

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.

SEPTEMBER 2024 | DR. NICOLE ROADES, PRESIDENT

Fall 2024 Enrollment

On August 26, we welcomed new and returning students back to college. Credit hour enrollment on the first day reflected an 8.3% overall enrollment increase over the previous term. However, enrollment shifts over the first few weeks of the term are consistent with past trends. For the period ending September 11, when most of the drop/add adjustments have been accounted for, overall enrollment reflected a 5.7% increase. Gains of 10.5% in CCP enrollment and .4% increase in non-CCP hours suggest that the College continues to rely heavily on CCP enrollment while holding non-CCP enrollment steady.

Thank you to the entire faculty and staff for the outstanding efforts to grow enrollment. Volunteers for Patriot Palooza activities, extended hours, retention efforts for special populations, exceptional organization and communication in the CCP space, and generally delivering top-notch service make a difference in the long run.

Strategic Enrollment Planning and Academic Program Demand Analysis Update

As mentioned in the August report, efforts are underway to implement one of the primary goals of the 2023-2025 Strategic Plan. Consistent with our long-range goal of strengthening our non-CCP enrollment, a strategic enrollment management plan will help us to identify goals and strategies to fulfill this overall goal.

Three firms were invited to submit proposals, all highly reputable with extensive experience in the two- and four-year sectors. Among the proposals include:

- Ruffalo Noel Levitz, LLC (RNL)
- SEM Works
- American Association of College Registrars and Admission Officers (AACRAO)

Additionally, I spoke with a sister institution that had expressed interest in partnering to assist with the plan. This was part of a broader efficiency conversation, and while the current project was not the right fit, I hope similar possibilities can be considered in the future.

Following my interview with representatives from these firms, a team including members of the President's Council, Student Services, Communications, and Faculty were invited to review the proposals and offer insights from their unique perspectives on the proposal they felt would be the best fit for Southern State.

Southern State Proudly Hosts Guests from Ohio Senate, Intel, Amazon, and Honda LG



Pictured L to R: Brian Birkhimer (SSCC), Dr. Nicole Roades (SSCC), Senator Shane Wilkin, Angela Topper (Honda LG), Kevin Hoggatt (Intel), Merle Madrid (Amazon), and Amy McClellan (SSCC).

In cooperation with Ohio Senator Shane Wilkin's Office (17th District), guests from some of Ohio's most distinguished employers visited our Central Campus in Hillsboro. Aiming to magnify the connection between rural community colleges and the larger industry landscape, the Southern State team highlighted our regional impact, agility, and vision for the infrastructure improvements, specifically the new computer science renovation. Additionally, the team highlighted the various efforts underway to enhance our relevance and contributions to the workforce, including our affiliations with OACC and the Semiconductor Collaboration, Amazon's Career Choice program, the American Association of Community Colleges, Cyber for All grant initiative, and Ohio's Choose Ohio First Scholarship program.

On behalf of Southern State, we extend sincere appreciation to Senator Wilkin and his legislative aides, Courtney Haley and Mikayla Van Brederode, for their help coordinating this meeting and helping position Southern State so well among such an influential group of industry leaders. Special thanks also to Southern State team members **Ms. Amy McClellan**, Executive Director of Workforce Development, **Mr. Brian Birkhimer**, Assistant Professor of Computer Science, and **Dr. Josh Montgomery**, Professor of Computer Science. Additionally, Southern State computer science alumni **Cole Newsome** and **Kayla Bradshaw** assisted with guided tours through the computer science lab.

Guests included Mr. Kevin Hoggatt, Director of Government Affairs for Ohio (Intel Corporation), Angela Topper, Human Resources (Honda LG), Merle Madrid, (Amazon), Senator Shane Wilkin (Ohio's 17th District), and legislative aids, Courtney Haley and Mikayla Van Brederode.

President's Activities and Involvement

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

- Photo with Joyce Fender Scholarship Recipient and Donor
- Ribbon Cutting at OSU Extension Building
- Meeting and Discussions with ACRMC Representatives
- STEEL Conference Committee Meeting
- OACC President's Bi-Weekly Meetings
- Interviews for the Human Resources Director Position
- Long-Term Planning/Facilities Committee Meeting
- Ohio IMAP Partnership Discussion | SSCC and Graduation Alliance & Course Demo
- SSCC All-College Meeting and Professional Development Trainings
- Deep Data Dive | Information Assurance and Cybersecurity
- Highland County Chamber of Commerce Board Meeting
- SSCC Foundation Quarterly Meeting
- New Student Fall Orientation | Brown County Campus
- Faculty Senate Meeting
- Strategic Enrollment Management Plan Consulting Calls
- Highland County Chamber of Commerce | Business After Hours
- Photo with Dr. Sherry and Michael Stout Scholarship Recipient and Donors
- STEEL Conference Interview

