

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



SOUTHERN STATE
COMMUNITY COLLEGE

JUNE 2025 | DR. NICOLE ROADES, PRESIDENT

Senate Bill 1 Effective June 27

Passed by the Senate earlier this year, the effective date of many of the Bill's most substantial topics is June 27 or December. For your reading enjoyment and discussion at the meeting, I have included a copy of the Final Analysis as provided by the Ohio Legislative Services Commission as well as the latest calendar of effective dates.

At the local level, we have divided the work into the following categories and assignments.

- Trustee Education
- Statement of Commitment
- Faculty Compliance Policies
(performance evaluation, workload, student/peer evaluation)
- Treatment of all Faculty, Staff, and Students
- Student and Faculty Policy Complaints
- Compliance with ODHE Guidelines on Submission of Policies and Reports
- Five-Year Summary of Costs
- Topic
- Public Posting of Course Syllabi
- Policy on DEI Prohibitions
- Civics Course Development

Selection of Consulting Partner for Upcoming Strategic Planning

In the May 2025 President's Report, I indicated that we would be exploring consulting options to help us launch our next strategic planning cycle. In the past month, we have accepted proposals from Ruffalo Noel Levitz, Forvis Mazars, and Bellwether, all reputable consultants in this space. Among our priorities in this planning process, the following were communicated:

- Meaningfully consider and affirm or reaffirm our vision, mission, and values
- Make decisions about our future while fighting difficult headwinds (budget uncertainties, federal policy volatility, and evolving expectations within Ohio)
- Prioritize our work through measurable goals
- Articulate a solid Return on Investment story
- Maintain visibility of our goals and objectives throughout the life of the plan

The three proposals all had merit worthy of our consideration. At the conclusion of the research, Bellwether stood out above the rest. From the Bellwether proposal, it was clear that the consultants were listening well to our priorities and were eager to shape a partnership in the planning process. The proposed framework is consistent with our overarching goal of making informed decisions in the face of unprecedented uncertainty. Using a “Big Bets,” “Little Bets,” and “Contingency” framework, the College’s plan will be guided by information about trends from both local and national perspectives. Ultimately, the Bellwether approach seeks to integrate values, data, and dialogue as the central approach to decision-making. It is grounded in an intentional and inclusive stakeholder engagement.

Update | Higher education provisions of the House-passed “One Big Beautiful Bill Act”

Upon the recommendation of the American Association of Community Colleges (AACC) and the Association of Community College Trustees (ACCT), I submitted an appeal to U.S. Senators Moreno and Husted for their consideration to reject select higher education provisions of the House-passed “One Big Beautiful Bill Act.” This letter is included in your packet.

In the House-passed version, there were problematic changes to Pell Grant eligibility that would have had a severely detrimental impact on community college students. In a June 11 update from the Ohio Association of Community Colleges (OACC), it was reported that our letter campaign was having an impact. The Senate rejected many of the recommendations and replaced them with a new provision eliminating Pell eligibility for students receiving scholarships that cover the full cost of tuition. While not optimal for students with the most financial need, this is a significant improvement from the House-passed version.

Strategic Enrollment Planning Prioritization Summit

As the Strategic Enrollment Planning consultation nears its final stages before being handed back to the College for ongoing management, the Prioritization Summit yielded various ideas aimed at increasing traditional student enrollment, as well as suggestions for process improvements to better serve prospective and new students. Visit Five, the next-to-last onsite visit, was hosted on June 17-18 and included project pitches across the following strategy areas:

- Comprehensive Program Development Planning
- Targeted Marketing and Recruiting for Specific Populations
- Student Success

- Affordability
- Enrollment Process Optimization
- Enrollment Reporting

As part of this final component, teams were challenged to build from previously developed situational narratives to shape action plans, budgets, and a “Pitch” PowerPoint. It was clear from many of the presentations that hours upon hours of research and collaboration went into the pitches. I continue to extend deep, heartfelt gratitude to the many team members who did the work and thoughtfully shaped suggestions to help our institution respond to our enrollment challenges. It is clear that we are among some terrific thinkers and many folks who don’t shy away from hard work for the greater good of our college. The final onsite consultation will happen in July and will be followed by continued work on shaping the strategies into a Strategic Enrollment Management Plan.

