

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



SOUTHERN STATE
COMMUNITY COLLEGE

JUNE 2026 | DR. NICOLE ROADES, PRESIDENT

Strong Support for Southern State in State Capital Budget

The FY 2027-2028 state capital budget, which moved quickly through the General Assembly, was approved by Governor DeWine on Monday, June 15, 2026. In total, the capital budget makes approximately \$3.7 billion in capital appropriations for the FY 2027-2028 biennium and authorizes approximately \$3.4 billion in new debt.

As is typical, a large portion of the budget is dedicated to education-focused projects. Most importantly, the bill includes \$100 million for community college capital projects, part of the \$400 million allocated to state institutions of higher education. The \$100 million community college allocation reflects the agreed-upon process for identifying and submitting sector capital priorities, and we are pleased to see that investment included in the bill.

Specifically, for Southern State, we are honored to receive **over \$1 million for general facility improvements**. In this cycle, we can expect funding for major carpet upgrades at Central Campus, technology upgrades, including network and core servers, for both campuses, roof replacement at Central, and Phase 1 HVAC improvements in the Patriot Center. Additionally, thanks to our local legislative leadership, Senator Shane Wilkin and Representative Bob Peterson, we received an **additional \$250,000** in funding for enhancements to the Technology Innovation Center Project. We deeply appreciate the continued support of our local legislators, the General Assembly, and the Governor in supporting investments so important to student learning and competitiveness.

Finally, among other monies assigned to Southern State for the benefit of our local partners, we congratulate Wilmington College (WC) in receiving a portion of their request for the Agri-Science Complex in Wilmington. In this cycle, they are slated to receive \$650,000. We are eager to work with our friends at WC as they bring a bold vision to life and have graciously invited Southern State to help make it happen. In the coming weeks, we will work with WC to solidify a Joint Use Agreement that demonstrates this collaborative effort and provides a means for WC to advance their project.

Southern State Joins Statewide Application for Department of Labor’s “Strengthening Community Colleges Training Grant”

Through the leadership of Columbus State Community College, Southern State was pleased to be invited to join a popular and highly competitive federal grant, Strengthening Community College Round 6 (SCC6). **SCALE Ohio: Statewide Coordination and Alignment for Learning and Employment** grant application was submitted to the Department of Labor on May 19. This application represented an extraordinary collaboration across all of Ohio’s community colleges. **SCALE Ohio brings together:**

- **All 22 of Ohio's community colleges** (100% statewide participation)
- **71 partners with signed letters of commitment**
- **45 employer partners and industry associations** across manufacturing, healthcare, and IT
- **State leadership support** from Governor DeWine, Chancellor Duffey, and ODJFS Director Damschroder
- **\$8.9 million in federal funding** to serve 1,600 Ohioans over four years

Should SCALE Ohio be awarded, all of Ohio’s community colleges will be well-positioned to develop and scale short-term credential programs aligned with Workforce Pell. Learning from Columbus State and the other anchor and implementation colleges, Southern State will have ample opportunity to scale proven models in new regions and sectors.

We extend sincere gratitude to Columbus State Community College for their leadership in shaping this statewide initiative, inviting others to be part of it, and for their brilliant execution of the grant application process.

Summer Enrollment: Increases in CCP Continue to Outpace Traditional Enrollment

Consistent with messaging over the past five years, our College Credit Plus enrollment is outpacing the enrollment of post-high school graduates; a trend the College has been giving particular attention to and aiming to change. Summer 2026 suggests there is still work to do.

As of the 8th day of the term, overall enrollment was down 4.7% from the same period last year. More concerning, however, is that traditional (non-CCP) enrollment was down 8.8% over last year. A bright spot, however, is that traditional student headcount was down less than 2%, suggesting that students are choosing Southern State; they simply aren’t taking as many credits.

This traditional student enrollment struggle is juxtaposed with a 7.8% increase in CCP credit hours and nearly 11% more CCP students.

The reasons behind these enrollment trends across all student populations are difficult to isolate to a single variable, or even a few. Consistent, however, is the recognition of the demographic cliff that analysts have warned about for years, which is now in full swing. Further, yet anecdotally, wars, gas prices, loss of consumer confidence, and a host of other factors are likely to blame. In response, the College continues to prioritize this enrollment subgroup through the overall execution of our strategic plan. Developing **future-ready programs aligned with workforce needs**, reconsidering our **messaging**, and building **new student pipelines** are just a few of the specific efforts aimed at impacting traditional student enrollment.