- SSCC Manufacturing Program Review Bi-Weekly Meetings with TPMA
- Introductions and Exploration | SSCC, Senator Wilkin, Amazon, Intel, and Honda LGES
- NCB Annual Giving Campaign Event | SSCC Foundation
- STEEL Conference Committee Meeting
- Campus Speaker Series | Bystander Training
- Call with Tech Prep Representative

ACADEMIC AND STUDENT AFFAIRS

ACADEMIC AFFAIRS

Opening Week of Fall Semester

Fall Semester officially kicked off with the opening week of faculty back on campus the week prior to the start of classes. The All-College meeting took place in the lobby at Central Campus on Tuesday, August 20 with **Dr. Nicole Roades** welcoming faculty and staff to a new year and giving a variety of updates. Employee service milestones were recognized, and lunch was enjoyed by all afterward. Various other meetings and sessions were held throughout the week. The Highland County Health Department presented a session on Narcan Education and Training. **Brian Rice** presented the first Deep Data Dive of the 2024-2025 Series on Information Security and Cybersecurity. Required employee training was conducted including Title IX and Sexual Assault, as well as optional AED training. Special thanks to **Tom Payton, Dr. Peggy Chalker, Mr. Bruce Fugate, and Beth Manns** for facilitating these required training sessions. This week is used as much for professional development as it is for opening meetings and academic sessions.

Fall 2024 Term Enrollment

What a great start to a new school year! The following program enrollment numbers have shown a great increase from last Fall:

- | | |
|----------------------------------|-------|
| • Law Enforcement | ↑ 50% |
| • Human & Social Services | ↑ 35% |
| • Airframe Certificate | ↑ 29% |
| • Aviation Maintenance | ↑ 23% |
| • LPN (Licensed Practical Nurse) | ↑ 20% |
| • Early Childhood Education | ↑ 19% |

- HSSR: Chemical Dependency ↑ **17%**
- Electro-Mechanical Engineering ↑ **14%**
- Accounting ↑ **11%**
- Computer-Aided Design ↑ **10%**

Brown County Campus | Academic Year Start-Up

Students were given their first academic challenge for the year with navigation to the campus. Surprised students who were not following social media or email notices were confused with the road disappearance. No students, however, were permanently lost or discouraged by the adventure.

Dean and Brown County Campus Director **Dr. Peggy Chalker** reported a trend that was noticed during the first two weeks of classes. Students requesting course drops were replacing drops with other courses instead of walking away or looking for online solutions. Students expressed their pleasure of being back in a classroom setting and appreciated hybrid options as well.

Study Abroad – May 2025 | Intercultural Studies in Italy/Greece

Explore the cultural riches of Italy and Greece next Spring with SSCC students, staff, faculty, and friends. This will be SSCC's 8th trip abroad since the start of the program and second trip to these countries. Travelers depart for 10 days in May from Cincinnati, explore the Tuscany/Florence region and Rome, Italy, and then fly to Athens, Greece to discover the ancient histories of Delphi and Athens. Sign-up is now underway for all interested.

Program Vitality / Retrenchment/ Underutilization of Faculty Review

VP of Academic and Student Affairs, **Dr. Erika Goodwin**, notified the SSEA president and Faculty Senate Chairperson of the annual Program Vitality and Program Retrenchment/ Underutilization of Faculty Review that will be done this fall. See the appendices for copies of the letters. Program Vitality includes a review of the following areas:

1. Viability – Enrollment, Retention, Graduation Rates, Net Revenue Margin
2. Academic Quality – Advisory Committee Engagement, Accreditation Status, Program Assessment
3. Students – Demographic Profile, Student Satisfaction (where available)
4. Faculty – Credentialing, FT/PT Ratio (where relevant)
5. Market – Labor Market Outlook

A basic SWOT analysis will be included to offer greater faculty insight into their projections for the future. If programs are recommended by the VPAA for cancellation, the President will meet with the Program Review Committee to review recommendations and the report prior to final decisions being made on November 22. Decisions on the disposition of the recommendation shall rest with the President. The VPAA will conduct a Program Retrenchment/Underutilization of Faculty Review due to continued low enrollment numbers in various areas. She anticipates proposed reductions. As outlined in 13.032 of the Agreement, "Individual faculty who will be affected by the proposed reduction will be notified by the end of Fall Semester that their contract will be terminated at the conclusion of their 2024-2025 contract." Dr. Goodwin will provide additional comments about this review at the Board meeting.