Follett Strategic Partnership Review | Spring 2025

Campus Follett Store Manager, **Beth Ewry**, met with **Dr. Erika Goodwin** and I earlier this month to provide an annual Southern State/Follett partnership review. Among the many topics discussed, Ms. Ewry shared specific highlights regarding Follett’s support of Southern State’s efforts to improve textbook affordability. A central tenet of this effort is faculty textbook adoption and inclusive access (IA) texts. For the Fall 2024 and Spring 2025 terms, new IA adoptions resulted in student savings of \$294,100. The 71 textbook adoptions impacted 200 course sections. Many thanks to Ms. Ewry for supporting the College’s goals to improve textbook affordability and for her gracious and patient guidance in helping faculty make selections that best fulfill learning outcomes and support instruction. Other highlights included customer service highlights and future strategies to grow campus engagement.

Strategic Ohio Council for Higher Education (SOCHE) Recognizes Excellence

SOCHE recently announced the Excellence Award winners from across 18 member institutions. Nominated by the College’s academic and human resource executives, the selection was limited to faculty and staff members. Faculty candidates were selected based on demonstrated teaching, service, and/or scholarship excellence. Similarly, staff nominees were considered based on demonstrated excellence in student success, service, and/or assessment. The Campus Impact Award was based on performance that positively impacted the school or campus.

The profiles of Southern State's Excellence Awardees are included as an attachment to this report and highlight **Robin Tholen**, Executive Assistant, President's Office; **Nicole Sheppard**, Assistant Professor, Department of Education; and **Jessica Steadman**, Data Coordinator, Technology Department.

President's Activities and Involvement

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

- Meeting with Representative Justin Pizzulli
- Medical Assisting Program Celebration
- SOCHE Executive Board of Trustees Meeting
- Meeting with Shawnee State Representative
- SSCC RN Pinning Ceremony
- SSCC's 49th Commencement Ceremony
- Meetings with Bellwether Representative
- Meeting re: 22+ Adult Diploma Program
- Ohio Code Scholar Event
- OACC Strategic Planning Committee Meeting
- Visioning Meeting with BHDP Architecture | Computer Science Center
- OACC SB1 Implementation Meeting
- Introductory Meeting with GRIT Program Representative
- Truck Driving Academy Discussion Meeting
- STEEL Conference Committee Meeting
- OACC Governing Board Meeting
- Highland County Chamber of Commerce Board Meeting
- SSCC Negotiations Team Meetings
- Seal Tite | Ribbon Cutting Ceremony
- SOCHE Executive Board Virtual Meeting
- SSCC and Adena Partnership Meeting
- Retirement Celebration for Dr. Jeff Montgomery
- SSCC Finance Committee Meeting
- SB1 Drop-In Informational/Q&A Session
- SSCC and SSEA Negotiations Meetings
- Meeting with Thomas P. Miller & Associates (TPMA) Representative
- Meeting with Follett Representative
- Adult Opportunity Center Graduation

- SOCHE Board of Trustees Meeting
- RNL Site Visit Five | Strategic Enrollment Planning Prioritization Summit

ACADEMIC AND STUDENT AFFAIRS

ACADEMIC AFFAIRS

May was a busy month in Academic Affairs. Spring semester wrapped up, graduation came and went and was enjoyed by all, the RN nursing program had its pinning ceremony and Summer Semester began. May 31 was Dean of Academic Affairs, Dr. Jeff Montgomery's last day before his retirement.

Following May commencement, the programs below were moved to a teach-out to graduation status (due to Program Vitality review) and were reported as officially taught-out and closed to HLC and ODHE:

| CIP CODE | CODE | PROGRAM | # GRADUATES | DATE GRADUATED |
|----------|------|-------------------------------|-------------|----------------|
| 13.1501 | 486 | Paraprofessional Education | 1 | May 2025 |
| 51.1009 | 492B | Phlebotomy Certificate | 1 | May 2025 |
| 51.0801 | 492E | Medical Assistant Certificate | 4 | May 2025 |
| 51.0801 | 492 | Medical Assisting AAS Degree | 0 | May 2025 |

The Associate of Applied Science Degree in Medical Assisting (51.0801) had no graduates in May. Our only program left in a teach-out stage is the Law Enforcement AAS degree.

Additionally, notification was made to HLC and ODHE with the request for our Brown County "campus" to be reclassified as a "location." As we prepare for our HLC Comprehensive visit in the spring of 2026, a careful review of federal and state policies has been conducted to ensure SSCC is in compliance. The designation of the Brown County location has been in question for some time as it did not meet the federal definition of a "campus." To be a "campus," per the federal definition, it must meet four criteria:

- *It is permanent in nature.* The Brown County location is in a building/ location owned by SSCC.
- *It offers courses in educational programs leading to a degree, certificate or other recognized educational credential.* The Brown County location does offer associate degrees and certificates.

