

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



SOUTHERN STATE
COMMUNITY COLLEGE

JANUARY 2024 | DR. NICOLE ROADES, PRESIDENT

Spring Enrollment

The Spring term began on January 8, and enrollment was trending upward compared to Spring 2023. Overall enrollment was reported to be 6.8% above last year at the same time and included a 6.8% increase in CCP along with a comparable 6.7% in traditional (non-CCP) students. As with any new term, enrollments shift during the first few weeks; however, the College community is pleased to start the term on solid footing.

Auditor Faber's Special Report on Ohio's College Credit Plus Program

The Auditor of State recently asked for data from our colleges regarding the costs of the College Credit Plus (CCP) program as a follow-up to their performance audit of the CCP program. That survey helped inform the following report, which was just released.

[https://ohioauditor.gov/performance/CCP 2022/CCP Special Report.pdf](https://ohioauditor.gov/performance/CCP%2022/CCP%20Special%20Report.pdf)

A quick review of the report has generated early questions about the methodology used to generate the data in this report, and the Ohio Association of Community Colleges (OACC) will be reaching out to the Auditor's team to schedule some time early in 2024 to discuss the report with the college's Chief Financial Officers.

Despite the questions stemming from methodology, the report makes clear statements regarding CCP and its financial impact on institutions, suggesting that institutions that ignore CCP do so at their own peril. Locally, this report confirmed much of what we knew about CCP, including the high percentage of CCP enrollment as a contributor to overall enrollment and the implications for strategic enrollment management. Unknown prior to this report were the stark budgetary implications if CCP students were removed from the State Share of Instruction allocation. Regrettably, the simulation (pg.20) illustrated a compelling case for Ohio's largest community colleges to urge changes in the allocation. Additionally, we will begin considering new strategies to improve our efficiency in CCP delivery. We will continue to monitor developments stemming from this report.

Capital Requests

Traditional Capital Request | Requested \$1,684,296 for Basic Renovations

The Governor's Office and the Office of Budget Management (OBM) recommended that \$400M in capital appropriations be dedicated to public higher education. Community Colleges receive \$100M of this fund. In collaboration with OACC, the two-year sector relies on an established distributive structure. In this model, Southern State generally receives between \$1.6M and \$1.8M, and we expect a comparable investment in this cycle.

Southern State's submission included several projects related to basic renovations, including:

- Brick wall repair at entrance
- Upgrade classroom audio/video technology
- Carpet replacement
- Backup power generator

One Time Strategic Community Investment Fund | Requested \$2.8M for Computer Science Center of Excellence

HB33 included \$700M in General Revenue Funds for the one-time strategic investments. These funds are one-time in nature and are expected to represent meaningful transformation to communities.

In response to this fund availability, Southern State submitted a \$2.8M proposal for a Computer Science Center of Excellence. Through this investment, Southern State aims to modernize labs and classrooms to accelerate training and project-based learning for high-demand computer technology professions such as cybersecurity.

The House of Representatives will prioritize proposals in early January and Senate members will prioritize their list by April 15, 2024.

President's Activities and Involvement

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

- Complete College America Campus "Sensemaking Meeting"
- OACC Presidents' Bi-Weekly Meetings
- Credential Pathways Meeting | HCS & SSCC
- Ohio Annual Ethics E-Course
- Highland County Chamber of Commerce Board Meeting
- Meeting with Governor DeWine's Deputy Director, Boards & Commissions

- Complete College America Campus Post-Sensemaking Meeting
- Highland County Workforce Leadership Council Meeting
- SOCHE Board of Trustees Meeting
- Complete College Accelerator Meeting re: Institutional Policy Audits
- 22+ - Graduation Alliance Meeting
- SSCC Faculty Senate Meetings
- Annual Counselors Luncheon
- GRIT Discussion with Future Plans Representative
- OACC Governing Board Meeting
- Practical Nursing Pinning Ceremony
- Cindy Bloom Memorial Fund Luncheon for Students
- Meeting with Redeemed Homestead Representative
- SSCC Employee Holiday Carry-In Luncheon
- SSCC All-College Meeting
- SSCC New Student Orientation for Fall Semester
- Data Dive #4 | Show Me the Money: Leveraging Financial Aid for Affordability
- Meeting and Tour with Governor DeWine's Southwest Regional Liaison
- Meeting with Representative Bob Peterson re: Capital Project Funding
- Meeting with Potential Board Member
- Call with Washington State Community College President
- Meeting with Community Members re: Patriot Center Use
- Leadership Adams | Education Day with Adams County Ohio Valley Schools