President's Activities and Involvement

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

- Southern Ohio Energy Sector Talent Alignment Update
- Higher Ed Outlook Series: Lessons from College Mergers
- SOCHE Executive Board of Trustees Meetings
- Bi-Weekly Meetings with the Vice President of Academic and Student Affairs
- Spotlight Theatre Presentations
- SSCC's RN Pinning Ceremony
- Canvas Cyber Incident Response Meeting
- SSCC's 50th Commencement Ceremony
- President's Council Meetings
- Meeting with Wilmington College President re: Joint Use Agreement
- Meeting with Dupler Office Representative re: Technology Innovation Center
- Meeting with the Association of Community College Trustees Representative
- Retirement Celebration for the President of Clark State College
- OACC Leadership Academy | Pathways Project Design Lab
- OACC Presidents' Meeting | Columbus, OH
- Highland County Comprehensive Plan Steering Committee Meeting

- Highland County Chamber of Commerce Board Meeting
- Scholarship Photo Opportunities with Scholarship Recipients and Donors
- Call with Graduation Alliance Representative
- Clinton County Reading/Literacy Initiative Meeting
- SSCC Finance Committee Meeting
- AACC Federal Policy Update
- Call with Cincinnati State Representatives | Title III Grant Consortium
- Adult Opportunity Center Recognition Ceremony
- Ohio Valley Regional Development Commission (OVRDC) | Highland County Caucus Round 2 Meeting
- Meeting with Amazon Representative
- Rural Connections: Highland County Chamber of Commerce

ACADEMIC AND STUDENT AFFAIRS

ACADEMIC AFFAIRS

Nursing

Abby Storrs, Director of Nursing

HESI Exam	Our Student Scores	National Average
ADN Fundamentals	977	838
ADN Exit	903	847
ADN Pharmacology	985	845

HESI examination performance continues to demonstrate the strength of the nursing curriculum and student preparation. ADN students exceeded national averages across all reported assessments.

The Nursing Department hosted a “*One Team, One Table: Surviving Together*” event on May 28 to bring together students from the traditional ADN and LPN-to-RN Bridge pathways. The event provided an opportunity for students to connect, share experiences, and build supportive relationships across cohorts.

Collegiate Purple Star Designation Renewed



SSCC has received notice that its designation as a Collegiate Purple Star campus has been renewed for three years by the Ohio Department of Higher Education. This designation is in recognition of colleges' efforts to support students with military backgrounds. Nine colleges and universities across the state had their designations renewed this year, and one university was granted a designation for the first time. In total, the state has 51 colleges and universities with active Collegiate Purple Star designations.

In order to receive the designation, schools must have:

- A dedicated military/veteran point of contact and/or office on campus
- Priority registration for veterans and service members
- Surveys of student veterans and service members – along with spouses and dependents – about needs and challenges
- Allowance for the establishment of student-led groups and organizations for veterans and service members

Gov. Mike DeWine launched the Collegiate Purple Star designation in 2022, making Ohio the first state to offer the designation and build upon the Ohio Department of Education and Workforce to award Purple Star designations to preK-12 schools.

Designations are determined by a Collegiate Purple Star Advisory Committee, appointed by the Chancellor and composed of members from organizations that include, but are not limited to, ODHE, the Ohio Veterans Education Council (with representation from two-year colleges, four-year universities, and independent institutions), the Ohio Department of Veterans Services, the Ohio Adjutant General's Department, and the Military Interstate Children's Compact Commission K-12 Purple Star Committee.

On campus, Academic Advisor **Michelle Callender** serves as our Service Member/Veteran Liaison. The Learning Services Center is designated as the Purple Star lounge for our military students.

Summer STEAMology PD for Regional Educators

One of our community education partners is offering a professional development experience for area K-12 educators, business leaders, and community members. This 8-day learning adventure

covers sessions focused on: Gifted Education; STEAM opportunities and Innovation; Career Exploration; Future-Ready learning; and hands-on learning. Participants select 5 of the 8 topic days to enhance their skill set and to be eligible for graduate credit from a partner institution. Southern State has the opportunity to host two of the 8 days at the Mt. Orab location on June 22 and June 30, as well as provide an expert STEM engager, **Dr. Tatiana Luna Pineda**, SSCC Chemistry Faculty. Tatiana comes with a “tool kit” of skills for participants to challenge future STEM masters. This is a wonderful opportunity to spotlight the support our faculty can continue to offer to our education community as partners and mentors.

Accessibility

Between April 29 and May 29, Accessibility Services registered 25 students for the Summer semester, completed 11 student intake appointments for accommodations and Testing Center services, 5 tests were proctored, and 2 intakes were completed for 2 new students for the Fall semester. 5 tests were proctored. **Dana Swackhamer** presented accessibility information and conversations with two HSSR classes to increase awareness of working with individuals with disabilities, resources, and supports. Dana also met with Opportunities for Ohioans with Disabilities (OOD) for updates and interagency information sharing, as well as attended the SOCHE ADA Title II/Accessibility Panel Discussion for OOD’s presentation on Practical Steps for Document Accessibility for professional development and accessibility compliance updates.