- *It has its own faculty and administrative or supervisory organization.* The Brown County location does not have its own independent faculty or administrative organization. The faculty and administration are part of the main campus faculty and staff structure and organizational chart.
- *It has its own budgetary and hiring authority.* The Brown County location does not have its own budgetary and hiring authority. Budgeting and hiring authority for the Brown County location is under the authority of the main campus faculty and administration.

HLC approved our request for the reclassification.

CCP Graduates at May Commencement

If you attended Commencement, you recall our recognition of our CCP graduates. These are high school students dual-enrolled in college. The 60 graduates we had who were dual enrolled with us and completing their high school diplomas represented 19 high schools in the area: Bethel Tate, East Clinton, Eastern, Fayetteville, Georgetown, Hillsboro, Little Miami, Lynchburg, Manchester, Miami Trace, North Adams, Ohio Connections Academy, Peebles, Ripley-Union-Lewis-Huntington, West Union, Western Brown, Whiteoak, and Wilmington. North Adams topped the list this year with 20 graduates. We are very proud of our dual-enrolled students. **Dr. Erika Goodwin** sends a note acknowledging each high school's graduates to the principal and counselors each year and thanks them for being a partner with SSCC. Many schools recognize their students' SSCC graduation at their high school graduation ceremonies and allow them to wear their SSCC CCP honor cord.

Changing Culture for Workforce Readiness

One of our community education partners, on campus for a county-wide training, showcased a new career curriculum to their K-12 staff members. Their goal for the school districts is to build the foundations for economics and workforce readiness starting at the first grade. This is in line with the statewide goals of the Ohio Department of Education and Workforce – DEW.

By the time students complete their primary education (grades 1-5), they understand the effects of a healthy workforce culture in family, community, statewide, and nationally. Middle school focus is career exposure and job shadowing. Skill set interests are cultivated with exposure and basic training (Ohio Code scholars is an example of that activity). The first two years of secondary education (9th/10th), lay general education foundations and specific introduction

courses for career technical pathways. By the 11th /12th grade, students have the option for two years of industry preparation in technical fields, exposure to entrepreneurial development, or college prep/college credit toward post-secondary certifications and degree pathways.

Career Technical and General Education Opportunities for Career Path Alignment

Post-secondary partners are already at the table with curriculum alignments for technical CTC programs (state-wide CTAG alignment for Career Technical articulation) or instructional opportunities for early college course credits (OT36 / TAG state-aligned courses for general education and foundational major requirements). Southern State is already a leader in the state with the highest percentage of its enrollment focused on CCP students. The College has also provided opportunities for career technical program students to earn articulated credit (45 technical courses aligned with 10 associate degree pathways and industry certifications). For many of the CTC students, college was never on their radar as an option. Through ODHE's and DEW's efforts of career technical curriculum alignment, these students easily earn 12 – 15 credits into a program. SSCC currently offers CCP courses at Butler Tech, Grant CTC, Lorain Co. JVS, Ohio Valley CTC, Scioto CTC, and Southern Hills CTC. The courses offered by our CTC partners range from Education, Engineering, Agriculture, Chemistry, Biology, and English. Of course, we also have various CTC students who take our online or face-to-face classes as well. In recent years, we've had CCP students complete courses or the program for our Aviation program at Laurel Oaks.

Milo Simulated Law Enforcement Training Offered Spring Semester

Our grant-funded Milo Simulated Law Enforcement training system was put to good use this Spring semester as SSCC hosted various agencies for training. This was a free service to the community. The training was conducted by former SSCC OPOTA Commander Doug Daniels and Assistant Professor of Criminal Justice Robin Roche. Participating agencies included: Hillsboro Police Dept, Highland Co. Sheriff's Office, Greenfield Police Dept, Leesburg Police Dept, Washington CH Police Dept, Mt. Orab Police Dept, and Village of Sabina. Other departments that originally scheduled training but due to various issues could not participate were Clermont Co., Wilmington PD, Adams Co. Sheriff's Office, and Fayette Co. Sheriff Office. Our goal was to have an agency from all five of our service counties join in the training. We hope to pick up these other agencies in the future. In total, there were 26 dates of training, for a

total of more than 60 hours with nearly 60 participants. We are not offering the training over the summer but will offer it again beginning in September.

