

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



SOUTHERN STATE
COMMUNITY COLLEGE

MARCH 2024 | DR. NICOLE ROADES, PRESIDENT

Southern State Honored to be a part of Highland County Manufacturing Day

On Thursday, February 29, nearly 150 high school students from across Highland County participated in a day aimed squarely at raising awareness for manufacturing careers in the region. Organized by the Highland County Workforce Leadership Council and the Highland County Economic Development Director, the activities included guided tours of local plants as well as a visit to Southern State for lunch, and a special introduction to Ohio Department of Development Director Lydia Mihalik, as well as other local dignitaries.

Special thanks to **Amy McClellan** and the Communications Department for their role in organizing the event and helping Southern State put its best foot forward.

Insurance Committee Makes Recommendation for Continuing with Anthem Medical and ARORx

The College's Insurance Committee convened on February 27 to review insurance renewal information as presented by HUB | Horan, the College's Benefits Strategists. The following recommendations were presented by the Insurance Committee following this meeting.

- Staying with Anthem for Medical and ARORx as the Pharmacy Benefit Manager (PBM). This was decided based on receiving a 3% renewal rate.
- Dental, Vision, Life/AD&D and Voluntary Life plans will remain with their respective carriers as there is no financial benefit or coverage benefit to be gained by moving.

The 2024 Medical renewal rate of 3% is a significant decrease from the 12.2% renewal rate in 2023. This is the lowest renewal the College has seen in the last 5+ years. In addition, as part of our renewal with Anthem last year, the College will see a 0% increase in administrative fees.

Market bids for coverage were projected to be approximately a 15-20% increase. Based on the low renewal numbers already received from Anthem, it was decided to not pursue market bids.

Several days after the Insurance Committee meeting, HUB negotiated a no-shop offer from Anthem Dental that reflects a 10.8% increase (\$8,000 annually) renewal.

Southern State Team Participates in Winter Student Success Leadership Institute

The Ohio Association of Community College's Success Center hosted the Winter 2024 Student Success Leadership Institute (SSLI) on February 28 and 29. Representatives from Ohio's 23 colleges, including Southern State, convened in a virtual meeting to participate in a series of workshops with continued emphasis on aspects of the Guided Pathways initiative.

Additionally, the College's State Share of Instruction (SSI) Trend Analysis was released in advance of "team time." Outcomes suggest a continued emphasis on enrollment growth, and student outcomes should remain our focus. Special thanks to the team members **Dr. Peggy Chalker, Dr. Erika Goodwin, Amy McClellan, Dr. Jeff Montgomery, Dr., Nicole Roades, Amanda Thompson, Jessica Steadman, and Dr. Jessica Wise** for participating in the Winter SSLI.

President's Activities and Involvement

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

- New Board Member Orientation
- Meeting with HC Economic Development Representative
- OACC Presidents' Bi-Weekly Meetings
- AACC Workforce Development Institute (New Orleans, LA)
- Complete College America - Monthly Webinar: Student Success Technology Curriculum
- Highland County Workforce Leadership Council Meetings
- Higher Education Regulatory Outlook for 2024
- Meeting with Butler Tech Representatives
- SSCC Foundation Quarterly Meeting
- Fayette County Chamber of Commerce Groundhog Day Event
- SSCC Faculty Senate Meeting
- Meeting re: 50th Anniversary and Continued SSCC History Documentation
- Southern State/HUB Pre-Renewal Meeting with HORAN Representative
- Meeting with Manchester High School Representatives re: College Credit Plus
- Meeting with Local Secondary Education Representative re: Space Utilization
- Ohio Technician Promise Champion and Lead Briefing Meeting

- Meeting with Adams County Regional Medical Center Representatives re: LPN Program
- Efficiencies Discussion with Clark State Community College Representative
- Highland Co. Chamber of Commerce Coffee & Commerce Networking Event
- Managing the Hybrid Workforce Webinar
- Meeting with Great Oaks Representatives re: Aviation Program
- Ribbon Tying Event in Celebration of Behavioral Health Workforce Development Partnership
- Highland Co. Chamber of Commerce Board Meeting
- Hobart Chili Cook-Off Judging
- Meeting with Senator Shane Wilkin re: IT Center of Excellence Capital Request
- 50th Anniversary Planning Committee Kick-off Meeting
- Call with Shawnee State University President
- SSCC Administrative Commencement Meeting
- Opportunity Appalachia | Ohio Launch Webinar
- Student Success Leadership Institute Virtual Meetings
- Highland County Manufacturing Day Event
- Highland County Chamber of Commerce Ag Event
- Data Dive #6 | Early Momentum and Why it Matters

ACADEMIC AND STUDENT AFFAIRS

Academic Affairs

Higher Learning Commission Annual Conference

SSCC will send a team to the Annual HLC conference in April. The conference will provide invaluable sessions as the college prepares for its ten-year Comprehensive Visit in April 2026.