Dean of Academic Affairs Report

Dean **Dr. Jeff Montgomery** reports a good start to the semester. "It's nice to see cars in the parking lot!" The assessment schedule has been set for 2024-25 and there will be one professional development opportunity in October and one in January. Co-curricular reports are starting to trickle in from faculty, although the final shape of the report is still being discovered. Two programs are scheduled to be reviewed this Fall, Foreign Language (FLNG) and Psychology (PSYC), with FLNG going first in October. Faculty evaluations are also scheduled for October.

Director of Instructional Technology Report

Dr. Angel Mootispaw submitted the following list of activities for August:

August Activities	
	Angel
<i>Emails</i>	401
<i>Phone Calls</i>	44
<i>Text message</i>	178
<i>Faculty Meetings</i>	7
<i>New BluePrint Courses</i>	7
<i>Updated BluePrint Courses</i>	12
<i>Webinars/PD Attended</i>	3
<i>Presentations/PD Provided</i>	2
<i>Other Meetings (Committee, department, etc.)</i>	14

Meetings / Webinars

- QM Ohio Executive Meeting
- AI Ethics, Governance, and Practice in Higher Education
- ED's Evolving State Authorization and Professional Licensure Requirements
- Thompson Coburn 2024 Title IX Training Series
- DOJ's New Guidelines for Accessibility
- Distance Ed at a Crossroads: Changing Landscape of New Regulations

7 New BluePrint courses were designed and implemented

1. BP ENGL 1101 OER 8 Week
2. BP FNAR 1104 OER
3. BP FNAR 1104 OER 8 Week
4. BP HIST 1110 8 Week
5. BP PSYC 1111 8 Week
6. BP HIST 1151 OER
7. BP HIST 1151 OER 8 Week

12 BP Courses Updated to reflect Curriculum Changes or OER Updates

1. BP COMM 1115
2. BP EDUC 1140
3. BP EDUC 1163
4. BP EDUC 2217
5. BP EDUC 2220
6. BP ENGL 1101 OER
7. BP ENGL 1102 OER
8. BP HIST 1110
9. BP PSYC 1110
10. BP PSYC 1110 8 Week
11. BP PSYC 1111
12. BP REST 1171

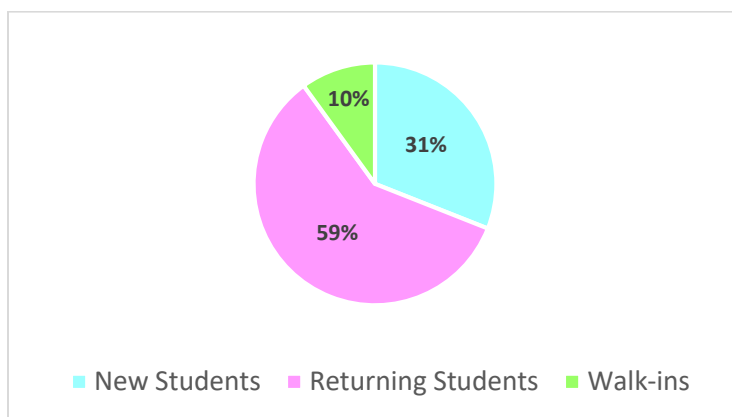
STUDENT AFFAIRS

The Student Affairs area saw a very busy August under the leadership of Dean **Dr. Jessica Wise**. In addition to high student demand of the areas, staff maintained many late evenings and even Saturdays to support the load. Two evening New Student Orientations were held the week before classes started and most of the staff worked on the Saturday before classes started on August 26.

Academic Advisors

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

NEW: TRAD/NON- TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON- TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	WALK-INS	TOTAL ADVISING*
129	87	216	276	141	417	70	703



Accessibility and Learning Services (A&LS)

There are currently **50** students registered with Accessibility Services with several other students are in the process of registering. That number is anticipated to increase this term.

Ryan Hall (A&LS Coordinator) is working with **Cathy Zile** (LMS Administrator) to audit Canvas to identify accessibility issues in order to improve student accessibility in Canvas. This is an ongoing project. While meeting with a vendor this summer, a resource was identified that would be tremendous for ALL students. A meeting with a representative from Opportunities for Ohioans with Disabilities (OOD) has been set up for September 12 to discuss possible funding options.

Ryan is now Accuplacer-certified to help proctor Accuplacer tests as needed and is also working with students and faculty to coordinate proctoring logistics for first exams and quizzes.

Tutors|Coaches have had 10+ tutoring sessions with students since the start of the Fall term.