ACADEMIC AND STUDENT AFFAIRS

Academic Affairs

Successful Higher Learning Commission Multi-Location Visit

Our report from the Higher Learning Commission (HLC) was positive after their multi-location visit on October 31 and November 1. All criteria were met with no concerns noted, with the reviewer noting, *"SSCC successfully operates its additional locations... Student educational access through CCP at the College's additional locations is consistent with the institution's mission and is incorporated into SSCC's strategic planning to enhance enrollments and student success. The College has adequate processes and organizational structures to ensure quality and oversight: overall academic/instructional oversight is provided by the Vice President for Academic and Student Affairs with disciplinary faculty determining the curriculum and expected learning outcomes via the Curriculum*

Committee structure; an experienced CCP Coordinator helps manage the institution's high school dual enrollment program and serves as a liaison between SSCC and partner high schools to support students and faculty, help address concerns, and ensure the program functions effectively; a team of professional staff provide student support services that include admissions, enrollment, registration, and advising; faculty are qualified per Higher Learning Commission and the Ohio Department of Higher Education guidelines, reviewed regularly by the CCP coordinator and students, and provided numerous professional development opportunities; and continuous improvement assessment and evaluation processes are established, consistent institution-wide, and incorporate additional location information as appropriate. The College offers numerous student support services and access to library resources. Facilities meet the needs of students and the curriculum. Conversations with students, principals, counselors, and instructors on-site confirmed the management and delivery of these courses have been effective and well-received. Growth in the CCP program is expected with the potential for other current high school partners to become formal locations, and the institution is poised to manage these changes effectively."

Dr. Erika Goodwin organized and wrote the report and planned and managed the visit.

Our next accreditation event will be our 10-year comprehensive visit to reaffirm accreditation on April 13 and 14, 2026. We have already begun discussions and plans for writing the Assurance Argument that we will need to write and prepare for this visit. Our federal compliance documents will be due in October 2025. Also, note **the HLC team will want to meet with Board members on their visit**. More training will be provided on the HLC and the upcoming visit in future Board meetings.

Of particular interest for Board members in the HLC Criteria for Accreditation is Criterion 2 Integrity: Ethical and Responsible Conduct –

2C The governing board of the institution is autonomous to make decisions in the best interest of the institution in compliance with board policies and to ensure the institution's integrity.

1. The governing board is trained and knowledgeable so that it makes informed decisions with respect to the institution's financial and academic policies and practices; the board meets its legal and fiduciary responsibilities.
2. The governing board's deliberations reflect priorities to preserve and enhance the institution.
3. The governing board reviews the reasonable and relevant interests of the institution's internal and external constituencies during its decision-making deliberations.
4. The governing board preserves its independence from undue influence on the part of donors, elected officials, ownership interests, or other external parties.

5. The governing board delegates day-to-day management of the institution to the institution's administration and expects the institution's faculty to oversee academic matters.

Opening Week January 2-5

The College reopened after the Holiday Break on Tuesday, January 2. Opening week is full of faculty and staff meetings, in-services, and professional development. Wednesday was our traditional opening day all-campus meeting, followed by a lunch in the lobby for fellowship. The week included sessions for faculty, adjunct faculty, and CCP instructors, as well as presentations on HLC Accreditation, Library Services, Distance Education, ChatGPT, a Valuing Learning Assessment workshop, the Deeper Data Dive series, and a demonstration of AEDs.

New Student Orientations were held in the evening for Central Campus on January 3 and for Brown Campus on January 4. Advising, Admissions, Records, and Financial Aid departments on Central Campus, as well as the Bookstore, had extended hours opening week and also the first few days of classes. Central Campus was also open on Saturday, January 6 with these offices open, as well as IT department assistance, and had a busy and productive day.

SPRING 2024 Schedule

The Spring 2024 Semester began on January 8 and Academic and Student Affairs provided students with snacks for the first week of classes to welcome them back to campus. As of the first day of classes, academic numbers are as follows:

- **Enrollment has increased 6.8% year to year; 6.7% in traditional students, 6.8% in CCP**
- The fill rate capacity is currently at **68%**
- **29%** of all classes are full
- **46%** of all online sections are full

CCP DATA:

Nearly all schools have turned in enrollment numbers for this term. As of January 8, CCP enrollment for the Spring 2024 term includes:

- **1573** CCP students
- **10,331** credit hours
- **51** schools (homeschooled students make up one of these schools. This number represents both schools offering CCP at their high schools and schools sending their students to one of our campuses or taking our online courses.

The Spring 2024 schedule included 12 new and dusted-off courses that have not been on the schedule for some time. Four of those classes were canceled due to low enrollment. Eight of those classes are being offered this Spring and include: Intro. to Manufacturing, Spanish I and II, French II, Social Psychology, Cultural Anthropology, History of Art II, and Music Appreciation II.