STUDENT AFFAIRS

Academic Advisors

The chart below gives an overview of academic advising appointments at both Central and Brown County during the month of May 2025.

| MONTH | NEW: TRAD/NON- TRADITIONAL | NEW: CCP | TOTAL NEW | RETURNING: TRAD/NON- TRADITIONAL | RETURNING: CCP | TOTAL RETURNING | TOTAL ADVISING* |
|---------|----------------------------------|-------------|--------------|--|-------------------|--------------------|--------------------|
| MAY '25 | 60 | 88 | 148 | 207 | 60 | 267 | 415 |

We welcomed a new advisor, **Larry Grooms**, to our Brown County location.

Records | Registrar

Degrees Conferred

Spring semester ended on Saturday, May 10. A total of 159 degrees, 15 certificates, and 24 less-than-1-year (LT1) certifications were successfully completed. The Records Department is currently in the process of preparing Spring diplomas to be available to graduates by July 1.

| DEGREES CERTIFICATES | CONFERRED 5.10.2025 | CONFERRED 5.4.2024 | CONFERRED 5.6.2023 |
|-------------------------------------|---------------------|--------------------|--------------------|
| AA – Associate of Arts | 34 | 32 | 47 |
| AS – Associate of Science | 27 | 48 | 25 |
| AAB – Associate of Applied Business | 19 | 19 | 20 |
| AAS – Associate of Applied Science | 64 | 65 | 60 |
| ATS – Associate of Tech Studies | 0 | 0 | 0 |
| Certificates | 15 | 18 | 1 |
| TOTALS | 159 | 182 | 153 |

| LESS-THAN-1-YEAR (LT1) CERTIFICATIONS | | | |
|---------------------------------------|------|------|------|
| SPRING SEMESTER | 2025 | 2024 | 2023 |
| Real Estate | 22 | 17 | 16 |
| Phlebotomy Training | 2 | 4 | 2 |

Amazon Career Choice School

This current Summer semester will complete the second full year that SSCC has participated as an Amazon Career Choice-approved school. During the 2023-2024 school year, we had 9 students utilize the funding receiving over \$23,000 in tuition benefits. In AY2024-2025, we have increased participation to 32 students who will have received over \$80,000 in tuition benefits.

Accessibility and Learning Services (A&LS)

Accessibility Services (AS)

- Twenty (20) students registered with Accessibility Services for the Summer term. Student registration is ongoing and is less in the summer due to students graduating or not taking summer classes.
- The dedicated computer lab for proctoring students has worked wonderfully in supporting our students and their testing needs.
- Proctored 65 total AS exams in the Spring term (across both campuses).
- Updated the Accessibility Services website with language that explained the proctored testing check-in procedure to let students know of security and safety protocols when testing with us.

Learning Services (LS)

- Spring term Tutors/Coaches had approx. 175 tutoring sessions with students since the term began on January 13.
- AS is offering 60-70 hours of tutoring for the summer term. This availability is for both campuses and includes online/Zoom tutoring options.
- LS is partnering with the Nursing department to help students attain a passing score on the Nursing HESI Entrance Exam. The goal is to help students who do not pass this exam on their first attempt to remediate so they can pass on their second attempt to gain admission to the Nursing program. Thirty-two (32) students inquired about this process, and 16 have now been approved to take the HESI due to the assistance of this pilot program. Data will be compiled to determine the impact of the pilot efforts.
- **Levi Jones** (SSCC '24 graduate) was rehired as a tutor for the Summer term. Levi was a Peer Academic Mentor for us his last year ('23-'24) here. He was hired last summer as a Math and Science tutor, knowing he would leave SSCC in the Fall when he left for college. Levi will provide approx. 28 hours of tutoring at both campuses (and online) and is also assisting with the HESI preparation pilot program.

- **Pepperann Riley** is the area's new HSSR intern. Starting this summer, she is replacing **Riley Cook**, a May 2025 graduate. Pepperann will assist students with Learning Styles, Canvas, and the HESI preparation pilot program.

Financial Aid

Outreach to Former Students to Prevent Loan Defaults

The U.S. Department of Education urged colleges and universities to contact former students who left school since January 1, 2020, and for whom they have contact information, to help prevent student loan defaults. We reached out to over 600 students with the following information:

1. Remind borrowers of their obligation to repay federal student loans not in deferment or forbearance.
2. Encourage borrowers to review repayment options on [StudentAid.gov](https://studentaid.gov).
3. Request that borrowers log in to StudentAid.gov to update their contact details and check the status of their loans.