Tutoring services are offering 66 hours of service each week to students for the Fall term (serving both campuses and online students). These 66 weekly hours are nearly a 60% increase compared to Fall 2023 tutoring availability.

For Fall 2024, A&LS has two Peer Academic Mentors (PAM): Tanner Davidson and Riley Cook.

- Tanner has been a PAM since the Spring 2024 term. He is assisting in the much-needed areas of IT and computer-related courses, algebra, allied health math, and chemistry.
- Riley is assisting as a PAM via her HSSR practicum. She helps students with intake, learning style assessment, time management, Canvas, as well as other general coaching activities. Riley was also a PAM in Spring 2024, joining us later in the term.

Work is being done with Academic Coaches on developing and launching short tutorial videos on a variety of subjects, specific to Math and English. Six videos have been made so far and the Communications Department is assisting with branding and editing before videos are posted online. Five 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 tutoring and coaching services. A video on Plagiarism was recently developed and published. Work is also being done with the Communications Department to develop flyers, social media, and other communications in promoting Learning Services to students.

Admissions

Fall semester (August 2024) data:

- NEW APPLICANTS:
 - Traditional/non-traditional students who submitted new applications or readmits:
 - 770 (159 were 2024 high school graduates)
 - Of those 770 students who applied, **262** registered for Fall 2024 classes (50 HS grads)
- CCP APPLICANTS:
 - CCP students who applied for the 2024-2025 school year: 1040
 - CCP applications completed and accepted: 871 (of the 871, 676 registered for Fall 2024)

- CCP applications denied: 29
- CCP applications that are still incomplete: 97

Financial Aid

- Financial Aid will have its yearly audit during the month of September. Auditors will be on campus the week of September 3 and then again toward the end of September.
- Fiscal Operations Report and Application to Participate (FISAP) has been completed and submitted for approval to the Department of Education.
- Peebles High School was chosen by the State of Ohio to put on a FAFSA workshop for 2024 graduates. SSCC was asked to help with this event on August 29 from 5-7:00 pm.
- We have applied for the Second Chance Grant funding again and can now start awarding this to students who qualify. The application can be found on our website under financial aid/scholarships. To be eligible for this grant, a student must meet the following criteria:
 - A current resident of the State of Ohio
 - Students' last term of enrollment was no earlier than Fall 2019 and no later than Fall 2023
 - Student applicants must be enrolled in Fall 2024 courses required for their academic program
 - Students who have not yet earned an associate or bachelor's degree from ANY college or university
 - In good academic standing with no disciplinary issues when stopped out
 - Must complete the Free Application for Federal Student Aid (FAFSA) and accept any need-based state or federal grants to which entitled
 - Cannot be a recipient of any of the following Ohio scholarships: Choose Ohio First, Ohio Safety Officers College Memorial Fund, War Orphans and Severely Disabled Veteran's Scholarship Program, Ohio National Guard Scholarship
 - MUST declare a major at Southern State Community College
 - Students must order official transcripts from former institution(s) to be sent directly to Southern State Community College

Records | Registrar

Summer Degrees Conferred

The Summer semester ended on Tuesday, July 30. A total of 31 degrees, 3 certificates, and 8 less-than-1-year (LT1) certifications were successfully completed.

SUMMER 2023 DEGREES CONFERRED	
DEGREE CERTIFICATES	# CONFERRED
AA – Associate of Arts	15
AS – Associate of Science	10
AAB – Associate of Applied Business	3
AAS – Associate of Applied Science	3
ATS – Associate of Technical Studies	0
Certificates	3
LESS-THAN-1-YEAR CERTIFICATIONS	#
Real Estate (conferred 7.28.2024)	7
Real Estate (conferred 6.16.2024)	1

Amazon Career Choice Program

After one year of SSCC as an Amazon Career Choice-approved school, there are now 17 Amazon employees who have chosen to attend Southern State. The benefit is paid directly to SSCC to be applied toward the student's tuition and fees.

Testing Center

The following chart shows the August 2024 testing activity of both campus testing centers. Testing is provided for those testing with Pearson Vue, taking an Accuplacer, the HESI exam for the nursing program application, ACT WorkKeys, Certiport, and proctored exams.

AUGUST 2024 TESTING ACTIVITY LOG			
TEST	CENTRAL TESTING CTR	BROWN CO. TESTING CTR	TOTALS
Pearson Vue	15	21	36
ACCUPLACER	235	142	377
HESI	7	4	11
ACT WorkKeys	3	0	3
Certiport	0	1	1
Proctored Exams	0	1	1
*ACCUPLACER	0	0	25
TOTALS:	260	169	454

*ACCUPLACERS given at Paint Valley HS and Southern Hills CTC

Learning Management System (LMS) Administrator Report

During the month of August, **Cathy Zile**, initiated and responded to more than 260 emails, questions, and requests; made nearly 120 schedule adjustments; and assisted numerous students and faculty in a variety of Canvas technical situations. Ms. Zile conducted Canvas Training sessions for both New Student Orientations prior to the first week of classes.