Additionally, this Spring we have 33 high schools offering CCP courses at their locations. Many are offering new course options including Loveland HS (Spanish), Unioto (Chemistry), and Waverly (Biology) as well as many schools joining or offering new courses with our Agriculture initiative: Claymont, Fairfield, Greenfield, Lorain Co. JVS, Manchester, North Adams, Ripley, and Van Buren. Currently, we have a total of seven Agriculture courses that high schools can offer for CCP credit. Ripley has also added new math and literature courses as well as business courses.

Faculty

The next faculty assessment workshop is scheduled for March 29. The Program Review schedule for Spring includes History, Philosophy, Political Science, and Sociology.

Study Abroad



Study Abroad in May 2024

Students Benefit from the

Sara M. Barrere Memorial Trust
Scholarship Fund

Photo caption: One of the sites that will be visited includes the famous Big Ben in London, England, UK

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 from May 15-25, 2024. Reservations are currently being accepted until February 1, 2024.

The College offers a one-credit hour lab-based course, Success on the Global Stage (COLL 1110), that runs concurrently with the trip and the weeks following from May 15 to June 15, 2024.

Studying abroad allows students to explore international culture and travel within a structured but flexible timeframe. The program is designed to build core competencies and soft skills needed to thrive in many career paths in an increasingly connected world. By matching traditional teaching methods with the impact of experiential learning, the curriculum will be brought to life through exploring new cultures and experiencing transformative moments.

SSCC Study Abroad provides opportunities to expose students to the world beyond their county and state. The introduction to different cultures, customs, and lifestyles opens a broader understanding of individual strength and perspective in very different environments. Students discover similarities as well as diversity, expanding their "world" and their confidence.

Leading the study abroad program at Southern State are 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**. Professor Wallace has been leading these trips for the past 14 years.

New this year, through a generous gift from the Sara M. Barrere Memorial Trust scholarship, students are eligible for up to \$1,500 of scholarship money to assist with the abroad trip. Barrere was a lifelong philanthropist and generous donor to SSCC and other organizations in Highland County. She loved to read and loved to travel. As she battled Parkinson's disease, she shared her experiences abroad with healthcare providers and nurses, many of whom were educated and trained by Southern State Community College. After her passing, she generously willed the income from her trust principal to help those who had helped her. Her ongoing gift is to be used to assist the College in awarding scholarships to students.

Currently, Professors Wallace and Ginn, along with Dr. Erika Goodwin have been interviewing scholarship applicants. Scholarship criteria include a minimum 2.0 GPA, a minimum of six SSCC-earned college credits, and enrollment in the COLL 1110 summer course. A personal interview is required. Preference is given to students residing in Adams, Brown, Clinton, Fayette, and Highland Counties. Thanks to **Robin Tholen** for finalizing the scholarship application, scheduling the interviews, and overseeing the scholarship funds.

The 2024 trip in May will expose travelers to Southern Ireland, Wales, and popular sites in England, such as Bath, Strafford on the Avon, Oxford, and London. The 2025 trip destination is Spain and Morocco.

Instructional Technology Department Updates/ Projects

The iTech department has been working through the beginning of semester issues to mitigate some of the last-minute work experienced each semester with those who have their course assignments now. They've also worked with:

- Spring Semester course creations/uploads in LMS
- Simple Syllabus
- Inclusive Access
 - Cengage
 - Follett

December iTech Activities	Cathy	Angel	Total
<i>Webinars</i>	1	5	6
<i>Faculty Meetings</i>	6	5	11
<i>Course Copies</i>	9	11	20
<i>Support Emails</i>	360	279	639
<i>DocuSign Emails</i>	59	0	59
<i>Spring Schedule Changes</i>	177	-	177
<i>New Employee Canvas Accounts</i>	2	-	2
<i>Tickets</i>	4	-	4
<i>Simple Syllabus Updates</i>	2	-	2
<i>Canvas LTI Integrations for Inclusive Access</i>	4	-	4
<i>Student Name Changes</i>	16	-	16
<i>Enrollments for CRDW</i>	357	-	357
<i>Phone Calls</i>	23	42	65
<i>Text message</i>		394	394
<i>Zoom Meetings</i>		139	139
<i>Zoom Chat support</i>	54	45	99
<i>Other Meetings</i>	4	11	15

Student Affairs

The Student Affairs Department has been busy preparing for the upcoming Spring 2024 term.

In November/December, SSCC participated in the Highland County Community Action's *Community Christmas Program* and collected items for needy children. SA set up a *giving tree* display and provided a place for folks to donate gloves, hats, and socks for Highland County children.



Academic Advisors

The chart below gives an overview of how many students Academic Advisors have had contact with during November and December 2023.

