	Jody Bishop
Mon-Mon	2/10-17/25	<b>POSTER PARTY</b> <i>Heart Health</i> 	Central Campus Lobby display	Judging Thursday, February 13 <sup>th</sup>
Wednesday	3/19/25 12:00-1:00 PM	Sexual Assault   Violence Awareness	Lunch & Learn Central rm 107	Tom Payton Elizabeth Crabtree
Wednesday	4/9/25 12:00-1:00 PM	Drug & Alcohol Awareness	Lunch & Learn Central rm 107	Tom Payton Elizabeth Crabtree

## STUDENT AFFAIRS

Student Affairs recently welcomed two new additions to the area.

**Lakyn Hupp** has joined the advising team. Lakyn comes to SSCC from Mount Saint Joseph University, Cincinnati, where she worked as an Admissions Recruiter/Counselor. Lakyn holds a bachelor's degree in convergent media and a master's in communications from Morehead State University. We are excited to welcome her to the College and look forward to the energy, knowledge, and persistence she brings to campus.

**Sydney Abney** has been hired as the administrative assistant in Student Affairs. Sydney has been a work-study in the financial aid area for the past two terms and is a summer 2024 SSCC graduate with an associate's degree in business administration. We look forward to her joining our team.

## Student Affairs Summer Retreat

The Student Affairs Department held a summer retreat on Thursday, August 1, at Central Campus. After a team-building activity, the group had a brainstorming session entitled:

*Policies | Procedures | Document... Where are gaps within Student Affairs?*

This exercise was meant to bring any issues to light. As we prepare for the upcoming HLC visit, gaps within documentation and website verbiage need close examination. The group was unanimous in agreement on the importance of consistency, clear messages across the board, improved customer service, and the cohesiveness of a unified TEAM.

## Accessibility & Learning Services

### Learning Services (LS)

As we close out the term, Tutors/Coaches have had **100+** tutoring sessions with students since the start of the Summer term. Since there are fewer students enrolled in the Summer term, our tutoring demand is less than during the Fall or Spring terms. We were able to offer **approx. 85 hours** of tutoring services available each week to students (serving both campuses and online students) during the Summer term.

**Levi Jones**, SSCC 2024 graduate and Academic Coach, will be leaving us as he heads off to Morehead State to pursue his Bachelor's degree. Levi will be missed.

Working with Academic Coaches on developing and launching short tutorial videos on a variety of subjects specific to Math and English. We have completed 6 videos thus far and we are working with Marketing for branding and editing before videos are posted online. Four videos are now available on the Learning Services web page. These videos are designed to help students “brush up” on subjects quickly and can supplement our tutoring and coaching services.

### Accessibility Services (AS)

There are currently 20 students registered with Accessibility Services, with several other students in the process of registering. Twenty AS exams have been proctored in the Summer term.



**Ryan Hall**, Learning Services and Accessibility Coordinator, is working with **Cathy Zile** to audit Canvas to identify accessibility issues in order for Canvas to be accessible for all SSCC students. This will be an ongoing project. A Zoom meeting was held with an Accessibility vendor on July 31.

Ryan continues to attend the Ohio Secretary of State's Accessibility Advisory Board meeting monthly, with the most recent meeting on August 2. The Board is helping new leadership move forward.

## Advising Center

The chart below gives an overview of how many students Academic Advisors have had contact with during July 2024.

MONTH	NEW: TRAD/NON- TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON- TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	TOTAL ADVISING*
JULY'24	55	37	92	154	59	213	305

**\*NOTE:** *These numbers represent the number of student appointments—planned or spontaneous—in July 2024, including face-to-face, ZOOM, and over the phone. Some numbers may be duplicates.*

## Financial Aid

Financial Aid **Paid** through August 5, 2024:

Federal Student Loans:	\$1,963,451
FSEOG:	\$97,093
Federal Pell Grant:	\$2,186,286
Inst./Foundation Scholarships	\$223,584
Trustee Scholarships	\$206,777
State Aid	\$218,471

In the month of July, representatives in the Financial Aid office participated in the College Funding Program put on by Ohio Means Jobs and SSCC, had a phone discussion with ODHE Great Minds Fellowship, and attended the NASFAA Virtual Training Conference.

## Records | Registrar

### Amazon Career Choice School

This Summer semester is the third term with SSCC as an Amazon Career Choice-approved school. We currently have 11 students using the Amazon funding in tuition benefits.

## Testing Center

The following chart displays the July 2024 testing activity of the testing centers at Hillsboro and Mt. Orab Campuses. Testing is provided for those testing with Pearson Vue, taking ACT or Accuplacer tests, Certiport, HESI exam for the nursing program application, and proctored exams.