Security

Gary Heaton, the College's Security and Emergency Response Coordinator, attended the Ohio School Safety Summit on July 31 and August 1. This networking event included behavioral threat assessments, active assailant training, a non-traditional approach to school security, and two keynote speakers, including "Turning Pain into Purpose" by Max Schachter, a father of a fatal victim at the Parkland school shooting. Governor DeWine also spoke to the nearly 1,300 attendees. Heaton also met with Dave Bushelman, Highland County Emergency Manager, and discussed MARCS update, using college for area safety summit, responded to several calls for assistance from the YMCA daycare center, and performed routine security checks.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Central Campus HVAC Renovation

Due to the HVAC cooling tower's catastrophic failure in February and temporary repair before the cooling season, Heapy Engineering prepared a separate Cooling Tower Bid Package. Trane/EVAPCO was the lowest responsive and responsible bidder. The State Controlling Board approved the tower's expenditure on August 19, and it was ordered with a ship date yet to be determined.

The current cooling tower suffered another significant issue in late August, requiring substantial work to replace a bearing and install new fan drive belts.

The RFQ window for submissions from D-B contractors for the complete project ended on September 9 and three responses have been received from Sauer Group, Brewer Garrett, and Square 1.

Parking Lot Sealcoating

In June, the parking lots of both SSCC campuses received new seal coatings. The lot at our Central Campus in Hillsboro was last sealed in 2021, and the one in Mt. Orab had not been sealed in many years.

WORKFORCE DEVELOPMENT & COMMUNICATIONS

Grants

Reports

The semi-annual RAPIDS II-VI report was successfully submitted to the Ohio Department of Higher Education. The report provides updates on the projects associated with RAPIDS equipment in versions II-VI, including equipment in Engineering, Nursing, Computer Science, Truck Driving Academy, and Law Enforcement.

Applications

The Ohio Department of Higher Education released the RFP for another round of the Commercial Truck Driver Student Aid program. The program will share \$2.54 million among 35 schools and companies to assist with the training of CDL students in Class A and Class B. The College submitted a funding request. The announcement of awards is expected in October/November. Previously, the College received funding in rounds I, II, and III totaling \$183,278.

In partnership with Graduation Alliance, a program application was submitted to the Governor's Office of Workforce Transformation for IMAPS (Individual Microcredential Assistance Program) participation. The funding would allow those in economically challenging areas to certify in various areas associated with EPA-608 (refrigerants). Graduation Alliance provides the instruction for these certification classes. Graduation Alliance is a current Southern State Community College partner as a service provider for the 22+ Adult Diploma Program.

Program Updates

Interviews were conducted for the Choose Ohio First Scholarship, and five individuals were selected to participate in Cohort I of the five-cohort program. The scholarship awards tuition, some fees, and books to a select group of Computer Information Technology students. These students are required to maintain a 3.0 GPA throughout their program and attend events and activities.

As part of the Super RAPIDS funding program, the floor renovation in room 102 is complete, and new furniture and equipment will be installed in the first part of October.

The ASPIRE program held orientation in August with 46 registrants for classes at multiple sites. The program also submitted its final expenditure report for the 2023/2024 academic year.

Ohio Code Scholar Program

On August 6, the Ohio Code Scholar program held a professional development session for K-12 teachers. These teachers completed the project build that they will instruct in their classrooms this academic year. The fiscal and participation requirements were also reviewed. Currently, 566 students are participating in the program, and an additional five schools are still waiting to report their enrollment numbers for the project.

Workforce Development

Truck Driving Academy

	2022/2023	2023/2024	2024/2025
JULY	15	43	8
AUGUST	25	14	17
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	25

Angie Devilbliss, Office Manager, and **JT Smith**, Director, attended a recruitment event at the Sharonville Conference Center on August 29 to market the TDA program to the Cincinnati area during the program fair for the community.