MONTH	NEW: TRAD/NON- TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON- TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	WALK-INS	TOTAL ADVISING*
Nov 23	43	5	48	342	178	520	184	752
Dec 23	39	2	41	230	55	285	77	403

***NOTE:** These numbers represent the number of student appointments—planned or spontaneous—in November and December, including face-to-face, ZOOM, and over the phone. Some numbers may be duplicates. A total of 40 Early Alerts were submitted by faculty and followed up on during November.

Financial Aid

COMMUNITY OUTREACH:

The 2024/2025 Free Application for Federal Student Aid (FAFSA) has been released by the U.S. Department of Education. SSCC's Financial Aid office will host several FAFSA/financial aid nights at high schools in January. We expect that requests from high schools to assist families with the FAFSA will continue in February and into March.

SPRING 2024 SCHOLARSHIPS:

Financial Aid staff worked with Robin Tholen, SSCC Foundation, to review submitted applications for Spring 2024 scholarships. Spring scholarships awarded total \$86,500.

STUDENT CONTACT METHOD	CONTACT IN NOV 2023	CONTACT IN DEC 2023
Emails to financialaid@sscc.edu	53	106
Student visitors to office (Central and Brown)	18	30
Phone calls to FA phone x2515	139	220

Testing Center

The following charts display the November and December 2023 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.

NOVEMBER 2023 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	34	5
ACCUPLACER	89	1
ACT	9	0
Certiport	0	0
HESI	5	0
Proctored Exams	8	0
DECEMBER 2023 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	28	0
ACCUPLACER	118	24
ACT	6	0
Certiport	2	0
HESI	5	0
Proctored Exams	10	0

HUMAN RESOURCES

Strategic Plan

Priority Area: Relevance and Excellence

As outlined in the Policy and Informational Manual (PIM), if the College receives a Senate Bill 6 score of 3.0 or above or a Composite Financial Index (“CFI”) score of 1.5 or above for the

College's fiscal year 2023 and/or 2024, eligible full-time staff members successfully performing their responsibilities will be eligible for a merit adjustment of an additional 1.8%.

As such, full-time staff successfully performing their responsibilities received a 1.8% increase on their December 15 payroll, retroactive to July 1, 2023.

Full-time Faculty, as outlined in the Southern State Education Association collective-bargaining agreement (CBA) Article 16.071, who had a step available, were advanced one step on the salary schedule effective August 1, 2023. New contracts were issued to the Faculty.

The College included the non-instructional part-time staff members in the compensation adjustments. This included the adjustments outlined in the Policy and Information Manual (9.8 D, pg. 121) suggested for full-time employees, including the 2.0% adjustment issued July 1, 2023, and the 1.8% merit adjustment for reaching specific index scores. Essentially, this totals a 3.8% increase in their hourly rate. These adjustments were delivered on December 15 and paid retroactively to July 1, 2023.

Security

Gary Heaton, the College Security and Emergency Response Coordinator, has:

- Attended Highland, Fayette, Clinton (H.F.C.) Safety Council meetings for November and December.
- Attended the 2-Day Virtual 2023 National School Safety Summit sponsored by the Cybersecurity & Infrastructure Security Agency (CISA). The Summit featured the latest research, resources, programs, and guidance available on a range of school safety topics and threats. The sessions included master class presentations and panel discussions, as well as remarks by leaders from the government, private sector, and school safety community. The Summit was designed to foster a nationwide dialogue on school safety, as well as equip school stakeholders and personnel with resources, training, and expertise to apply in their local school settings and communities.
- Assisted Student Services with questions concerning an applicant for college admission
- Attended a Community Prevention Forum (anti-violence, anti-hazing, alcohol and other drugs, and mental health) at the Ohio University branch in Columbus with **Dr. Erika Goodwin, Dr. Jessica Wise, Dr. Peggy Chalker**, and Instructor **Tom Payton**. This forum provided an increased understanding of community-level prevention approaches, access to expert strategic planning sessions to develop goals and next steps, dedicated time to plan with your team, and workshops led by Ohio Institution Higher Education professionals who are engaging in prevention efforts reflecting community-level prevention.

- Attended the Ohio Emergency Management Association (EMA) briefing on Higher Education Community Awareness Concerning present threats and prevention/intervention solutions. The Ohio Emergency Management Agency is the state's central coordination point for response to and recovery from disasters. When not in a response or recovery mode, our focus is to ensure that Ohio and its citizens are prepared to respond to an emergency or disaster and to lead mitigation efforts against the effects of future disasters. Jordan Garga from the U.S. Dept of Homeland Security presented. There were 39 Ohio Higher Ed. Safety & Security officials on the Zoom Call.