New Agriculture concentration under Business major

Southern State's Associate of Applied Business degree has a new concentration to offer beginning in August: Agriculture. This initiative has been designed with local high schools that offer an agriculture program aligned with College Credit Plus. SSCC has further partnered with Wilmington College for transfer opportunities. Wilmington College accepts Southern State's agriculture courses into their Agriculture program. The college is exploring other institutions to partner with on this Agriculture initiative as well.

Faculty Updates

Assessment

Assessment work continues, with 27 of 29 Assessment Plans current and 17 of 29 Reports up to date, with the remaining reports scheduled to come online by the end of the semester. Our second 5th Friday Assessment Workshop is scheduled for March 29 from 9:00 am to 12:00 pm at our Central Campus. The topic will be Curriculum Mapping. A co-curricular assessment plan is also being developed, focusing on student learning activities that complement the formal curriculum. The plan will focus on the areas of study abroad, eSports, PTK Honor Society, and Theater productions.

Program Review

Philosophy and Political Science are scheduled to be presented this month, with Sociology scheduled in April to round out the year.

Course Alignments for Transfer

The Ohio Department of Higher Education (ODHE), is leading a review and enhancement process of general education course learning outcomes for state-wide transfer alignment (OT36). This 3-year process identifies intended outcomes and the assessment process in which these outcomes are measured, ensuring continuity of the general education foundation for transferability to all state institutions and many private partners.

Southern State's course alignment efforts at the halfway point are 43% submitted/approved and 57% in process for Fall submission. Most of these remaining courses are either physical science courses or courses taught by adjuncts with no full-time faculty. Summer will allow for the time needed for adjuncts to develop and submit the needed alignments for those courses.

Brown County Campus Activities

Domestic Violence Victim Support

Women Helping Women (WHW) is a community domestic violence organization that serves Adams, Brown, Clermont, and Highland counties. The Brown County Campus has partnered with WHW to house a counselor for a half day each week to meet the needs of students in abusive / survivors of abusive situations or environments. This free service provides the connection to resources and counseling help onsite.

Food Insecurities

Brown County Campus staff recognized the potential need for many CCP and adult students to have food access while on campus. They created “PB Junction” in the student lounge area to provide access to peanut butter/jelly sandwich supplies. Other quick foods (breakfast bars, fruit and other snacks) are supplied as available. Canned and boxed food staples are also available on carts in the student lounge areas.

Fall Registration

As Fall term registration is about to begin, the current student campaign is pushing all returning CCP students to have their Fall schedule to their high school counselors by May 1. This helps the school districts to ensure more of their students’ preparations for the fall but it also provides them a picture of when best to schedule some of their critical courses for their students. Adult students are also included in their own campaign to “lock in your courses now and not scramble in the summer when options are no longer available.”

Instructional Technology

January iTech Activities

	Cathy	Angel	Total
<i>Webinars</i>	1	4	5
<i>Faculty Meetings</i>	3	4	7
<i>Course Copies</i>	14	23	37
LMS Template Uploads/Reconfigurations	-	139	139
<i>Support Emails</i>	537	364	901
<i>DocuSign Emails</i>	43	22	65
<i>Spring Schedule Changes</i>	150	-	150
<i>New Employee Canvas Accounts</i>	4	-	4
<i>Tickets</i>	10	-	10
<i>Turnitin Issues</i>	1	1	2
<i>Canvas LTI Integrations</i>	7	-	7
<i>Student Name Changes</i>	16	-	16
<i>Phone Calls</i>	26	68	94
<i>Text message</i>	4	547	551
<i>Zoom Meetings</i>	4	8	12
<i>Zoom Chat support</i>	2	7	9
<i>Other Meetings (Committee, department, etc.)</i>	6	11	17
<i>Presentations/Workshops Provided</i>	1	6	7