Communications and Marketing

Presence Report

Southern State Community College

Marketing Area	June	July	August
Press Release	10	5	9
Advertising / Print	5+	10+	10+
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number Opened	4,909	4,071	4,391
<i>Percentage Opened</i>	19.64%	16.28%	17.56%
Clicks within content	559	515	729
<i>Percentage of total clicks</i>	2.24%	2.06%	2.92%
Social Media/Geofencing	1	1	1
Impressions/ads Deployed	44,312	46,799	50,746
Clicks	267	471	339
<i>CTR (click through rate)</i>	0.60%	1.01%	0.67%
Top 3 locations of activity	Wilmington, Greenfield, Georgetown	Wilmington, Clinton Co. Fair, Lake Waynoka - Sardinia (big event on 7/20 open to public)	Wilmington, Greenfield, Georgetown

Truck Driving Academy

Marketing Area	June	July	August
Email Campaigns			
Emails Deployed	25,000	25,000	25,000
Number opened	4,064	4,904	3,902
<i>Percentage Opened</i>	16.26%	19.62%	15.61%
Clicks within content	611	553	612
<i>Percentage of open and clicked</i>	2.44%	2.21%	2.45%
Audience Management	1	1	1
Impressions/ads Deployed	73,295	54,171	57,311
Clicks	90	121	67
<i>CTR (click through rate)</i>	0.12%	0.22%	0.12%

Recent Southern State Appearances

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

Press Releases

- Auditions for Southern State Community College Theatre's "Radium Girls" will be August 30 and 31 (Times-Gazette, Highland County Press)
- SSCC Awards Dr. Lawrence and Gale Dukes Scholarship to Andrew Pontious, Mia Snyder, and Elizabeth Young (WCH Record-Herald, Highland County Press) ([Student Success](#))
- SSCC Board of Trustees to meet August 15 (Highland County Press)
- SSCC Awards Joyce Fender Family Scholarship to Larissa Brumley (Wilmington News Journal, Highland County Press) ([Student Success](#))
- Southern State to Celebrate Healthcare Simulation Week on September 18 (Highland County Press) ([Enrollment](#), [Relevance and Excellence](#))
- SSCC announces honors list for summer semester (People's Defender) ([Student Success](#))
- Advance your Career with Southern State's Professional Development Series (Wilmington News Journal, Highland County Press) ([Workforce Development](#))
- SSCC Awards Dr. Sherry and Michael Stout Scholarship to Marianne Price ([Student Success](#))
- Southern State Student Named 2024 Coca-Cola Leaders of Promise Scholar ([Student Success](#))

Advertising/Print/Direct Mail

- August e-blasts promoting Fall Semester – Last call for Fall Registrations sent August 1. ([Enrollment](#))
- August e-blast promoting the TDA program and upcoming start dates for Fall/Winter ([Enrollment](#), [Workforce Development](#))
- Clermont Co. HS Football Preview ads, Adams/Brown HS Fall Sports ads ([Enrollment](#))
- Highland Co. Fair ads ([Enrollment](#))
- Highland Co. First and Ten Football Preview ads ([Enrollment](#))
- 2024 Clermont County Resource Guide ad ([Enrollment](#))
- Fayette County HS Fall Sports publication ad ([Enrollment](#))
- Highland County HS Fall Sports publication ad ([Enrollment](#))
- Highland Co. Labor Day ad special promoting spring semester registration ([Enrollment](#))

Social Media

- Facebook: Reach: 101.4K (+62%) ([Relevance and Excellence](#)), Engagement: 10.6K ([Relevance and Excellence](#)), Net Followers: 93 (+13%) ([Relevance and Excellence](#)), New Followers: 38 (+5.6%) ([Relevance and Excellence](#))

- ✓ Employee Spotlights: *(Relevance and Excellence)* -- Sydney Abney and Lakyn Hupp
- LinkedIn: Impressions: 4,786 *(Relevance and Excellence)*, Reactions: 346 *(Relevance and Excellence)*
 - ✓ Professional Development Post: CTR: 4.35% | Engagement Rate: 4.35% *(Relevance and Excellence, Workforce Development)*
 - ✓ Summer Semester Honors List Post: CTR: 1.69% | Engagement Rate: 5.08% *(Student Success, Relevance and Excellence)*
 - ✓ Healthcare Simulation Week Post: CTR: 0.84% | Engagement Rate: 2.8% *(Relevance and Excellence)*
- TikTok: New followers (from the video mentioned below) is 2
 - ✓ "POV: It's your first day back on campus" Video *(Relevance and Excellence)*, Views: 1,457, Traffic Source (For You Page): 98.0%, Average Watch Time: 3.8S, Watched Full Video: 1.99%
- Search Queries:
 - ✓ "southern state community college" 44.4%
 - ✓ "Southernstatecc" 33.3%
 - ✓ "southernstatecc" 22.2%