Compliance

Year-End

The Patient Protection and Affordable Care Act (PPACA) year-end reporting has been completed. PPACA introduced several requirements for employers regarding healthcare coverage and reporting. One of the key reporting elements under the PPACA is the year-end reporting, specifically Forms 1094-C and 1095-C. Form 1095-C is used to report information about employees and the health coverage offered by the employer. It includes details about the type of coverage offered, the months in which coverage was available, and the employee's share of the monthly premium. Form 1094-C serves as a transmittal form for 1095-C and provides an overview of the employer's size, aggregated healthcare data, and information about the employer's compliance with the employer's mandate.

Human resources play a crucial role in completing this reporting accurately and on time for several reasons:

Compliance: PPACA reporting is mandatory for applicable large employers (ALEs). Failing to comply or inaccurately reporting could lead to penalties and legal consequences.

IRS Requirements: These forms are submitted to the IRS, providing them with essential information to determine compliance with the employer mandate and individual responsibility provisions.

Employee Records: Accurate reporting ensures that employees receive the necessary information about their health coverage, which is vital for filing their tax returns.

Avoiding Penalties: Timely and accurate reporting helps avoid penalties that might arise due to non-compliance or inaccuracies in reporting health coverage.

Transparency and Accountability: Completing these reports helps maintain transparency between employers, employees, and the government regarding healthcare coverage provided by the employer.

Given the legal and financial implications, it's crucial for Human Resources to diligently gather and accurately report this information, ensuring compliance with the PPACA regulations.

Benefits and Compensation

Benefits

Crystal Howland, Coordinator of Benefits and Compensation, continued 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.

Discussion has begun with our partners at Horan regarding the upcoming renewal season to ensure everyone has the same mindset coming into renewal. Insurance Committee members have been identified.

Wellness

The College promoted one wellness seminar in November that was sponsored by our partners at IMPACT Solutions. The webinar was titled “Avoiding Holiday Shopping Fraud” and was aimed at providing safe online shopping tips, how to avoid scams, and how to protect your card/cash when shopping in busy shopping centers.

The Coordinator of Benefits and Compensation is currently planning a “Weight Loss Challenge” for employees to kick off in mid-January. Details will be sent to employees once planning is complete.

Community Engagement Projects

The College co-sponsored the 2023 Stockings for Veterans with the Highland County Veteran’s Services (HCVS) office. The event aimed to collect essential items to provide comfort and assistance to veterans facing various challenges. The Coordinator of Benefits and Compensation worked closely with representatives from HCVS to coordinate donation locations and advertising. The Coordinator arranged a Stocking Stuffing Party on December 14 for employees to assist in filling stockings and enjoy Christmas-themed snacks, drinks, and music. Stockings went to 8 medical and assisted living facilities located in Chillicothe, Hillsboro, Greenfield, and Georgetown. A goal was set to fill 100 stockings, and the goal was exceeded with nearly 120.

Recruiting and Onboarding

Academics

Adjunct Instructors

Adjunct hires for the Spring Semester include **Jennifer Walker** (HPER) and **Lori Ann Simmons** (MATH). **Vince Allgeier** (ENGR) officially joins SSCC this semester, as his summer course did not run.

Nursing

In Nursing, **Kim Tinnel** was selected as the full-time Health Sciences Administrative and Clinical Coordinator. Kim started December 4 and has prior administrative experience in the medical field, most recently at Highland District Hospital.

New Clinical Instructor, **Rhett Holland**, joined the team beginning January 8.

The posting remains open for part-time clinical instructors and full-time nursing instructors, which remain a recurring need in the area.

Life Science

Justin Stegall, the part-time Laboratory Assistant, resigned on November 21. The position and its description are currently under review in hopes of better aligning the job duties to the department's needs.

Terry Flum and **Amie Gardner** will be sharing the role of Division Coordinator of Life Science starting at the beginning of the Spring Semester.

Student Affairs

New part-time Mental Health Counselor **Elizabeth Crabtree** started on January 9. Elizabeth is a Licensed Professional Clinical Counselor with a Master's of Education from Lindsey Wilson College, specializing in Counseling and Human Development.

Testing Center

The Test Proctor position opening was reposted from November 15 through December 15 in hopes of finding additional qualified candidates. Candidate **Raven Amburgey** was selected and began on January 8.

Technology and Infrastructure

The position posting for the Facilities Technician opening is scheduled to be removed on December 13. Resumes are currently being reviewed in preparation for interview scheduling.

A new IT Help Desk - Workstudy position was created and posted in preparation for the Spring Semester.