The outreach to students should be completed by June 30 which we finished sending out our information to prior students at the end of May.

Keeping a Close Watch on Proposed Changes to Federal Aid

Proposed Changes to Pell Grants:

- *Potential Funding Cuts:* Some proposals suggest reducing the maximum Pell Grant amount.
- *Stricter Credit Requirements:* Students may need to take at least 15 credits per semester to qualify for the full grant.
- *Restrictions on Enrollment Status:* Pell eligibility could be removed for students enrolled less than half-time.
- *Workforce Pell Grant:* A new grant could be created for short-term workforce training programs.

Proposed Changes to Student Loans:

- *Borrowing Limits:* New lifetime borrowing caps could be introduced for undergraduates, graduates, and parents.
- *Elimination of Certain Loan Types:* Proposals suggest ending subsidized undergraduate loans and Grad PLUS loans.

College Accountability Measures:

- *Institutional Risk-Sharing*: Schools may become partially liable for unpaid student loans.
- *Tying Aid to Earnings*: Federal aid eligibility could be linked to graduates' earnings outcomes.

Other Proposed Changes

- *Program Cuts*: Proposals may reduce or eliminate funding for programs such as FSEOG and Federal Work-Study.

The Financial Aid Office will begin awarding summer aid the week of June 23.

The 2025 NASFAA Virtual Conference will be held the week of July 7. Anyone in the College is welcome to participate.

Activities the Financial Aid Office was involved in for May:

Graduation

Coder's Event

Jenzabar Visit

SEP Action Plan Meetings

Testing Center

The following chart shows the May 2025 testing activity of the testing centers at both the Hillsboro and Mt. Orab Campuses. Testing is provided for those testing with Pearson Vue, taking an Accuplacer, the HESI exam for the nursing program application, ACT WorkKeys, Certiport, and proctored exams.

*64 Accuplacer tests were given offsite at the following high school locations: McClain HS, Miami Trace HS, and Washington City Schools.

| MAY 2025 TESTING ACTIVITY LOG | | | |
|-------------------------------|------------|------------|------------|
| TEST | HILLSBORO | MT. ORAB | TOTALS |
| Pearson Vue | 72 | 28 | 100 |
| ACCUPLACER | 219 | 135 | 354 |
| HESI | 35 | 0 | 35 |
| ACT WorkKeys | 0 | 0 | 0 |
| Certiport | 0 | 0 | 0 |
| Proctored Exams | 3 | 0 | 3 |
| TOTALS: | 329 | 163 | 492 |

Campus Security Report

Security and Emergency Response Coordinator, **Gary Heaton** reports the following activity since the last report:

- Monitored Governor DeWine's visit to Central Campus
- Monitored Nursing Pinning
- Assisted Sheriff's Detail with security, traffic, and parking vehicles on SSCC Grad night and on Laurel Oaks Grad night
- Assisted with the Ohio Code Scholar event
- Attended Zoom Conference with OP3 on business continuity
- Attended HFC Safety Council Meetings
- Attended Ohio School Safety meeting in Columbus
- Appointment with MARCS radio in Columbus
- Assisted staff with several student matters

People in the News

Congratulations to Assistant Professor of Mathematics, **Bob Krauss** and Creative and Digital Media Specialist **Ally Osman** for being inducted into the 2025 Class of Leadership Adams.

Assistant Professor of Education, **Nicole Sheppard** completed the OACC Leadership Academy. Sheppard noted, "It has been an incredibly rewarding experience, and I am truly grateful for the chance to learn, grow, and connect with such inspiring individuals." The topics that stood out for her were:

- The role of leadership in student success.
- Strategies for leading and being a member of a strong team.
- Strategies and practices to increase students' transfer and bachelor's attainment outcomes, including effective partnerships with four-year colleges and universities, as well as workforce partnerships.
- Strategies and practices leaders can use to drive improvement in teaching and learning.
- Strategies that lead to improved dual enrollment outcomes.

Sheppard's Pathways Project was titled, "Bridging Early Momentum and Academic Success: Collaborative Strategies for Embedding Essential Skills in Gateway Courses." This initiative

explores how embedding student success modules into gateway courses can enhance credit attainment and persistence for community college students, particularly those from first-generation, low-income, and minoritized backgrounds. Amidst reductions in degree credit hour requirements, this approach offers a sustainable, scalable alternative to traditional first-year experience (FYE) and developmental education courses.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Computer Science Renovation Project

Following a visioning exercise on May 16, BHDP has been diligently working on the design phase of the Computer Science renovation project. Additionally, the design has expanded to include a moderate refresh of the adjacent student services office complex.