JULY 2024 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	21	35
ACCUPLACER	71	76
ACT	0	0
Certiport	0	1
HESI	2	7
Proctored Exams	1	2

## INFORMATION TECHNOLOGY AND INFRASTRUCTURE

### Highland County Campus HVAC Renovation

Due to the HVAC cooling tower's catastrophic failure in February and temporary repair prior to the present cooling season, Heapy Engineering prepared a separate Cooling Tower Bid Package and distributed it to four separate vendors/manufacturers with a submission deadline of June 25.

On July 15, Heapy Engineering provided a recommendation citing a scoping review for two bid submissions received and determined the lowest responsive and responsible bidder "appropriately covered the scope of the prepurchase as outlined in the bid drawings and specifications."

The tower's capital expenditure is scheduled for Controlling Board approval on August 19. Due to manufacturing lead times, the prepurchase will help expedite the tower's replacement at the beginning of the entire HVAC project in anticipation of the 2025 cooling season.

### Financial Aid Portal

In a continued effort to improve security for our students and their sensitive data, a new secure online portal for financial aid information has been enabled.

Students and parents provide substantial personal information to Southern State while fulfilling financial aid requirements. The portal offers a more secure way to provide this information than email or other options. The portal offers the following resources:

- Securely upload financial aid documents
- View a list of financial aid documents received and a list of documents still outstanding
- View, accept or reject financial aid offers
- View student loan history
- Check the status of student loans for the current year

We want to extend a special thanks to **Katy Markey**, Information Systems and Telecommunications Manager, for her tireless efforts over the past year in leading the complex Financial Aid Portal project to fruition. We also want to acknowledge **Bob Snellman**, IT Manager, for his valuable contributions to this initiative and **Jaime Simmons**, Director of Financial Aid, for her leadership role in the implementation.

## WORKFORCE DEVELOPMENT & COMMUNICATIONS

### Grants

#### Super RAPIDS

Renovation work has begun in Room 102 at the Central Campus for a Cyber Range lab space. Most recently, the carpet was stripped from the room, and a polished concrete floor conducive to working with computer science equipment will be installed. Thank you to the maintenance team for their help in preparing the space and coordinating all the activities to get to this point.

## Ohio Code Scholar Program

A professional development day was hosted at the Central Campus for all participating teachers in the 2024-2025 Ohio Code Scholar program. **Dr. Josh Montgomery** and **Amy McClellan** led the day's activities for the 26 participants as they reviewed the curriculum, the project, and the financial responsibilities of the participating schools.

## Workforce Development

### Truck Driving Academy

	2022/2023	2023/2024	2024/2025
JULY	15	43	8
AUGUST	25	14	
SEPTEMBER	15	25	
OCTOBER	23	17	
NOVEMBER	18	22	
DECEMBER	18	2	
JANUARY	26	19	
FEBRUARY	16	18	
MARCH	26	0	
APRIL	15	26	
MAY	26	14	
JUNE	16	17	
TOTALS:	239	217	8

*\*The number of enrollments can be affected by the number of start dates within a month. The classes are four weeks in length or eight weekends.*

	2022/2023	2023/2024
Yearly Enrollment (CDL-A and CDL-B)	239	217
Pass Rate	96%	96%
County Funded Total	73	64

Over the past two months, the annual equipment inspection has taken place, and all equipment passed the Ohio Department of Transportation inspections. This is a testament to the TDA Director's attention to preventive maintenance and ensuring students and instructors have safe equipment for this valuable training.

## Non-Credit Training

An 11-month offering of various professional development classes focused on leadership and management training has been rolled out for the community and business community to enroll in.

## Strategic Support

The "Kids Career Encounter" summer enrichment program was June 24<sup>th</sup> – 27<sup>th</sup> at both Brown County and Central Campus, with various offerings designed to foster creativity, learning, and personal growth while learning about different career pathways. Sessions offered include those in Art (**Heather Hitchman**), Biology (**Amie Gardner** and **Dr. Terry Flum**), Early Childhood Education (**Nicole Sheppard**), Health Sciences (**Dr. Julie Krebs**, **Lucinda Gibson**, **Kim Tinnel**, and **Meg Storrs**), and Math (**Bob Krauss**). Thank you to all the faculty who have volunteered their time and energy to offer these opportunities in the summertime and to the event organizers, **Lisa Hord** and **Kaylynn Bell** as well as helpers, **Ally Osman**, **Elizabeth Burkard**, **Jeff Montgomery**, **Peggy Chalker**, and **Amanda Lewis**. It was deemed a success with 33 enrollments. Planning for the 2025 Summer is currently underway.