Learning Services

During the month of May, Learning Services tutors recorded 60 student contacts, including 34 HESI A2 preparation sessions. Three tutors completed the 10-hour training requirement for College Reading and Learning Association (CRLA) Level I certification through an in-house training program developed and delivered by Learning Services. Tutors also visited nine in-person summer courses to introduce themselves and promote Learning Services resources and academic support opportunities.

Learning Services hosted a “Cool Down & Catch Up” student engagement event, providing students with an opportunity to meet tutors, learn about available services, and connect with support resources while enjoying refreshments. Professional development activities for the Learning Services Coordinator included: attendance at the Heartland College Learning Center Association Annual Conference, participation in the Practitioner’s Panel on Increasing Student Engagement on Community College Campuses, involvement with the SOCHE Adult and Professional Learners Committee, training on Building Better Embedded Tutoring Programs, participation in the OACC Coalition of Practice, attendance at the Sources of Strength Ohio

Conference, and completion of instructor training on LockDown Browser and Respondus Monitor to support academic integrity in online assessments.

Campus Safety & Security

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

- B.I.T meeting on Zoom
- Assisted in the test of inside/outside warning speakers
- Attended May HFC Safety Council meeting
- Monitored Nextra Energy open house
- Monitored Nurse Pinning ceremony
- Monitored and assisted Law Enforcement detail for SSCC Grad Night
- Monitored and assisted Ohio Code Scholar event
- Attended Ohio School Safety Center Summit

Sessions attended: Behavioral Threat Assessment, Unified Approach to Threats, Swatting Tabletop, AI Sextortion & Safety presented by NCMEC, Cyberbullying and Internet Safety, Yellow Flags of Behavior and How to Approach Them, two keynote speakers: The Response Effect by William Guy Burney and Choices by Marc Mero

External Reporting for Academic & Student Affairs

1. National League of Nursing (NLN) Annual Report (submitted)
2. National Council for State Authorization Reciprocity Agreements (NC-SARA) renewal Report (submitted)
3. ODHE Strategic Completion Plan (due June 30)
4. Changing Campus Cultures Report (submitted)
5. HB 33 Early Childhood Education Annual Report (posted)
6. ODHE New Program applications for Engineering Technology & Human and Social Services (submitted)
7. Program Elimination teach-out plans in progress with ODHE and HLC
8. SB 1 Syllabus Compliance Report (due June 30)
9. Ohio Associate Degree Report (nursing) – (due in July)

May Academic Advising Numbers

Category	
New Traditional	22
Returning Traditional	132
New CCP	68
Returning CCP	64

OACC Leadership Academy for Student Success Graduates

Both a faculty and a staff member at Southern State Community College have graduated as fellows of the sixth cohort of the Ohio Leadership Academy for Student Success.

Graduating as fellows from Southern State Community College are **Jacob Bice**, Coordinator of the Testing Center, and **Jeff Wallace**, Professor of English.

Created by the Ohio Association of Community Colleges (OACC), the Leadership Academy brings together mid-level professionals for an intensive year-long experience focused on advancing student success, strengthening leadership capacity, and preparing leaders for institutional change management roles.

Congrats to Jeff and Jacob!

Instructional Technology

Department Professional Development Activities

- SOCHE ADA Title II Accessibility Panel Discussion
- Scaling Universal Design in Canvas
- Scaling Course Quality in Canvas: From Research to Impact