The design phase will take about four months, followed by an RFP selection process for a general contractor and then Controlling Board approval and contracting. We plan to relocate the current computer science classrooms to room 106 after the Fall semester in December to create swing space for the construction to begin in January 2026. We will also need to temporarily relocate student services to accommodate that phase of construction as well.

Central Campus HVAC Renovation

Ten heat pumps intended to replace failed units throughout the campus were delivered the week of June 16. The vendor began removing failed equipment before the new equipment arrived in anticipation of quickly installing new units to provide cooling to spaces that need it.

We are working with the Ohio Facilities Construction Commission (OFCC) to convert the remaining scope of the project from a design-build (DB) delivery model to a general contracting (GC) model. Heapy Engineering, in its capacity as the Criteria-A/E for the DB delivery model, completed about 50% of the project design development. We are working with Heapy on a new proposal to complete the remaining design work and assist throughout the remaining portions of the project until completion. Heapy will also work with BHDP to coordinate the equipment placement to accommodate and enhance the design elements BHDP is planning for the Computer Science renovation project.

Former YMCA Daycare / Adult Opportunity Center Building Renovation

The closure of the YMCA childcare center on May 30 provided an opportunity to refresh the building and prepare it for additional classroom and office space for expanded use by the Adult Opportunity Center, Workforce Development training, and space for other community meetings and events.

The project, slated to begin this summer, will transform the former daycare operations into a modern setting with new flooring, paint, updated restrooms, lighting, and furniture.

Summer Youth Program

Southern State is currently participating in the Summer Youth Program, made possible by the Highland County Board of DD. Participants in the program are assisting with projects around campus, and most recently gave the dugouts a fresh coat of paint.



WORKFORCE DEVELOPMENT & COMMUNICATIONS

Grants

ASPIRE

Mr. Gary Cates, Senior Vice Chancellor of the Ohio Department of Higher Education, will be retiring from his position at the end of June. Mr. Cates visited the Central Campus Aspire class on May 5, spending about 4 hours with the program.

The AOC staff hosted the 36th Annual Recognition Ceremony on June 12 at 6:30 PM. This ceremony is a combined Adult Opportunity Center and Graduation Alliance 22+ event that recognizes the accomplishments of our students. The “Friend of the Program” award was presented to the Adams County Training and Business Center.

Strategic Support Specialist

For the second year, the Kids Career Encounter will be offered at our Central Campus in Hillsboro this summer for students in grades 4th – 8th. **Currently, all sessions are full.** A big thank you should be extended to **Lisa Hord** and **Kaylynn Bell**, who worked together to create an engaging summer enrichment program. Additional thanks and recognition should be given to our many faculty members who have volunteered to help engage students in their focus areas for some summer learning. Session options include activities in art, biology, computer science, health science, math, early childhood, social service, and theatre. Dates of the camp are June 24 and June 25.

Workforce Development

Amy McClellan, Executive Director of Workforce Development, attended the Lt. Governor's regional roundtables at Washington Community College of Ohio to discuss regional needs and the Lt. Governor's Workforce Playbook direction.

Truck Driving Academy (Class A and Class B)

The TDA had an in-service day on June 6 to review changes in compliance and give updates on end-of-the-day financial and enrollment trends.

Completion rates for CDL licensures were 96%.

Enrollment Information

| | 2023/2024 | 2024/2025 |
|-----------|-----------|-----------|
| July | 43 | 8 |
| August | 14 | 17 |
| September | 25 | 9 |
| October | 17 | 17 |
| November | 22 | 14 |
| December | 2 | 15 |
| January | 19 | 10 |

| | | |
|-----------------|------------|------------|
| February | 18 | 12 |
| March | 0 | 10 |
| April | 26 | 15 |
| May | 14 | 9 |
| June | 17 | 14 |
| Y-T-D | 217 | 150 |