## Communications and Marketing

### Presence Report

#### Southern State Community College

Marketing Area	May	June	July
Press Release	10	10	5
Advertising / Print	9	5+	10+
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number Opened	4,931	4,909	4,071
<i>Percentage Opened</i>	19.72%	19.64%	16.28%
Clicks within content	583	559	515
<i>Percentage of total clicks</i>	2.33%	2.24%	2.06%
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	44,109	44,312	46,799
Clicks	439	267	471
<i>CTR (click through rate)</i>	1.00%	0.60%	1.01%
Top 3 locations of activity	Wilmington, Greenfield, Georgetown	Wilmington, Greenfield, Georgetown	Wilmington, Clinton Co. Fair, Lake Waynoka - Sardinia (big event on 7/20 open to public)

#### Truck Driving Academy

Marketing Area	May	June	July
Email Campaigns			
Emails Deployed	25,000	25,000	25,000
Number opened	3,799	4,064	4,904
<i>Percentage Opened</i>	15.20%	16.26%	19.62%
Clicks within content	526	611	553
<i>Percentage of open and clicked</i>	2.10%	2.44%	2.21%
Audience Management	1	1	1
Impressions/ads Deployed	80,455	73,295	54,171
Clicks	189	90	121
<i>CTR (click through rate)</i>	0.23%	0.12%	0.22%

## Communications and Marketing

### Recent Southern State Appearances – Communications Activities

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

- **Press Releases**

- SSCC Theatre announces its 19th Season (Wilmington News Journal, Highland Co. Press)
- SSCC announces honors lists for spring semester (Times-Gazette, WCH Record-Herald, HCP, People's Defender) ([Student Success](#))
- Southern State named best local community college by Cincy Magazine's Family Choice Awards (Times-Gazette, Wilmington News Journal, WCH Record-Herald, Highland Co. Press) ([Enrollment](#), [Relevance and Excellence](#), [Student Success](#), [WFD](#))
- Southern State Community College honors three employees who will receive SOCHE Excellence Awards (Times-Gazette, Wilmington News Journal, Highland Co. Press, Mercer Co. Outlook)
- Southern State Grad named Rookie of the Year at CMH (Highland Co. Press, Times-Gazette) ([Student Success](#), [Relevance and Excellence](#))
- Southern State Professor invited to present at International Conference in Romania (Highland Co. Press, TG)
- SSCC Board of Trustees to meet June 20 (Highland Co. Press)
- Southern State's Fall Semester begins August 26 (Highland Co. Press, WNJ, PD) ([Enrollment](#))
- Southern State Faculty, Staff, and Students Present at Community Colleges of Appalachia Conference held in North Carolina (Highland Co. Press, WNJ, TG) ([Relevance and Excellence](#), [Student Success](#))
- Southern State Announces 2024-25 Professional Development Courses – Sign up Today! (Highland Co. Press, WNJ, PD) ([Relevance and Excellence](#), [WFD](#))
- Southern State Community College Announces Latest Graduate of Ohio Leadership Academy for Student Success (Highland Co. Press, WNJ) ([Relevance and Excellence](#))
- Advance your Future with the Foster Short-Term Certificate Program at Southern State Community College (People's Defender, HCP) ([Enrollment](#), [WFD](#))
- Southern State's Adult Opportunity Center hosts recognition celebration for the Aspire and Graduation Alliance Programs (Times-Gazette, WNJ, HCP) ([Student Success](#))
- Wilkin Announces Millions for Southern State Community College (WNJ, Ohio Senate) (*shared article/did not write*) ([Relevance and Excellence](#), [WFD](#))
- Fall Semester is quickly approaching at Southern State ([Enrollment](#))



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

- June e-blasts promoting Fall Semester ([Enrollment](#))
- June e-blast promoting the TDA program and upcoming start dates for Summer ([Enrollment, Workforce Development](#))
- July e-blasts promoting Fall Semester ([Enrollment](#))
- July e-blast promoting the TDA program and upcoming start dates for Summer ([Enrollment, WFD](#))
- Clinton Co. Fair ads
- Adams Co. Fair ads
- Fayette Co. Fair ads
- 2024 Clinton Co. Progress Edition ad/article
- High school sports ads for McClain and Lynchburg
- 2024 Summer Issue of Cincy Magazine – Best Local Community College issue ([Enrollment, Relevance and Excellence](#))
- Engineering ads to help drive enrollment (digital ad and web ad with local media outlets) ([Enrollment](#))

- **Social Media:**

Facebook: June Data: ([Enrollment, Relevance and Excellence, Student Success](#))

- Impressions: 44.1K
  - Yearly Impressions: 395.9K
- Reach: 24.3K
  - Yearly Reach: 100.7K
- Content Interactions: 1.7K (+83.2%)
- Followers: 6.1K
- Link Clicks: 284
- Total Post Reach: 10.5K (+148.3%)
- Post Engagement: 1.5K (1K%)
- New Page Likes in June: 20
- New Page Followers in June: 38
- Messaging and Conversations Started: 114 (+147.8%)