Meetings

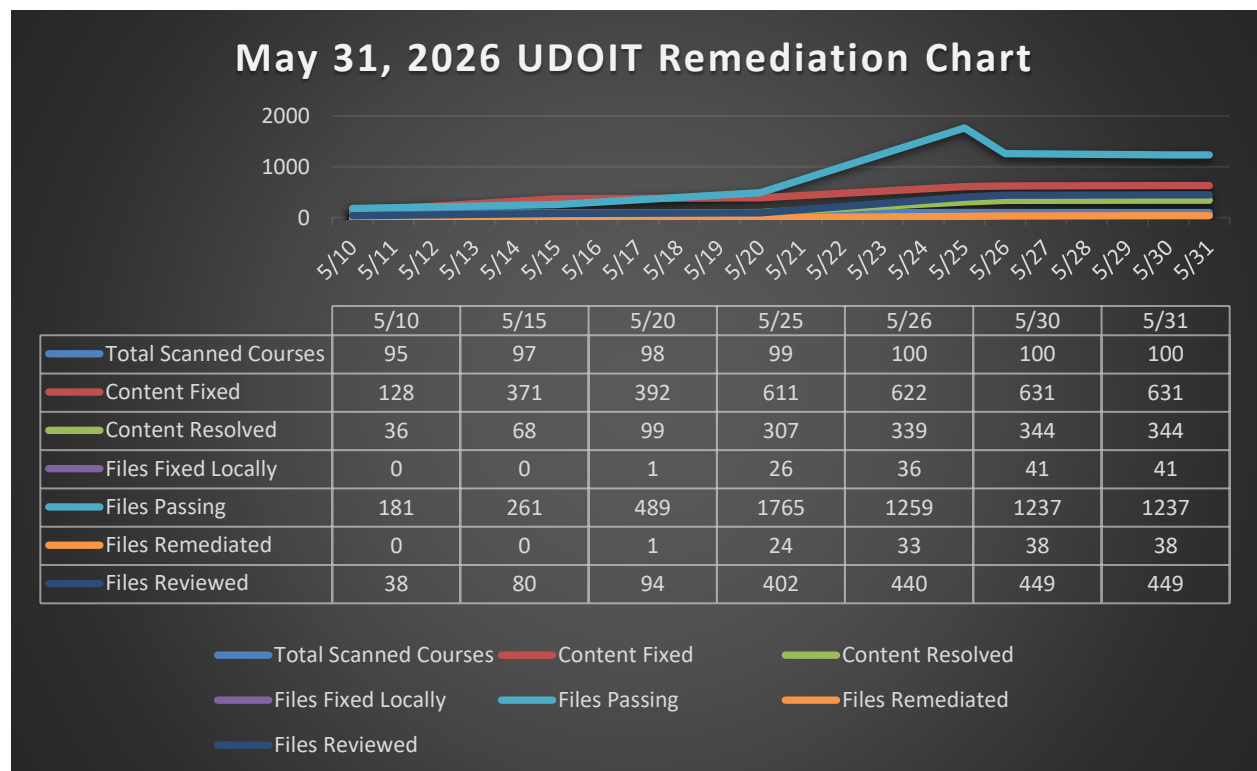
- SOCHE Faculty Professional Development Committee
- Canvas CSM Webinars
- Quality Matters Executive Committee

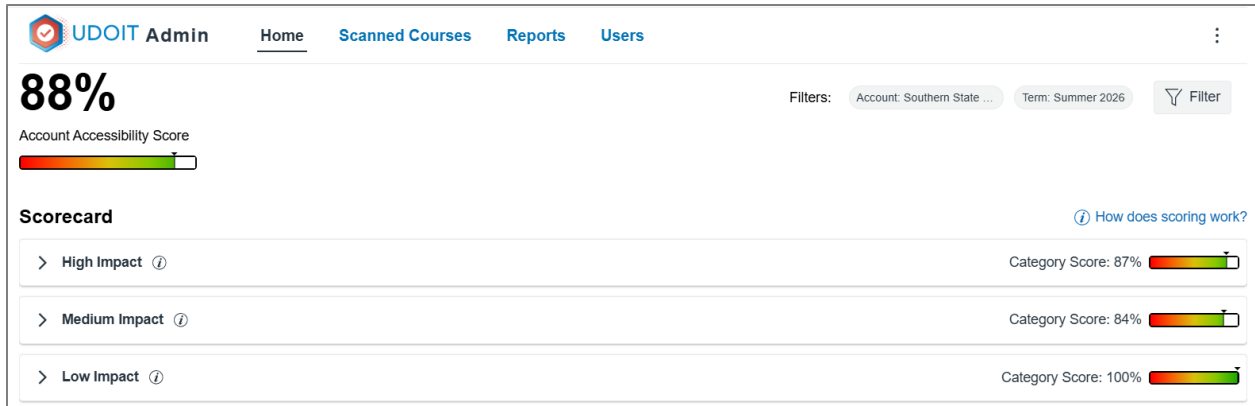
Faculty Development and Support

- Summer Blueprint Updates: ENGL 1102, HIST 1151, PSYC 1110, PSYC 1110, and PSYC 1111
- Continued instructional design support to faculty to ensure course alignment with institutional high-quality, accessibility, and distance education standards.