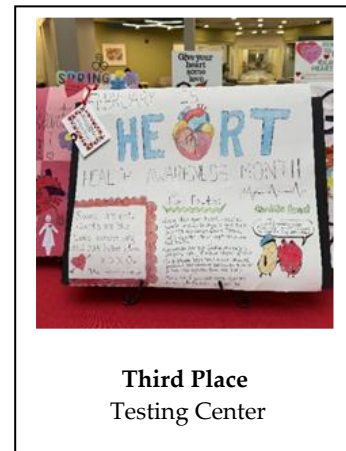
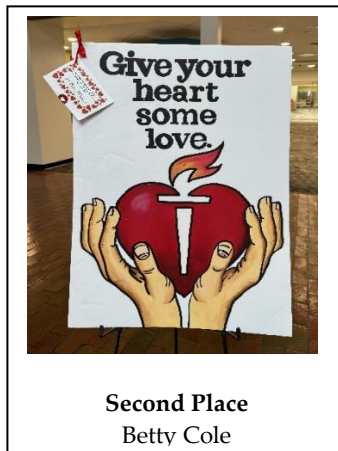
February iTech Activities

	Cathy	Angel	Total
Webinars	2	14	16
Faculty Meetings	2	4	6
Course Copies	3	2	5
Support Emails	187	202	389
LMS Template Uploads/Reconfigurations	-	15	15
DocuSign Emails	75	70	145
Schedule Changes	2	-	2
New Employee Canvas Accounts	0	-	0
Tickets	72	3	75
Turnitin Issues	1	1	2
Canvas LTI Integrations	0	-	0
Phone Calls	11	67	78
Text message	4	135	139
Zoom Meetings	2	6	8
Zoom Chat support	0	2	2
Other Meetings (Committee, department, etc.)	3	18	21

Student Affairs

Poster Party

Student Affairs sponsored a POSTER PARTY in honor of American Heart Health Awareness. Students, staff, and departments were invited to take part. Thirteen students, 20 staff members, and four departments participated in the friendly competition. The top three winners included:



All Entries:



Academic Advisors

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

MONTH	NEW: TRAD/NON-TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON-TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	TOTAL ADVISING*
JAN '24	33	2	35	275	64	339	374
FEB '24	21	1	22	121	34	155	177

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

Accessibility & Learning Services

ACCESSIBILITY SERVICES (AS)

- 52 students have registered with Accessibility Services (several other students are in the process of registering with AS)
- Have proctored 95 AS exams this term
- Through partnerships, **Ryan Hall**, Coordinator of Accessibility & Learning Services, has leveraged services that will benefit SSCC students:
 - *Hillary Wier*, Senior Vocational Rehabilitation Counselor with Opportunities for Ohioans with Disabilities (OOD). Through Hillary, the OOD will pay for the last three weeks of Southern State's Truck Driving Academy Instruction after SSCC pays for the first week for two students in need of accommodation. **As a result of this partnership, SSCC will save thousands of dollars as OOD will pay for 75% (3/4th) of the Truck Driving Academy for two AS students for the cohort which began on 2/26/2024**
 - *Amy Rave Bradford*, Counselor at the Opportunities for Ohioans with Disabilities (OOD). Amy comes to Central Campus (room 400) several times a month to help students learn more about OOD services. If students cannot come to campus, Amy can ZOOM with them wherever they are. These services have been marketed to students in various ways, including social media. Amy is a great resource for us and our students
- Ryan attended the Ohio Secretary of State's Accessibility Advisory Board meeting on Thursday, February 2; The Department has had personnel changes, and the Board is providing input during the process.

LEARNING SERVICES (LS)

- Professional tutors are providing close to **50 hours of tutoring per week** (on campus and online)
- Launched Peer Academic Mentors (PAM) this term. PAM are current students who volunteer their time and expertise in Learning Services to help coach and tutor fellow students. We have PAMs on both campuses, and they help online as well. They can help with topics ranging from Canvas and campus navigation, Algebra and Stats, Calculus, Allied Health Math, Chemistry, Microsoft Office, computer tech support, American Sign Language, and English Composition. Work is being done to promote PAMs' availability and support services.
 - PAM tutors provide an additional **20 hours of tutoring a week**
- We are offering a combined approximately **70 hours of tutoring per week** between PAM and professional coaches.