Facebook: July Data: ([Enrollment, Relevance and Excellence, Student Success](#))

- Impressions: 101K (+156%)
- Reach: 73,970 (+219%)
- Content Interactions: 475
- Followers: 6.1K
- Link Clicks: 264
- New Page Followers in July: 36
- Messaging and Conversations Started: 21

### Top Content: Based on impressions

- Update on road closure for Mt. Orab Campus: 29.7K (*Relevance and Excellence*)
- Road closure post for Mt. Orab Campus: 9.5K (*Relevance and Excellence*)
- College Funding Program: 3.1K (*Enrollment, Relevance and Excellence, Student Success*)
- Foster Short-Term Certificate Program: 2.7K (*Enrollment, Relevance and Excellence, Student Success*)
- Professional Development Course: 1.2K (*Enrollment, Relevance and Excellence, Student Success, WFD*)

### LinkedIn June Data: (*Enrollment, Relevance and Excellence, Student Success*)

- Reactions: 176 (+72.5%)
- Impressions: 39,747
- Average Click-Through-Rate: 3.5%

### LinkedIn July Data: (*Enrollment, Relevance and Excellence, Student Success*)

- Reactions: 105
- Impressions: 16,686
- Average Click-Through-Rate: 2.5%

### Other:

- AOC Recognition (*Enrollment, Relevance and Excellence, Student Success, WFD*)
  - Took photos of graduates and ceremony
- Created QR codes for Patriot Palooza that show us data when scanned (*Enrollment, Relevance and Excellence*)
- Got my Leadership Adams letter stating that I was approved to participate (*Workforce Development*)

### • **Events/Publications**

- Patriot Palooza planning and execution (*Enrollment*)
- AOC Recognition Ceremony Program
- Clinton Co. Jr. Fair Board Shirts
- Adams Co. Jr. Fair Board Shirts
- 100 items for Highland Co. Chamber Relocation packets
- Clinton Co. HS Fall Sports ad
- Local golf outings – ad sponsors and prize donations

## Recruitment

### Presence Report

July 1<sup>st</sup> – July 31<sup>st</sup>

<b>Campus Visits</b>	
Central	3
Brown	0
<b>Program Information Requests</b>	
Business	39
Law Enforcement	5
Health Science	41
Engineering	2
Computer Science	2
HSSR	6
Education	9
AA/AS	7

### Events Attended

- ABCAP Mental Health Series (1)
- Brown L.E.A.D.S. Team Meeting

### Professional Development

- Jenzabar Article: In Uncharted Waters: Navigating the Uncertainties of the New FAFSA Rollout
- Jenzabar Article: The Role Technology Plays in Solving Higher Education Staffing Challenges
- OACAC Webinar: The Pathway to Matriculation: Keeping Students Engaged Throughout the Recruitment Cycle
- The Chronicle of Higher Education: Higher Ed and the 2024 Presidential Campaign
- Transfer Talk Tuesday

### Other

Funding Program (In partnership with OMJ and Community Action) —

Total in attendance: 2

Program Overview: Not the best turnout, but the students who attended gained a lot of knowledge about what the program had to offer. Had representation from three community bank branches and received good feedback on the event advertisement. Received feedback from

potential current/future students stating they would have been there had something else not come up. Community Action/OMJ is interested in having the event as a series in the future.

#### Everyone's a Recruiter Workshop—Campus Visits

Attendance: 12 total (11 in person, 1 via Zoom)

Faculty—0

Staff—12

Program Overview: There was a solid turnout for the second session of the workshop. We have developed a list of "potential tour guides" who can be used as backups when there are scheduling conflicts.

## HUMAN RESOURCES

### Security

The Highland, Fayette, Clinton (HFC) Safety Council provides our tri-county business community with quality programs addressing occupational safety and health, worker's compensation, and risk management education and information. **Gary Heaton**, the College Security and Emergency Response Coordinator, attended HFC meetings on May 1 and June 5. He also attended a virtual meeting on Crisis Response in Higher Education (sponsored by SOCHE), the first two sessions of SSCC's "Everyone is a Recruiter" series, and the 2024 Annual Ohio School Safety Summit in Columbus, Ohio.

Since the last report, Mr. Heaton has assisted the Highland County Sheriff's Office with traffic and crowd control at SSCC and Great Oaks graduations, as well as attended and monitored the AOC Annual Ceremony. He has also completed a Multi-Agency Radio Communication System (MARCS) project, worked on upgrading Automated External Defibrillator (AED) pads, updated information and renewal to the Naval Post Graduate School & Center for Homeland Defense & Security's secure website, and investigated various incidents and performed routine security checks.