Accessibility

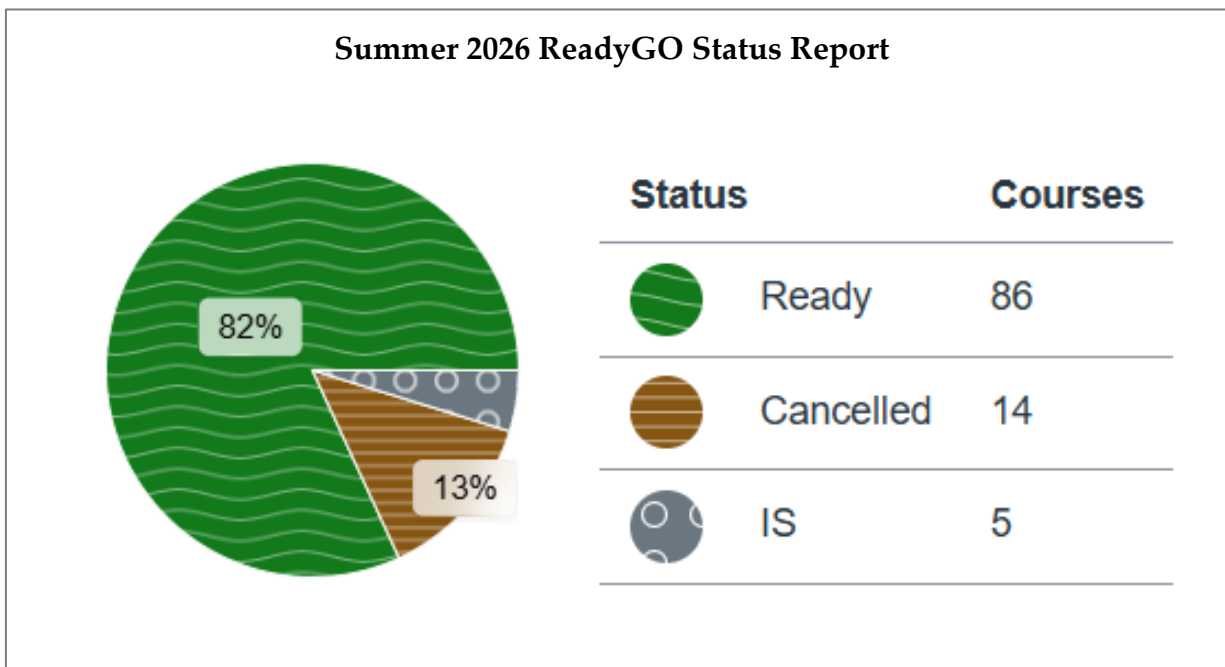
The UDOIT Accessibility Project continues to show strong progress in improving the accessibility of Summer semester courses. Since the beginning of the term, over 1,150 accessibility issues have been corrected, nearly 450 course files have been reviewed, and accessibility improvements have been implemented across 100 Summer courses to support student success and institutional compliance efforts. The overall Summer Accessibility Score has improved from 67% to 88%





ReadyGO – Summer Course Readiness Report

A total of 105 Summer course sections were reviewed for instructional content, accessibility, LMS Template use, and compliance with institutional standards. Faculty receive support and guidance as needed to make any necessary updates for course readiness. Of the 105 course sections, 14 courses were cancelled, 5 are independent studies, and 86 courses meet the minimum course readiness standards for the beginning week of the semester.



STUDENT AFFAIRS

Lunch & Learn Speaker Series: 2026-2027 AY

The Lunch & Learn Speaker Series is coordinated each year to provide prevention and awareness sessions. The upcoming academic year's schedule is below. Students and SSCC employees are invited to participate. This initiative fulfills requirements for the *Changing Campus Culture* annual reporting. Likewise, the safety and prevention information is reported in the *Jeanne Clery Annual Campus Security Report*.

STUDENT AFFAIRS LUNCH & LEARN SPEAKER SERIES 2026-2027 AY				
DAY	DATE TIME	TOPIC	ROOM	SPEAKER(S)
Wednesday	9/16/26 12-1p	Kick-off to the Speaker Series Run Hide Fight	107	Dr. Jessica Wise
Wednesday	10/21/26 12-1p	Depression and Mental Health	107	Tom Payton
Wednesday	11/18/26 12-1p	Anti-Discrimination Bullying Harassment Bystander Training	107	Dr. Peggy Chalker Gary Heaton
Wednesday	2/17/27 12-1p	Healthy Marriages	107	Amanda Thompson Dr. Jessica Wise
Wednesday	3/17/27 12-1p	Sexual Assault Domestic Violence	107	Davina Blanton (WHW)
Wednesday	4/21/27 12-1p	Drug & Alcohol Awareness	107	Tom Payton Elizabeth Crabtree

Academic Schedule

Below is a comparison of the fill rate capacity for Fall 2026 | Fall 2025 | Fall 2024.

COMPARISONS: FALL 2026 FALL 2025 FALL 2024			
DESCRIPTIONS	FALL 2026	FALL 2025	FALL 2024
Fill Rate Capacity percentage	34%	33%	33%
Number of full classes	29	24	22

Library

The Library team is glad to report our involvement in the following events and activities, among others:

- SSCC Site Visit from OCLC Representative (Karri Sites) | 4/28

- SOCHE ADA Title II/Web Accessibility Panel Discussion (*webinar*) | 5/1
- Ohio Libraries AI Ambassador Program (Bree Kirsch | *Miami University* & Michael Flierl | *Ohio State University*)
 - Generative AI Fundamentals | 5/15
 - Generative AI Tool Time | 5/29
 - Generative AI in the Library | 6/12
 - Agentic AI or How Chatbots are Old News | 7/10
 - Networking and Library Generative AI Training Plans | TBD
- Preparation for ALA Annual Conference & Exhibition | Chicago (6/25 – 6/29)
- OhioLINK Alma Open Office Hours (*Teams meeting*) | Wednesdays, weekly
- OhioLINK Bi-Weekly Project Leads (*Teams meeting*) | 5/15, 5/30
- Ongoing Integrated Library System (ILS) Configurations and Customizations
 - *related to:* item records for semester-long loans (i.e. HotSpots & Laptops) | patron load processes & templates | patron-facing letters and notices | etc.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Technology Innovation Center

Construction on the Technology Innovation Center is progressing on schedule. Perkins Carmack began preparing the space on April 13, with major demolition beginning on April 20 and now nearing completion. Framing, new HVAC ductwork, and roof preparation for the DOAS unit and curb are also underway. Furniture selection is nearing completion as well, with the adjacent office complex renovation being incorporated into the overall project scope.

Several coordination RFI items remain pending, primarily related to existing conditions, structural review, storefront detailing, and mechanical conflicts. Closed items addressed steel supports and an unsupported soffit that conflicted with the new storefront glass, as well as an existing floor drain with overhead utilities in Office 121. Open and tracking items include confirming lintel options at the coiling doors, rerouting the Maker Space condensate drain without a pump, resolving storefront dimension and edge-detail issues, addressing a ceiling conflict with mechanical equipment in the Cyber Security Lab, and confirming the DOAS unit orientation and structural support requirements.

To support continuity of instruction during construction, existing Computer Science classrooms, laboratory spaces, and related functional areas have been temporarily relocated to alternate campus locations. These spaces will remain operational until the project is complete.

Adult Opportunity Center Building Renovation

Renovation of the former daycare and Adult Opportunity Center building is complete. The project was completed in two phases, allowing the Facilities team first to renovate the daycare side of the building so Adult Opportunity staff could move into the newly renovated space before work began on the remaining portion of the facility.

The project transformed the building into a modern, flexible space designed to support expanded classroom and office use for the Adult Opportunity Center, Workforce Development training programs, and community meetings and events.

In total, the project included new paint, upgraded flooring, light fixtures, ceiling tiles, renovated restrooms, storefront doors, and new flat-panel TVs.

We extend special thanks to **Loren O’Cull**, Facilities Manager; **Jeff Knauff**, Facilities Technician; and **Steve Bikowsky**, Maintenance, for their outstanding work and dedication throughout this project.

Artificial Intelligence Pilot

Southern State Community College is conducting a limited summer AI pilot with selected faculty to evaluate the use of AI assistants within the Canvas learning environment. The pilot will compare two platforms, SchoolAI and NectirAI, to determine how each can support instruction, student learning, and the ethical and professional use of AI. Faculty participants will test the tools in selected summer courses using guarded, agentic AI assistants rather than open-ended generative AI. The pilot will include setup support, faculty and student feedback, check-ins, surveys, and final recommendations before any broader adoption is considered.

The pilot includes courses across several academic areas, including Nursing, Mathematics, Business, Chemistry, Education, English, and Political Science, with approximately 114 students represented in the current setup responses. NectirAI will be tested by **Bruce Fugate** in PRAC 1300 CO1/SO1, Nursing; **Bob Krauss** in MATH 1125, Mathematics; **Jeffrey Tumbleson** in BADM 2206 FH1, Business; and **Dr. Tatiana Luna-Pineda** in CHEM 1151-HC1, Chemistry. SchoolAI will be tested by **Nicole Sheppard** in EDUC 1000 FH1, Education; **Travis Martin** in

BADM 2272, Business Communications; **Annie Rankin** in ENGL 2240 FH1, Introduction to Film; **Jeffrey Wallace** for ENGL 1101 SO4, English; and **Joe LeGer** in PSCI 1104 HC1, Political Science.

We thank these faculty members for their willingness to contribute their time, feedback, and expertise to help inform the College’s future use of AI in teaching and learning. Special thanks to **Dr. Pete Hanson**, Dean of Academic Affairs, for helping lead this project.

BUSINESS AND FINANCE | HUMAN RESOURCES

New Hires

Brianna (Bri) Jenkins, (BA, MA Biology) has been hired as a full-time Biology Instructor. She is currently enrolled in her doctorate program at the American College of Education in Indianapolis, Indiana.

ENROLLMENT AND WORKFORCE INNOVATION

Registrars Office

The Spring semester ended on Saturday, May 9. A total of 162 degrees, 9 certificates, and 58 less-than-1-year (LT1) certifications were successfully completed. The Records Department is preparing Spring diplomas for distribution to graduates by July 1.