- Tutors/Coaches have had **85+ tutoring sessions** with students this month. We are seeing an increase in students using ZOOM to engage with learning coaches during scheduled face-to-face time on campus. This is a benefit for those students who are taking all classes online or who may have transportation or work/family obligations that may prevent them from coming to campus for face-to-face assistance.
- LS partnered with Nursing and Math faculty to implement Math for Nursing tutoring sessions-nursing student feedback was very positive.
- Coordinator of Accessibility & Learning Services, Ryan Hall, attended the Integrating Generative AI Tools into Tutoring & Supplemental Instruction online seminar from SOCHE on February 22.

PTK Activities

Cuyahoga Community College hosted this year’s Phi Theta Kappa (PTK) Ohio Region Awards Convention on Saturday, March 9. Representing SSCC’s Chapter included students Amanda Hitt, Madison Curtis, Alyk Lippincott, Robert Bradshaw, and advisor, Susan Morris.

The Southern State PTK Alpha Omicron Eta Chapter was recognized for the following:

Regional Awards:

- Chapter Hallmark Awards:
 - Honors In Action Award – SSCC won the Theme #3 Award
 - Most Distinguished Ohio Region Chapter – SSCC received 1st Runner-up
- Top Ten Chapters in the Region:
 - SSCC’s Alpha Omicron Eta Chapter was named #2 in the region

Additional awards include:

Chapter Awards:

- Nominated for “Most Distinguished Officer Team” and inducted into the “Order of the Torch”
- 1st runner-up for “Most Distinguished Ohio Region Chapter”
- Ranked 2nd for Top 10 Ohio Region Chapters
- Attained “Five-Star Status” for 2023-2024

Project Award: Honors in Action Theme Award for Theme 3 “Systems of Play”

Congratulations to the officers, members, and advisor for a job well done!

“The purpose of Phi Theta Kappa shall be to recognize and encourage scholarship among two-year college students. To achieve this purpose, Phi Theta Kappa shall provide opportunity for the development of

leadership and service, for an intellectual climate for exchange of ideas and ideals, for lively fellowship for scholars, and for stimulation of interest in continuing academic excellence.”

~ Phi Theta Kappa Mission Statement

Financial Aid

STUDENT CONTACT METHOD	CONTACT IN JAN 2024	CONTACT IN FEB 2024
Emails to financialaid@sscc.edu	68	72
Student visitors to the office (Central and Brown)	70	36
Phone calls to FA phone x2515	409	229

76 FAFSAs processed in January 2024

27 FAFSAs processed in February 2024

Spring Aid disbursed to date: \$2,077,070 (As of February 26)

- Pell \$907,243
- SEOG \$ 38,550
- Direct Loans \$867,340
- Foundation Scholarships \$119,741
- Trustee Scholarships \$ 74,023
- State Aid \$ 8,043
- Sally Mae \$ 13,180
- Outside Scholarships \$ 48,950

*Financial Aid is preparing their system (PowerFAIDS) to begin processing FAFSA data mid to end of March. Due to the FAFSA simplification, the screens are different, and a lot of behind-the-scenes data has to be set up before we can begin processing.

*Fiscal Year 2021 Draft Cohort Default Rate: 0%

The final rate will be out sometime in September but typically does not change from the draft rate.

Testing Center

The following charts display the January and February 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.

JANUARY 2024 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	44	5
ACCUPLACER	45	2
ACT	6	0
Certiport	0	0
HESI	8	0
Proctored Exams	0	0

FEBRUARY 2024 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	54	13
ACCUPLACER	109	65
ACT	0	0
Certiport	0	0
HESI	23	0
Proctored Exams	0	0

People in the News

Dr. Angel Mootispaw, Director of Instructional Technology, presented *Templates, Quality Assurance and Shared Governance Through Collaborative Leadership* for the January 17 Quality Matters Success Story. The presentation emphasized the transformative power of a student-first approach to collaborative leadership in higher education.

Addressing over 300 attendees, Dr. Mootispaw demonstrated how involving faculty in decision-making enhances distance learning quality and student outcomes. By establishing a committee of faculty, administrators, and stakeholders to govern online learning, the institution fosters shared governance, ensuring diverse insights and expertise in shaping digital strategies. This collaborative effort led to the development and implementation of a course template adhering to Quality Matters Standards, significantly improving distance learning quality.