Communications and Marketing

Presence Report

| Southern State Community College | | | |
|----------------------------------|--------------------------------------|--------------------------------------|--------|
| Marketing Area | March | April | May |
| Press Release | 5 | 10 | 9 |
| Advertising / Print | 5 | 5+ | 3+ |
| Email Campaigns | 1 | 1 | 1 |
| Emails Deployed | 25,000 | 25,000 | 25,000 |
| Number Opened | 4,805 | 4,771 | |
| Percentage Opened | 19.22% | 19.08% | |
| Clicks within content | 694 | 558 | |
| Percentage of total clicks | 2.78% | 2.23% | |
| Social Media/Geofencing | | | |
| Impressions/ads Deployed | 15,993 | 24,312 | |
| Clicks | 225 | 285 | |
| CTR (click through rate) | 1.41% | 1.17% | |
| Top 3 locations of activity | Geotargeting, Wilmington, Greenfield | Geotargeting, Wilmington, Georgetown | |
| Truck Driving Academy | | | |
| Marketing Area | March | April | May |
| Email Campaigns | | | |
| Emails Deployed | 25,000 | 25,000 | 25,000 |
| Number opened | 4,529 | 4,874 | |
| Percentage Opened | 18.12% | 19.50% | |
| Clicks within content | 658 | 651 | |
| Percentage of open and clicked | 2.63% | 2.60% | |
| Audience Management | | | |
| Impressions/ads Deployed | 61,820 | 62,996 | |
| Clicks | 86 | 100 | |
| CTR (click through rate) | 0.14% | 0.16% | |

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

- **Press Releases**

- SSCC Board of Trustees to meet May 9
- Southern State to hold youth summer program June 24 & 25 (*Relevance and Excellence*)

- Southern State Nursing Students Surpass National Average on State Tests (*Relevance and Excellence, Student Success*)
- Southern State Hosts Third Annual Ohio Code Scholar Event (*Relevance and Excellence, Student Success*)
- Southern State Celebrates 2025 Commencement Ceremony (*Student Success*)
- Southern State's ADN program celebrates graduation (*Student Success*)
- Southern State Math Faculty Showcase Expertise at International Conference (*Relevance and Excellence*)
- SSCC Theatre Company presents 'Tiny Beautiful Things'
- Ohio University partners with Southern State Community College to create seamless transfer pathways for multiple programs (*Relevance and Excellence, Enrollment*)

- **Advertising/Print/Direct Mail:**
 - May e-blast promoting Online programming to the Columbus area – Franklin Co. (*Enrollment*)
 - May e-blast promoting summer start dates for the TDA program (*Enrollment, Workforce Development*)
 - Full-page ad in Fayette Co. HS Graduation publication – premium position (*Enrollment*)
 - Brown Co. Fair ads (fair book and brochure) (*Enrollment*)

- **Social Media:**
 - **May Posts:** (*Relevance and Excellence, Enrollment, Student Success*)
 - Mental Health Awareness Month
 - ADN Class High Average
 - ADN Pinning Ceremony
 - Commencement
 - Ohio Code Scholar
 - Employee Spotlight: Trish Beach
 - Foster/Kinship Care Flyer
 - **Facebook:** (*Relevance and Excellence, Enrollment, Student Success*)
 - Views:** 159.3K
 - Reach:** 45.5K
 - Content Interactions:** 4.2K
 - Top Content:

- Foster/Kinship Care Post
- Nursing Program Application Post

➤ **Instagram:** *(Relevance and Excellence, Enrollment, Student Success)*

Views: 1.9K

Reach: 579

Content Interactions: 108

Top Content:

- Employee Spotlight: Trish Beach
- Congratulations to ADN Class of 2025 Post

➤ **Twitter:** *(Relevance and Excellence, Enrollment, Student Success)*

Impressions: 387

Engagement Rate: 6.4%

Top Content:

- Employee Spotlight: Trish Beach

➤ **TikTok:** *(Relevance and Excellence, Enrollment, Student Success)*

Two short-form videos posted in May:

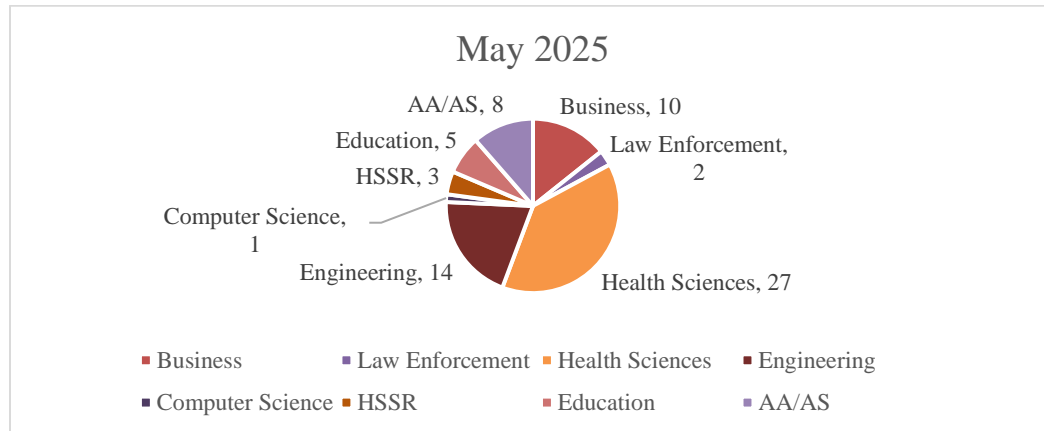
- Summer Semester – Waiting for our students to come back
- Summer Semester – Still feels like winter