Degrees/Certificates	Conferred 5/09/2026	Conferred 5/10/2025	Conferred 5/4/2024	Conferred 5/6/2023
AA	25	34	32	47
AS	37	27	48	25
AAB	19	19	19	20
AAS	72	64	65	60
ATS	0	0	0	0
Certificate	9	15	18	1
Totals	162	159	182	153
Less-Than-1-Year (LT1) Certifications				
Spring Semester	2026	2025	2024	2023
Datacenter Specialist	13			
Tech Support Specialist	32			
Real Estate	13	22	17	16
Phlebotomy Training	0	2	4	2

CONGRATULATIONS to TEAM!!! A compliance survey was conducted by Saint George Consulting on behalf of the Department of Veterans Affairs on June 11. The review included an evaluation of regulatory requirements, documented practices, and operational adherence to established VA standards. The review identified no discrepancies or audit findings. A special thank you to Marketing, Business Office, Financial Aid, and the Records Office for their work to ensure a successful result on the compliance survey.

Financial Aid

- We welcomed our newest employee to the Financial Aid office, **Tina Beverly**. She will be the financial aid and enrollment support advisor. Her first day was April 27.
- Met with four default prevention vendors to evaluate their services and associated costs to the college, including EdAmerica, Student Connections, Attigo, and ECMC Solutions.
- The 2026-2027 Trustee scholarship applications have been reviewed. Those who were awarded were notified at the beginning of May.
- As of April 30, we have received 816 FAFSA submissions for the 2026–2027 academic year, an increase from 718 submissions at this time last year for the 2025–2026 cycle.
- Since reinstating the Super Start Scholarship, we have received 20 applications for the Summer semester.

Testing Center

MONTHLY TESTING ACTIVITY LOG														
	HILLSBORO TESTING CENTER						TOTAL CENTRAL	MT. ORAB TESTING CENTER						TOTAL MO
	Pearson Vue	ACCUPLACER	ACT WorkKeys	Certiport	HESI	Proctored Exams		Pearson Vue	ACCUPLACER	ACT WorkKeys	Certiport	HESI	Proctored Exams	
Aug-25	22	196	6	0	0	0	224	24	120	0	0	18	5	167
Sep-25	28	7	0	0	2	0	37	15	11	0	0	12	0	38
Oct-25	27	21	6	0	4	0	58	11	30	0	0	2	0	43
Nov-25	31	55	3	0	7	1	97	13	39	0	0	2	0	54
Dec-25	39	65	0	0	0	1	105	17	42	0	0	0	0	59
Jan-26	38	114	6	0	0	1	159	18	13	0	0	1	0	32
Feb-26	57	103	0	0	0	1	161	12	2	0	0	1	0	15
Mar-26	52	137	8	0	2	0	199	27	91	0	0	0	1	119
Apr-26	83	284	1	0	7	0	375	46	80	0	0	4	1	131
May-26	50	301	6	1	30	1	389	51	93	0	0	19	1	164
Jun-26														0
Jul-26														0
Total	427	1,283	36	1	52	5	1,804	234	521	-	-	59	8	822

Grants

Ohio Code Scholar

Ohio Code Scholar held its 4th celebration event on May 11, with 13 schools attending the celebration and over 1,300 students on campus! During the event, students

participated in sessions, engaged in pin trading, and attended an awards ceremony. THANK YOU to all the many volunteers who helped to make the event a success!

The program is currently evaluating participation in the 2026/2027 AY. To date, interest exceeds 7,000, with over 1/3 of the state’s K-12 systems (private and public) seeking participation in the program.

Dr. Joshua Montgomery, Coordinator, **Sevrin Florek**, and **Garret Sheppard** attended the 2026 Community Colleges of Appalachia conference in Asheville, NC. The Ohio Code Scholar program received the Instructional Program Award.

ASPIRE

Below are the results for the April and May 2026 ASPIRE state data pull for Southern State. The program continues to remain in the top quartile of all ASPIRE programs in Ohio in the areas of persistence and progress test rate.

Performance Target	SSCC April, 2026	SSCC May, 2026	State Average May, 2026
Students with a Measurable Skill Gain	50%	52.4%	47.25%
Persistence	58.09 hours	60.93 hours	51.84 hours
Progress Test Rate	51.02%	49.51%	44.51%

Aspire directors from Ohio’s Workforce Development Area 7 were invited as guests to attend the June board meeting at Westerville, Ohio. Fifteen Aspire representatives from Area 7 attended this meeting. **Susan Armstrong**, SSCC Aspire Director, attended and participated in the Program Sub-Committee, while other Aspire directors participated in the Finance and Strategy Sub-Committees.

The annual Recognition ceremony was held on June 11. The programs, ASPIRE and 22+, graduated a combined 86 students, and 26 attended the ceremony. CONGRATULATIONS to Susan Armstrong and her team on a wonderful, celebratory ceremony.