The result was a notable increase in course completion rates, illustrating the effectiveness of integrating faculty input and a student-centered focus in distance learning environments. Dr. Mootispaw's insights provided a compelling case for the benefits of collaborative leadership and shared governance in achieving quality assurance goals in higher education's distance learning landscape.

Dr. Angel Mootispaw represented SSCC at the Cengage Limitless Learning Summit: The Future of Higher Education in February. This invitation-only event gathers esteemed leaders from the higher education sector to delve into the evolving landscape of learning and teaching.

At the summit, attendees engaged in expert-led workshops and panels, gaining invaluable insights into addressing the strategic challenges and curriculum needs of the future. The summit offered a unique platform for networking with like-minded peers and thought leaders, fostering collaborations that will shape the future of education. Dr. Mootispaw's participation underscores our institution's commitment to staying at the forefront of educational innovation, ensuring we are well-prepared to meet the demands of tomorrow's learning environment.

Doug Daniels, SSCC Police Academy Commander, was interviewed for an article for the K-9 Newsletter from Police Magazine. The article is titled, "How to Maximize the Benefits of K-9s and Drones." Daniels is also a senior law enforcement training officer, special deputy and remote pilot with the Highland County Sheriff's Office. Daniels currently serves as a FAASTeam (FAA Safety Team) Lead Representative & Drone Pro Member for the FAA's Flight Standards District Office in Columbus, Ohio. He is also the Midwest Deputy Regional Director for the Airborne Public Safety Association. He combined his drone expertise with a K-9 unit led by Capt. Matt Lunsford of the Preble County (Ohio) Sheriff's Department. Lunsford and Daniels began working together a few years ago when Lunsford, who oversees the Southwest Regional K-9 Training Group, which meets monthly to train, asked him to bring his drone over on a K-9 training day. Now Daniels tries to get there every month to familiarize the dogs with drones. He starts with a few simple exercises and then increases the difficulty.

Dr. Erika Goodwin, Vice President of Academic and Student Affairs, has been selected by the Ohio Athletic Trainers' Association for its Linda Weber Daniel Mentor Award. The award is given annually at the Association's Annual Meeting and Clinical Symposium in May during their Hall of Fame banquet. She was nominated for the award after her 27-year teaching career in Athletic Training/ Sports Medicine at Wilmington College where she is a Professor Emeritus of Athletic Training and Sport Sciences. The award is given to a person who has served as an outstanding role model, counselor, tutor, coach and/or guide in a mentoring/educational role.

HUMAN RESOURCES

Security

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

- Attended Highland, Fayette, Clinton (H.F.C.) Safety Council meetings for February and March.

- Received an update from the Department of Homeland Security regarding the Total Solar Eclipse. On April 8, 2024, a total solar eclipse will cross North America, passing over Mexico, the United States, and Canada. On this date, people within a 124-mile-wide band in the state of Ohio will experience a total solar eclipse. This will be an exciting celestial event and we want Ohioans and our visitors to enjoy the day safely. Areas in Ohio that are outside the path of totality will experience a partial eclipse. A total solar eclipse is a rare and spectacular event. On average, one happens somewhere on the Earth only once every 1.5 years. Only 21 total solar eclipses have crossed the lower 48 states in the entire existence of the United States. The last total solar eclipse visible in Ohio was in 1806. The next total solar eclipse in Ohio will be in the year 2099. A **solar eclipse** occurs when the moon casts its shadow on the Earth as it passes between the Earth and the Sun. A **total solar eclipse** occurs when the moon appears to totally obscure the Sun. Safety is the number one priority when viewing a total solar eclipse. It's never safe to look directly at the sun's rays, even if the sun is partially obscured. The only safe way to look directly at a partially eclipsed sun is through special-purpose solar filters, such as eclipse glasses or hand-held solar viewers. Be sure you're familiar with [solar eclipse safety tips](#).
- Scheduled to attend the Ohio Safety Congress & Expo®, hosted annually by the Ohio Bureau of Workers' Compensation in Columbus Ohio. The Congress is the nation's largest free occupational safety conference focusing on helping employers improve safety and health within their business. Over 7,000 attendees gain knowledge and earn continuing education credits by participating in over 150 educational sessions, workshops, and leading keynote presentations.