Workforce Development

The Adult Opportunity Center has selected **Melissa Krause** as a new Assessment Team Member for the Wilmington location. She will begin in January 2024.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Highland County Campus Restroom Renovation

Demolition/construction of the two main building restrooms began the week of December 11, and the project is progressing very well. Demolition occurring during the semester break was instrumental in reducing disruption for students. The plumbing is nearing completion, and they are constructing a new wet wall and preparing the remaining walls for tile. Special thanks to **Loren O'Cull** (Facilities Manager) for being onsite during the holiday break for construction to continue while the building was closed.



Highland County Campus Door Upgrades

The entryway door replacement project is almost complete. Due to extensive age and wear, the original doors provided many safety challenges with questionable latching and locking. Thanks to Governor DeWine's 2022 Campus Safety Grant Program, we could fund the replacement of

all main entryway doors. Special thanks to **Mindy Markey-Grabill** (VP of Human Resources) for securing the Campus Safety Grant on our behalf.

You will notice some of the doors only have one pull handle. This intentional safety measure prevents a rogue person from wrapping something between two door handles from the outside to remove an occupant's escape path.

This project has been in the planning stages for the past 18 months and includes replacing entry doors in the main lobby, the end of each hallway, both entrances to the Annex Building, and exterior doors for the Library.



Student Technology Survey

One hundred sixty students completed a technology survey in November. The breakdown included 63 full-time, 33 part-time, and 64 College Credit Plus (CCP) high school students. The survey elicited information about such topics as technology equipment and Internet availability.

Of the 159 participants with smartphones, 141 have an unlimited data plan. When asked to rank the quality and reliability of non-college Internet access used for attending SSCC courses or completing assignments, the average score was 4.11 out of 5, with the same group ranking the speed of their non-college Internet as 3.97.

The technology department will begin administering this survey annually to monitor trends and inform decisions about supporting students with future initiatives and projects. Additional survey results are listed below.

2. I attend Southern State classes:

[More Details](#)

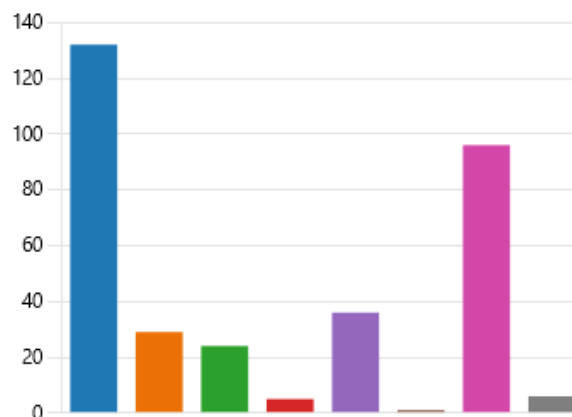
Online	67
On-Campus	28
Both Online & On-Campus	60
At my High School	26



3. I use the following device(s) to attend Southern State and complete assignments:

[More Details](#)

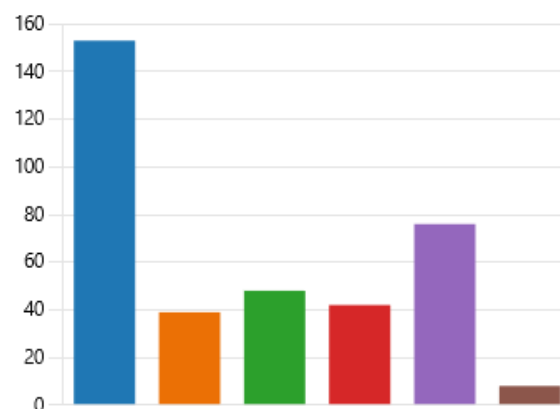
Laptop I own	132
Laptop I borrow	29
Desktop computer I own	24
Desktop computer I borrow	5
Tablet I own	36
Tablet I borrow	1
Smart phone	96
Other	6



4. I access the Internet when completing assignments or attending an online course from the following location(s):

[More Details](#)

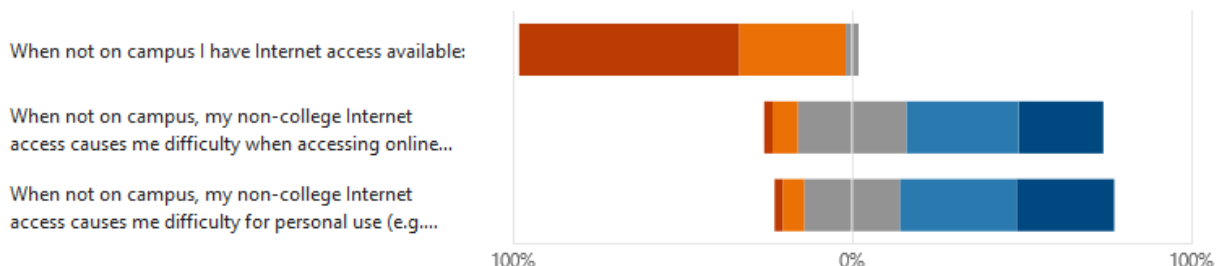
My house	153
A Friend or Family members ho...	39
A public location (restaurant, co...	48
My High School	42
The College	76
Other	8



5. Please rate the following statements:

[More Details](#)

■ All the time ■ Most of the time ■ Sometimes ■ Rarely ■ Never



WORKFORCE DEVELOPMENT

Grants

ASPIRE

There were 31 students registered for the December classes between all sites. The program has also been invited to offer classes at the new Adams County Training Center when the site is ready.