Workforce Development

Yellow Belt training took place in April and May at a local company, with a total of 44 individuals becoming certified.

Truck Driving Academy (Class A and Class B) Enrollment Information

	2024-2025	2025-2026
July	8	5
August	17	5
September	9	15
October	17	10
November	14	16
December	15	10
January	10	12
February	12	0 Due to Calendar
March	10	17
April	15	13
May	10	18
Y-T-D	137	116 (-21)

Communications and Marketing

Presence Report

Southern State Community College			
Marketing Area	March	April	May
Press Release	9	9	8
Advertising / Print	6+	5+	10+
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number Opened	4,173	3,782	4,555
Percentage Opened	16.69%	15.13%	18.22%
Clicks within content	536	625	627
Percentage of total clicks	2.14%	2.50%	2.51%
Social Retargeting			
Reach	22,578	7,797	18,694
Impressions	111,093	48,991	25,326
Clicks	219	422	571
CTR (click through rate)	0.31%	0.86%	2.25%
Frequency	11.23	6.28	1.35%
Geofencing			
Impressions/ads Deployed	51,425	39,874	61,130
Clicks	201	153	233
CTR (click through rate)	0.39%	0.38%	0.38%
Top 2 locations of activity	Georgetown, Batavia, Chillicothe	Georgetown, Chillicothe, WCH	Georgetown, Chillicothe, WCH
Audience Management			
Impressions/ads Deployed	89,341	88,970	88,873
Clicks	217	131	155
CTR (click through rate)	0.24%	0.15%	0.17%

Truck Driving Academy			
Marketing Area	March	April	May
Email Campaigns			
Emails Deployed	25,000	25,000	25,000
Number opened	4,433	4,950	4,360
Percentage Opened	17.73%	19.80%	17.44%
Clicks within content	605	613	564
Percentage of open and clicked	2.42%	2.45%	2.26%
Audience Management			
Impressions/ads Deployed	52,353	54,228	206,911
Clicks	134	108	607
CTR (click through rate)	0.25%	0.20%	0.29%
Social Retargeting			
Reach	6,284	12,251	10,223
Impressions	31,125	46,927	117,100
Clicks	90	232	355
CTR (click through rate)	0.3%	0.49%	0.3%
Frequency	4.95	3.83	11.45

Recent Southern State Appearances - Communications Activities and Involvement

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

Press Releases:

- Auditions for SSCC Theatre Company’s “Fire in the Night Season: The Trial of Philip Partridge” will be May 9
- SSCC Board of Trustees to meet May 8
- Three SSCC Students Named to the All-Ohio Academic Team
- Southern State to hold youth summer program June 23 & 24
- Southern State’s ADN program celebrates graduation
- Nicole Sheppard Named 2026 Teacher Educator of the Year for Southwest Ohio
- Southern State Celebrates 2026 Commencement Ceremony
- Southern State Hosts Fourth Annual Ohio Code Scholar Event
- Southern State Announces New Career Enhancement Certificates Available in August

Advertising/Print/Direct Mail:

- May e-blast promoting Summer/Fall Semester Registration with affordability focus
- May e-blast promoting Summer start dates for the TDA program
- High School Graduation Tab ads – multiple counties
- County Fair ads and Fair Books

Social Media:

- **Facebook Analytics:**
 - Views: 176,418

- Interactions: 2,232
- Reactions: 1,829
- Comments: 169
- Shares: 234
- **Digital Paid Ads:**
 - Fiber Optic Class
 - Application Deadline for Fall AND Program
 - 2026 Kids Career Encounter
 - Women’s Literature Class
- **Instagram Analytics:**
 - Views: 26,417
 - Reached: 13,082
- **LinkedIn Analytics:**
 - Impressions: 2,603
 - Click-Through-Rate: 5.06%
- **Graphic Design:**
 - Lunch & Learn Flyers
 - One Team, One Table Flyer – Nursing

Events/Publications:

- 2026-27 Academic Catalog publication process – ongoing thru May 2026
- ADN Pinning Ceremony (May 7) and printed programs
- Graduation (May 8) and Commencement Programs/Signage, etc.
- Ohio Code Scholar event (May 11 and May 13)
- Strategic Plan 2026-30 Publication
- At-A-Glance Revisions/publication edits
- Directional Signage for students

Enrollment Management

- Currently developing enrollment funnel reports to monitor applicant, admit, and enrollment activity and provide appropriate opportunities and analysis of the trends and information.
- The Associate Director of Enrollment and Workforce Outcomes position has been posted. This role will support both traditional enrollment growth and workforce development initiatives.
- Progress continues on CRM planning and potential implementation. Current efforts focus on evaluating processes, identifying communication and recruitment needs, and developing a deployment roadmap to improve student engagement and enrollment.