Recruiting and Onboarding

Academics

Nursing

In Nursing, **Meg Storrs'** title was changed to Health Sciences Navigator, retroactive to December 1. This coincides with the hire of **Kim Tinnel**, who began in early December as the Health Sciences Administrative and Clinical Coordinator.

New Clinical Instructor **Hannah Handra** joined the team beginning January 22.

Student Affairs

Financial Aid

Assistant Financial Aid Director **Jaime Simmons** has assumed the role of Interim Director of Financial Aid while the search continues for a replacement.

Work Study

Several new Work Study Students have been onboarded for the remainder of the Spring term. **Sevrin Florek** (reporting to Josh Montgomery), **Tanner Davidson**, and **Sydney Abney** (reporting to Ryan Hall).

Technology and Infrastructure

New Facilities Technician **Jeff Knauff** joined the SSCC team on February 26.

Workforce Development

Truck Driving Academy

Full-time TDA Instructor **Cody Truesdell** began his employment on February 12.

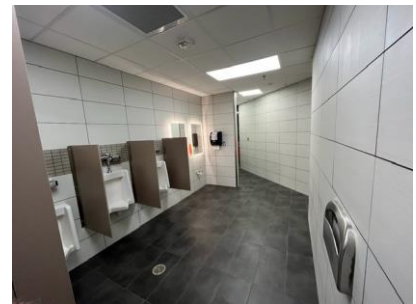
Adult Opportunity Center

The AOC position openings for the Wilmington and Mt. Orab locations were posted in January through mid-February. No candidate was selected.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Highland County Campus Restroom Renovation

The restroom renovation project has moved into its second phase. Demolition of the Annex restrooms began the week of March 18 (Pictures are from March 11). We received temporary occupancy clearance to begin using the South set of restrooms and awaiting a few more finishing touches before gaining occupancy for the North set. Special thanks to **Loren O’Cull** (Facilities Manager) for his dedication to being onsite during Spring break for construction to continue.



Student Multi-Factor Authentication

On December 11, student SSCC accounts began requiring Multi-Factor Authentication (MFA), and an informational campaign was used throughout the remainder of the semester break, reminding students to complete their portion of the setup before the next semester. MFA is an important information security protection and was enabled for faculty and staff over a year ago.

Special thanks to **Justin Hamilton** (Technology Support Supervisor) for being the primary point person on this project. Additional thanks to **Bob Snellman** (IT Manager), **Katy Markey** (Information Systems and Telecommunications Manager), **Tyler Bick** (Technology Coordinator), **Roberta Latham** (IT Specialist), and **Mason Lewis** (part-time IT Specialist Tech Support), and all faculty and staff who assisted students in completing the setup.

WORKFORCE DEVELOPMENT

Grants

ASPIRE

Enrollment has been the focus of the FY23 Program Improvement Consultation Plan, a plan required for all ASPIRE programs, which has increased from FY22 by 17.7%. Congratulations to the entire ASPIRE as they have worked toward their enrollment goals.

The ASPIRE program was invited and accepted the invitation to serve students at the Adams County Workforce Training Center in West Union. The program is thankful to Paul Worley and others who recognized the value of having a GED program at the new center.

RAPIDS

Equipment received in RAPIDS VI has been received, and the new MILO system was installed in room 186 at Central Campus. The MILO system was purchased to facilitate training for law enforcement, police academy students, and others in tactical situations. The three-screen, 180-degree scenario-based training system will help in range targeting, and various scenarios including hostage and active shooter, among others. Training on the system will occur at a date yet to be determined. After successful operational training, an open house will be scheduled to show the new equipment before scheduling it for training needs.

The institution has received its \$485K award from SUPER RAPIDS. The funds will allow for renovations of the Cyber Security lab (Room 102), a battery-operated prototype vehicle, two automatic tractors for the TDA, and new 3D printers, scanners, and storage racks for the Computer Information Technology program.

Workforce Development

Truck Driving Academy

MONTH	2022/2023	2023/2024
January	26	19
February	16	18
Fiscal Year to Date	157	159

The Truck Driving Academy is operating on a 94% pass rate for the 2023-24 fiscal year. The 2022/23 fiscal year ended with a 96% pass rate.