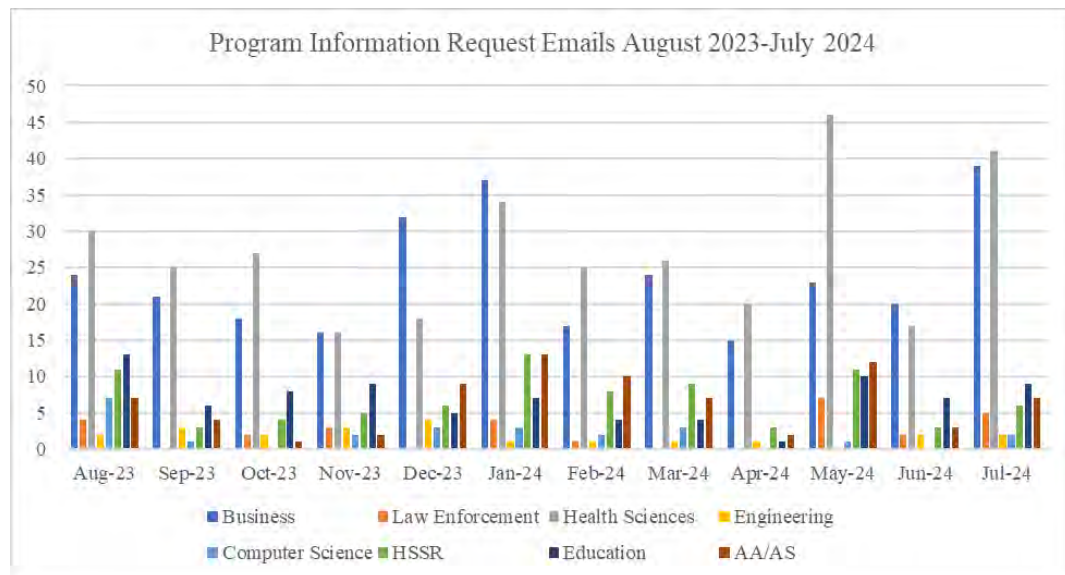
Events/Publications

- Fall Water Workshop Brochures/mailing for Mt. Orab event *(Workforce Development)*
- Opening Week Activities – coordinated faculty/staff professional headshots
- Fayette Co. Chamber Annual Meeting event table sponsor and silver investor renewal *(Relevance and Excellence)*
- Dean's List Certificates *(Student Success)*
- Brown County Fair branded shirts *(Relevance and Excellence)*
- PTK call campaign – students who are eligible to join (approx. 600 students) *(Student Success)*
- Recruiting event at Fayette Co. Farmers Market (wrap up of Summer Patriot Palooza) *(Enrollment)*

Recruitment Presence Report August 1 – August 31

Campus Visits	
Central	2
Brown	0
Program Information Requests	
Business	30
Law Enforcement	4
Health Science	34
Engineering	3
Computer Science	0
HSSR	12
Education	14
AA/AS	3

The following shows the program information request emails from August 2023 – July 2024.



Business Average per Month:	23.8
Law Enforcement Average per Month:	2.3
Health Science Average per Month:	27.1
Engineering Average per Month:	1.8
Computer Science Average per Month:	2
Human and Social Services Average per Month:	6.8
Education Average per Month:	6.9
Associates of Arts/Associate of Science Average per Month:	6.41

Events Attended & Professional Development

SSCC Recruiter, **Kaylynn Bell-Wolfinger**, attended the following events and professional development sessions:

- Brown County Educational Service Center Professional Development Day
- Brown L.E.A.D.S.
- Battle of the Bands
- Jenzabar Article: To Improve Student Success, High Ed Might Need to Shift How it Views Community
- OACAC Webinar: The Admissions Counselor Malaise: Addressing the Staff Morale Crisis in College Admissions
- The Chronicle of Higher Education Webinar: What's Next for Dual Enrollment?
- Transfer Talk Tuesday

Other Events

New Student Orientations were held at both campuses in August. There were 65 students in attendance at Central Campus. The event was supported by 5 faculty, 16 staff members, and 7 outside entities. At the Brown County Campus, there were 33 students in attendance, 5 faculty, 11 staff members, and 4 outside entities.

As a continuation of the series, *Everyone's a Recruiter*, this month's topic covered student organizations. The workshop reviewed the basics of the student organization on campus (eSports, Theatre, PTK, and Campus Ministries). Ten people were in attendance for the workshop.