• **Events/Publications**

- 2025 Commencement Program and Activities – May 9 *(Student Success)*
- 2025 Coder Event – May 13 *(Student Success)*
- 50th Anniversary activities – ongoing through Dec. 2025 *(Relevance and Excellence, Enrollment)*
- May Employee Newsletter Email
- 2025-26 Academic Catalog
- RNL-SEP Working Group Activities *(Enrollment)*
- 50 Tasks Unsurpassed Campaign (in honor of our 50th): Wilmington HS Track Meet Concessions – May 12 & 14 at Wilmington College

Recruitment

Program Information Requested



Events Attended

Clinton County Exploration Fair
Little STEAM Event
Ohio Code Scholar
OMJ Career Fair

Professional Development

Higher Ed Data Management: Simplifying, Improving Experiences

Projects

Handshake Implementation
50th Anniversary Committee
Enrollment Management RNL
Kids Career Encounter



May 29, 2025

The Honorable Jon Husted
SR-304 Russell Senate Office Building
Washington, DC 20510

Dear Senator Husted,

On behalf of Southern State Community College, we urge you to maintain existing Pell Grant eligibility for students in the Senate reconciliation bill and to reject any changes that would decrease support for community college students.

Southern State serves approximately 2,400 students across southern Ohio, with roughly 800 of those students being traditional students who rely on the availability of federal financial aid. Our college serves as an economic engine in the community, providing affordable, open-access, and flexible pathways to good jobs through post-secondary education and workforce training.

Unlike other sectors of higher education, our students are more likely to be balancing working, parenting, and caretaking with their studies. We are proud to serve these exceptional students as they upskill, reskill, and train for in-demand jobs in our community. Our colleges work with each student to find a program and course load that fits their academic and career goals, is manageable with their other responsibilities, and leads to completion and entry into a good job as rapidly as possible. While community colleges have kept tuition and fees affordable for our students, roughly **90% of our non-College Credit Plus students rely on Pell Grants to access and succeed in their programs.**

We are deeply concerned about the cuts to Pell Grant eligibility included in the House's One Big Beautiful Bill Act. Taken together, the bill's changes will reduce or eliminate Pell Grant support for hundreds of our students.

Specifically:

1. First, the bill defines a full-time courseload for the Pell Grant program as 15 semester hours. This is an increase from current law, which defines full-time enrollment as 12 semester hours. The proposed change would reduce Pell Grant support for all students unable to take 15 credit hours. For example, students taking 12 credits in a term will only receive 80% of the Pell Grant maximum, currently set at \$7,395. At Southern State, **371 students taking 8-14 credits would see their grant support reduced.**

2. Second, and even worse for community college students, the bill eliminates Pell Grant eligibility for less-than-half-time students. Under the legislation, then, students taking fewer than eight (8) credits would not qualify for a Pell Grant. At Southern State, **312 students taking fewer than 8 hours would lose access to Pell Grants altogether.**

Taken together, these changes would **result in nearly \$1 million in Pell Grant support being lost for low-income students at our college.** As a community college without a large endowment, it would be impossible for the college to backfill this lost aid.

The House bill's provisions would be devastating for student access and success at Southern State. Most of our Pell Grant recipient students will not be able to increase their enrollment intensity to maintain existing grant support due to their work and family responsibilities. In effect, this will leave many of our students with no other choice but to take out student loans or drop out of their programs.

Please reject the House's eligibility cuts for Pell Grant recipients, especially for less-than-half-time students. This change would leave hundreds of Southern State students unable to afford their education, threaten student access and success, and hamstring our ability to promote economic and workforce development in Ohio.

Thank you for your consideration. We are eager to partner with you and your staff to find ways to support low-income community college students as part of a Senate reconciliation bill. Please contact me at nroades@sscc.edu or 937-763-0198 with any questions.

Sincerely,



Nicole Roades, Ph.D.
President