ASPIRE students will be touring Bright Farms in Wilmington to see hydroponics produce growing operations. This invitation was extended to the College and the program when visiting the company during Patriot Palooza this past summer.

Commercial Truck Driver Student Aid Program

The College Truck Driving Academy was awarded \$50,000 to students enrolled in the CDL program through grants and loans. This is the third award the College has received to assist CDL students.

Talent Ready Grant

The College was awarded \$106,000 for a short-term certificate and credentials in an in-demand field. This is similar to the Short-Term Certificate grant program awarded in prior years. The funds can also be used to support short-term programming and equipment.

Choose Ohio First

The College's application to participate in the Choose Ohio First program was approved for \$450,000 over a five-year academic year. The cohort model will be applied to the Computer

Science program to support students seeking to complete their Computer Information Technology degree. The funding pays for the student's tuition, fees, and books. A limited number of students will be selected to participate as a COF student through an interview process.

Workforce Development

Truck Driving Academy

	AY2021/2022	AY2022/2023	AY2023/2024
November	14	18	22
December	13	18	13
AY To Date Comparison	81	115	133

Special Projects

Lisa Hord continues to attend the Adams and Brown County chamber meetings and sponsored activities. She ensures that the College is well represented in Adams and Brown.

Lisa Hord conducted registration for the RIPLEY students and continues to offer 1:1 advising and registration for the class offerings.

Communications and Marketing

Presence Report

Southern State Community College

Marketing Area	October	November	December
Press Release	8	6	4
Advertising / Print	10+	8+	5
Email Campaigns	2	1	1
Emails Deployed	Email 1: 25,000 Email 2: 25,000	25,000	25,000
Number opened	Email 1: 3,920 Email 2: 3,573	3,654	4,049
Percentage Opened	Email 1: 15.68% Email 2: 14.29%	14.62%	16.20%
Clicks within content	Email 1: 617 Email 2: 535	514	720
Percentage of total clicks	Email 1: 2.47% Email 2: 2.14%	2.06%	2.88%
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	37,045	47,419	53,374
Clicks	176	336	360
CTR (click through rate)	0.48%	0.71%	0.67%
Top 3 locations of activity	Wilmington, Georgetown, Greenfield	Wilmington, Greenfield, Georgetown	Wilmington, Greenfield, Georgetown

Truck Driving Academy

Marketing Area	October	November	December
Email Campaigns			
Emails Deployed	25,000		25,000
Number opened	4,186		3,860
Percentage Opened	16.74%		15.44%
Clicks within content	527		661
Percentage of open and clicked	2.11%		2.64%
Audience Management	1	1	1
Impressions/ads Deployed	78,737	76,693	82,669
Clicks	114	152	90
CTR (click through rate)	0.14%	0.20%	0.11%

Recent Southern State Appearances – Communications Activities and Involvement

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

Press Releases

- Southern State adds new classes to spring semester schedule (WNJ, TG, HCP, People's Defender) ([Enrollment, Relevance and Excellence](#))
- SSCC Board of Trustees to meet November 16 (HCP)
- SSCC Board of Trustees Nominating Committee to meet November 16 (HCP)
- SSCC Joins Collaboration for Advanced Manufacturing (WNJ, TG, HCP) ([Enrollment, Relevance and Excellence](#))
- Study Abroad with Southern State Community College in 2024 (WNJ, HCP) ([Enrollment, Relevance and Excellence](#))
- Southern State students inducted into PTK Honor Society (WNJ, TG, HCP) ([Student Success](#))
- Southern State student, Kayla Bradshaw, selected as "Intel Semiconductor Scholarship for Women" recipient (WNJ, TG, HCP) ([Student Success](#))
- Auditions for SSCC Theatre's "Firebringer, A New Stone Age Musical" will be January 12 and 13 (Record Herald, Times-Gazette)
- Southern State co-sponsors donation drive for local Veterans
- Southern State joins Choose Ohio First Initiative ([Enrollment, Relevance and Excellence, Student Success](#))