SOUTHERN STATE COMMUNITY COLLEGE

To: Mr. Russ Clark, SSEA President
Mr. Jody Bishop SSCC Faculty Senate Chairperson
Dr. Jeff Montgomery, Program Review Committee Chairperson

CC: Dr. Nicole Roades, President

From: Dr. Erika Goodwin, Vice President of Academic & Student Affairs

Date: August 26, 2024

Re: Notification of Program Retrenchment/ Underutilization of Faculty Review

Pursuant to Article XIII of the SSEA/SSCC Agreement, I am providing this notification that the College will initiate a review during Fall 2024 semester for underutilization of faculty and/or program retrenchment in conjunction with the program vitality review. Continued low enrollment numbers in various areas necessitates this review. As outlined in 13.032 of the Agreement, "Individual faculty who will be affected by the proposed reduction will be notified by the end of Fall Semester that their contract will be terminated at the conclusion of their 2024-2025 contract." As the Vice President of Academic and Student Affairs, I have been charged as the project owner and will work in collaborations with Deans, select faculty, and the Program Review Committee in shaping the report.

Please note the procedures as outlined in **Article 13**, Reduction in Force (page 31):

13.031 PROCEDURES:

1. The Chief Academic Officer (CAO) will provide notification, within ten (10) days of the start of Fall term, including rationale, to the following parties in writing:
 - a. The **SSEA President**
 - b. The **President of Faculty Senate**
 - c. The **chairperson of the Program Review Committee**
2. Upon issuance of this notice the **chairperson of the Program Review Committee** shall convene a meeting to review the available relevant information, including from potentially affected faculty members, and prepare a report to address the issues and possible alternative actions.
3. **CAO will provide a submission deadline for the report.** This report will be submitted to the Chief Academic Officer. The CAO will include this report along with their recommendations regarding proposed actions to the President.
4. The **President** will meet with the Program Review Committee to review the recommendations and the report prior to final decisions being made.
5. Decisions on the disposition of the recommendations shall rest with the **President**.

The report will be presented to the Program Review Committee during the **November 15, 2024** meeting. Any disputes in the data collected can be directed to the Chief Academic Officer by **November 19, 2024**. Any rebuttals will be included in the final report submitted to the President on **November 20, 2024**. the President will meet with the Program Review Committee to review recommendations and the report prior to final decisions being made on **November 22, 2024**. Individual faculty affected by the reduction will be notified by **December 14, 2024** that their contract will be terminated at the conclusion of their 2024-2025 contract.



SOUTHERN STATE COMMUNITY COLLEGE

To: Mr. Russ Clark, SSEA President
Mr. Jody Bishop, SSCC Faculty Senate Chairperson
Dr. Jeff Montgomery, Program Review Committee Chairperson

CC: Dr. Nicole Roades, President

From: Dr. Erika Goodwin, Vice President of Academic & Student Affairs

Date: August 26, 2024

Re: Notification of Program Vitality Review

Pursuant to Article XIII of the SSEA/SSCC Agreement, I am providing this notification that the College will initiate a data monitoring review of program vitality measures and basic SWOT analysis for the academic year, beginning Fall 2024. As the Vice President of Academic and Student Affairs I have been charged as the project owner and will work in collaboration with Deans, select faculty, and the Program Review Committee in shaping the report.

The final report will include recommendations for cancellation.

Similar to the analysis conducted in past reports, data will be monitored in the following measurement areas:

1. Viability – Enrollment, Retention, Graduation Rates, Net Revenue Margin
2. Academic Quality – Advisory Committee Engagement, Accreditation Status, Program Assessment
3. Students – Demographic Profile, Student Satisfaction (where available)
4. Faculty – Credentialing, FT/PT Ratio (where relevant)
5. Market – Labor Market Outlook

A basic SWOT analysis will be included to offer greater faculty insight into their projections for the future.

Among the programs that will be included in this analysis are all degrees, certificates, and short-term certifications within the following academic areas:

Accounting
Business Management
- Real Estate

Computer Technology

Early Childhood Education

Paraprofessional Education

Engineering

- Aviation Maintenance
- Mechanical Design Technology
- Electro-Mechanical Engineering

Human & Social Services

Human & Social Services: Chemical Dependency

Law Enforcement

Medical Assisting

- Phlebotomy
- Medical Assisting Technology

Nursing

- Registered Nursing
- Licensed Practical Nursing

Faculty will be offered the same information as used by the Program Vitality Review Team. The report will be presented to the Program Review Committee during the **November 15, 2024** meeting. Any disputes in the data collected can be directed to the Chief Academic Officer by **November 19, 2024**. Any rebuttals will be included in the final report submitted to the President on **November 20, 2024**.

If programs are recommended for cancellation, the President will meet with the Program Review Committee to review recommendations and the report prior to final decisions being made on **November 22, 2024**. Decisions on the disposition of the recommendation shall rest with the President.