Non-Credit Training

Southern State is currently offering 29 sessions for leadership training. These sessions are four hours long and offer opportunities to participate at both Central and Brown Campuses. The first session was held on February 28, and eight participants learned about assertive conversations. The next class is held at the Brown County Campus and will feature Difficult Conversations.

The Work Force Development Team, along with Police Academy Instructor Doug Daniels, will be offering Basic Court Officer training. This training will take place over six days in April at the Highland County Workforce Development Center in Greenfield.

Communications and Marketing

Presence Report

Southern State Community College

Marketing Area	January	February
Press Release	8	2
Advertising / Print	2+	5+
Email Campaigns	1	1
Emails Deployed	25,000	25,000
Number opened	5,387	4,390
<i>Percentage Opened</i>	21.55%	17.56%
Clicks within content	684	688
<i>Percentage of total clicks</i>	2.74%	2.75%
Social Media/Geofencing	1	1
Impressions/ads Deployed	54,166	48,000
Clicks	534	371
<i>CTR (click through rate)</i>	0.99%	0.77%
Top 3 locations of activity	Wilmington, Greenfield, Fayetteville	Wilmington, Greenfield, Georgetown

Truck Driving Academy

Marketing Area	January	February
Email Campaigns		
Emails Deployed	25,000	25,000
Number opened	3,630	5,130
<i>Percentage Opened</i>	14.52%	20.52%
Clicks within content	718	704
<i>Percentage of open and clicked</i>	2.87%	2.82%
Audience Management	1	1
Impressions/ads Deployed	73,696	75,949
Clicks	104	105
<i>CTR (click through rate)</i>	0.14%	0.14%

Recent Southern State Appearances – Communications Activities and Involvement

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

Press Releases

- SSCC Theatre Hosts “Shawn’s Improv Workshop,” an Engaging Dive into Spontaneity, on January 20 (WNJ, TG) ([Student Success](#))
- SSCC Board of Trustees to meet January 18 and New Trustee Appointed (WNJ, RH)
- SSCC’s PN program celebrates graduation (TG, HCP) ([Student Success](#))
- SSCC announces honors lists for fall semester (WNJ, HCP, TG) ([Student Success](#))
- SSCC Board of Trustees to meet January 18 (Executive Session reminder) (WNJ, HCP)
- Southern State welcomes new Mental Health Counselor (RH, TG, WNJ) ([Student Success](#))
- Fall Semester scholarship application opens on February 1 at Southern State ([Enrollment](#), [Student Success](#))
- Southern State Launches Professional Development Program ([Workforce Development & Relevance and Excellence](#))
- SSCC scholarship money is available NOW to students majoring in healthcare – APPLY TODAY ([Student Success](#), [Enrollment](#))
- Associate of Business degree with Agriculture Concentration offered this Fall at Southern State ([Enrollment](#))
- Denny Kirk Appointed to SSCC Board of Trustees (*submitted by HCP*)

Advertising/Print/Direct Mail:

- January e-blasts promoting New Year, New Dreams, New Achievements ([Enrollment](#))
- January e-blast promoting the TDA program and upcoming start dates for Spring and Summer ([Enrollment](#), [Workforce Development](#))
- February e-blasts promoting Summer Semester ([Enrollment](#))

- February e-blast promoting the TDA program and upcoming start dates for Spring and Summer (*Enrollment, Workforce Development*)
- Mailing to high school seniors graduating in May, enrolled in CCP but not yet finished with us (623 students – mailed in January). (*Enrollment*)
- Mailing to the parents of high school seniors graduating in May, enrolled in CCP but not yet finished with us (623 – mailed to parents in February). (*Enrollment*)
- Mailed 63 new student info packets to current HS seniors in the area who recently took the ACT and declared an interest in attending a community college upon graduation (*Enrollment*)
- 2024 Fayette Co. Chamber Guide/Directory ad and write-up (*Enrollment, Relevance and Excellence*)
- 2024 Highland Co. Tomorrow publication (ad plus article) (*Relevance and Excellence*)
- 2024 Brown Co. Resource Guide ad (*Relevance and Excellence*)
- Wilmington HS yearbook ad (*Enrollment*)
- Wilmington HS student newspaper ads (*Enrollment*)

Social Media:

- Facebook Insights:
 - Reach: 61.0K (+74%) (*Relevance and Excellence*)
 - Engagement: 13.6K (+38%) (*Relevance and Excellence*)
 - Followers: 6.04K (*Relevance and Excellence*)
 - Page Likes: 5.7K (*Relevance and Excellence*)
- Facebook shout-out from the Highland County Chamber of Commerce for sponsoring their 12th Annual Ag is Everyone's Business event (*Relevance and Excellence*)
- The first employee spotlight of 2024 was Raven Amburgey from the Brown County Campus Test Center
- Ohio Department of Transportation scholarship opportunity post – shared on behalf of ODOT
- Facebook Ad – Virtual CCP Information Session for homeschooled/non-public students (*Enrollment, Relevance and Excellence*)
 - Reach: 1,879
 - Link Clicks: 25
- Facebook Ad - Director of Financial Aid (*Workforce Development & Relevance and Excellence*)
 - Reach: 16,754
 - Link Clicks: 116
- LinkedIn Insights:
 - Search Appearances: 98 (+4.3%) (*Relevance and Excellence*)
 - Page Views: 142 (*Relevance and Excellence*)
 - Followers: 5,107 (*Relevance and Excellence*)
 - Impressions: 6,784 (*Relevance and Excellence*)

- Average Engagement Rate: 5.23% (*Relevance and Excellence*)
- Instagram Insights:
 - Reach: 1.9K (*Relevance and Excellence*)
 - Impressions: 3,859 (+71.2%) (*Relevance and Excellence*)
 - Followers: 254 (+4%) (*Relevance and Excellence*)
 - Profile Visits: 113 (*Relevance and Excellence*)

Events/Publications

- Strategic Plan print materials (infographic, brochure, website for 2023-2025)
- 2024-25 Academic Catalog review process begins (*Student Success*)
- 2024 Fall Semester Registration Guide (*Student Success, Enrollment*)
- Spring Water Workshop brochures/ mailing (*Workforce Development*)
- Black History Month display
- Women’s History Month display
- Professional Development promotion (*Workforce Development*)
- Dean’s/President’s List Certificates (*Student Success*)
- 2024 Agriculture Outlook Event brochure and PR (*Workforce Development*)
- National Engineering Week – delivered cookies and info about our Engineering program to area manufacturing organizations/CTCs (7 places visited across 5 counties) (*Enrollment, Workforce Development, Relevance & Excellence*)
- 50th Anniversary Planning Kickoff Meeting – 25 SSCC employees in attendance (from faculty, staff, and administration) (*Relevance & Excellence*)

Recruitment

Presence Report

January 1 – 31

Campus Visits		Campus Visits	
Central Campus	5	Central Campus	4
Brown County Campus	2	Brown County Campus	1
Program Information Request		Program Information Request	
Business	37	Business	17
Law Enforcement	4	Law Enforcement	1
Health Sciences	34	Health Sciences	25
Engineering	1	Engineering	1
Computer Science	3	Computer Science	2
HSSR	13	HSSR	8
Education	7	Education	4
AA/AS	13	AA/AS	10

Events Attended (January):

- Brown County Chamber of Commerce Breakfast

Events Attended (February):

- Batavia High School Transition Fair

College Credit Plus Nights (January):

- Western Latham High School
- Madison Plains High School
- North Adams High School
- Western Brown High School
- Williamsburg High School
- Loveland High School
- Southern Hills Career Technical Center
- Lynchburg-Clay High School

College Credit Plus Nights (February):

- Virtual CCP Night (2)-Hosted by SSCC
- Wilmington High School
- Batavia High School
- Unioto High School
- Peebles High School
- Blanchester High School
- Georgetown High School
- Clinton Massie High School
- Waverly High School
- Fairfield High School

Event Review:**Spring New Student Orientation**

- Participation:
 - Central Campus—Students: 13; Staff: 10; Faculty: 3
 - Brown Co. Campus—Students: 8; 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)

Professional Development (January):

- Brown L.E.A.D.S.

Professional Development (February):

- Brown L.E.A.D.S.
- OACAC Webinar-College Fairs: Approved vs Sponsored

Projects:

- ASPIRE Outreach
- Summer Orientation
- Community Outreach
- Recruiting Workshop
- Pike County CTC Visit