Advertising/Print/Direct Mail

- High School Basketball Preview ads (Adams Co., Brown Co., Clermont Co., Highland Co.) ([Enrollment](#))
- High School winter sports magazine ads (Clinton Co., Fayette Co.) ([Enrollment](#))
- Wilmington HS student newspaper (November and December editions) ([Enrollment](#))
- November & December e-blasts promoting Spring Semester/new courses ([Enrollment](#))

- December e-blast promoting the TDA program and upcoming start dates for Fall (*Enrollment, Workforce Development*)
- Southern Hills League printed basketball schedules – ad on cover
- Season advertising sponsor (TV/Radio) Southern Hills League HS athletic conf.
- Spring Semester promotional ads (*Enrollment*)
- Holiday Coffee Sleeve Campaign – delivered branded coffee sleeves to 8 local coffee shops across 5 counties, which were wrapped around their hot drinks. Each location had two sleeves with a special sticker. Those who get a stickered coffee sleeve and share it on social media will receive a prize. (*Enrollment*)

Social Media

Facebook:

- Intro to Manufacturing Facebook Ad (*Enrollment, Relevance and Excellence*):
 - Impressions: 17,412
 - Reach: 9,086
 - Click-Through-Rate (CTR): 0.77% - The national average CTR for display ads in Education is 0.53%
- New Health-Related Courses Facebook Ad: Intro to Athletic Training, First Aid, and Personal Health (*Enrollment, Relevance and Excellence*):
 - Impressions: 12,368
 - Reach: 5,300
 - Click-Through-Rate (CTR): 0.63%
- French and Spanish Facebook Ad (*Enrollment, Relevance and Excellence*):
 - Impressions: 6,508
 - Reach: 2,781
 - Click-Through-Rate (CTR): 0.45%
- Astronomy Facebook Ad (*Enrollment, Relevance and Excellence*):
 - This ad just started and does not have data back yet
- LPN Pinning Ceremony Facebook Post (*Student Success*):
 - Reach: 6,077
 - Engagement: 1,708
- Holiday Coffee Sleeve Social Campaign: Posted about local coffee shops who received the sleeves, each location had 2 sleeves with stickers. If they got one with a sticker, they could tag SSCC on Facebook to win a Swag Bag. We have one winner so far!

LinkedIn:

- Post Impressions: 3.9K (+11.3%)
- Followers: 5,010

Events/Publications

- Delivered 19 treat towers to local media outlets/businesses across 6 counties (newspapers and radio stations) and delivered 1,500 branded coffee sleeves to 9 coffee shops across Adams, Brown, Clinton, Fayette, and Highland Counties.
- New at A Glance publication – updated with spring tuition chart ([Enrollment](#))
- Printed items/branded gifts for high school counselor luncheon
- 2023 Holiday Card
- Highland Co. Chamber special December e-blast promoting three press releases (study abroad, new classes being offered spring semester, and advanced manufacturing) ([Enrollment](#), [Relevance and Excellence](#))



Recruitment

Presence Report

Campus Visits	
Central Campus	1
Brown County Campus	2
Program Info. Requests	
Business	18
Health Science	11
Engineering	4
Computer Science	2
HSSR	5
Education	5
AA/AS	7

Events Attended: Real Money, Real World – Hillsboro Middle School

College Credit Plus Nights: Logan Elm High School

Event Review

- Counselor's Luncheon
 - Involvement: Faculty (10) and Staff (17)

- 26 Counselors attended from Highland, Adams, Brown, Fayette, Clinton, and Greene counties.
- Eastern Middle School 7th Grade Visit
 - Students learned about the CCP Program, took a career quiz, and learned how to pick locks/cypher activities
 - 80 total 7th graders, 9 chaperones
 - Involvement: Faculty (2) and Staff (6)

Projects

- ASPIRE Outreach, beginning December 11
- Spring New Student Orientation
 - January 3: Central Campus Attendance: 17
 - January 4: Brown County Attendance: 8

Orientation

Spring Orientation was held for new students on Wednesday, January 3 at our Central Campus, and on Thursday, January 4 at our Brown County Campus.

- Total Number of students attended
 - Central—13
 - Brown—8
- Faculty/Staff Participation
 - Central—Staff: 10, Faculty: 3
 - Brown—Staff: 8, Faculty: 2
- Clubs/Organizations Attended
 - SSCC Theatre (Central)
 - SSCC Study Abroad (Central and Brown)
 - SSCC Learning Services Center (Central and Brown)
 - Clinton County Head Start (Central)
 - Adams/Brown Head Start (Brown)
 - Community Action (Central)
 - Ohio Means Jobs (Central and Brown)
 - Opportunities for Ohioans with Disabilities (Central)
 - Job and Family Services (Central)