

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



**SOUTHERN STATE**  
COMMUNITY COLLEGE

MAY 2024 | DR. NICOLE ROADES, PRESIDENT

## **Commencement 2024**

On May 3, 2024, we will celebrate the achievements of nearly 300 students who have petitioned to graduate. This year's ceremony will feature more student involvement and special student recognition from **Dr. Erika Goodwin**. **Charlie Gorman**, a "semi-retired" Human and Social Services faculty member, has kindly agreed to deliver the graduation speech. Charlie has been gracious in continuing working with Southern State through various special projects aimed at student mental health and related academic work. Thankfully, despite his desire to "retire," he recognizes the critical importance of mental health and counseling work and has remained committed to helping Southern State meet needs in this area.

## **Program Analysis and Improvement Plan Supporting Manufacturing**

In June, Southern State will begin work with Thomas P. Miller & Associates (TPMA) in support of informing continued growth and expansion in Southern State's engineering and manufacturing programming. Among the deliverables are a program review and analysis of a stakeholder engagement study to ultimately inform actionable recommendations for program improvement. The College anticipates continuing the relationship with ongoing project management support. The initial phase of the relationship is expected to begin in early summer and will continue until the fall. The College is particularly excited to enter this relationship with the goal of elevating our existing program and shaping improvements to meet future workforce demands.

## **Busy Travel Season Yields New AI Insights and Continued Concern Over FAFSA Challenges**

Over the first two weekends in April, representatives from the College attended the American Association of Community Colleges Annual Meeting, as well as the Higher Learning Commission Annual Meeting. Across both events, artificial intelligence (AI) and the complications affiliated with the FAFSA simplification effort, comingled with an uncertain regulatory environment, dominated the meetings.

Regarding AI, presenters agreed that AI is already an element of our lives and that there are still things that humans do better than AI. Those activities include making a sandwich, giving a hug, telling a story, and solving a mystery. Further, while many fear that AI will lead to mass unemployment, it is more likely that AI will lead to mass deployment of AI-enhancing features within existing jobs.

“FAFSA Fail,” while not necessarily prompting panic across all of higher education, will undoubtedly have implications for us all. Those implications, however, are uncertain as no one knows when the issues will be resolved and how many students will ultimately “pause” or “abandon” their higher education goals. This, coupled with the 2025 enrollment cliff, will likely leave many colleges in an enrollment crisis.

### **Ohio Code Scholar Program to Host Second Annual Student Showcase**

On Monday, May 6, 2024, Southern State will host the second annual end-of-year celebration for students, faculty, and staff involved in the Ohio Code Scholar (OCS) project. This event will occur in the Patriot Center from 10 a.m. to 1 p.m.

This celebration culminates our work in southern Ohio, supporting the Ohio Code Scholar (OCS) program. OCS is a program introduced in 2021 by then Representative Shane Wilkin, now Senator Wilkin, in House Bill 166 of the 133<sup>rd</sup> General Assembly. OCS aims to create a robust learning opportunity for secondary students across southern Ohio to equip them with essential technical skills, including coding, afforded to students in more affluent districts. Ultimately, we joined with Mr. Wilkin to ensure that children across Appalachia are competitive in the 21<sup>st</sup> Century workplace.

This program has grown from 383 students across 10 schools to over 500 students across 12 schools. The 2023 celebration was cast against the backdrop of Star Wars and featured student creations of dome projects—it was nothing short of an amazing culmination of student learning and engagement in technology. The 2024 celebration promises to include more students, energy, action, and phenomenal displays of student work. This event is closed to the public but will include many program supporters.

Special recognition is extended to computer science professor **Dr. Josh Montgomery** and his dependable colleague and event organizer, **Mrs. Amy McClellan**, for their outstanding efforts in sustaining and growing an exceptional technology-based program across southern Ohio.

## **President's Activities and Involvement**

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

- OACC Presidents' Bi-Weekly Meetings
- Organizational Call re: Manufacturing Program Coordination
- Meeting with SHP Representative
- Meeting with Martin Public Seating Representatives
- Highland County Chamber of Commerce | Business After Hours
- Student Affairs Professional Development CAS Standards Workshop
- Meeting with Southern Hills Career and Technical Center re: Pathway Illumination
- Highland County Workforce Leadership Council Meeting
- HEALTH Consortium Board Meeting
- Highland County Society for Children and Adults Telethon
- Highland County Chamber of Commerce Board Meeting
- Call with HUB/HORAN Representative
- Follett Access Follow-Up Meeting
- AACC Annual Conference | Louisville, KY
- Meeting with Highland Co. Commissioners | Community College Awareness Month
- Meeting with TPMA Representative
- 2024 Higher Learning Commission Annual Conference | Chicago, IL
- Meeting with Senator Wilkin and Senate Director of Budget & Finance Ray DeRossi re: Ohio Code Scholar/IT Center of Excellence
- Meeting with Brown Co. Commissioners | Community College Awareness Month
- Highland County Day at the Statehouse
- Innaugural Ball for Shawnee State University President
- Meeting with Adams Co. Commissioners | Community College Awareness Month
- SSCC-Hosted Highland County Chamber of Commerce | Coffee & Commerce
- Meeting with Follett Representative re: Strategic Partnership Review
- Meeting with Clinton Co. Commissioners | Community College Awareness Month
- Leadership Academy Cohort 4 Pathways Project Design Lab Presentations
- Complete College America: Monthly Webinar | Artificial Intelligence
- 2024 All-Ohio Academic Scholars Award Ceremony | OACC Designated Emcee

# ACADEMIC AND STUDENT AFFAIRS

## Academic Affairs

### Peer Academic Mentors

Our Learning Services and Accessibility Coordinator, **Ryan Hall**, has developed a Peer Academic Mentors (PAMs) program this term for Learning Services. PAMs are current students who volunteer or work via work-study and help supplement our professional tutors. In addition to helping connect students with campus resources, PAMs can tutor everything from American Sign Language, Calculus, Allied Health Math, Biology, Chemistry, etc. They have become very popular. PAMs combine to provide us with about 40 additional hours of tutoring/support services each week (both campuses and via ZOOM for online students). Ryan worked with **Ally Osman**, Creative and Digital Media Specialist, to develop an intro video of the PAMs, and the intro video is on the Learning Services website and was pushed out to social media earlier in the term. The plan is to have an updated PAM video every term (as some PAMs graduate or other new PAMs come on board). Our current PAMs are Alanna Mays, Layla Winemiller, Levi Jones, Tanner Davidson, and Riley Cook. They are all doing a fantastic job.

Check out the video here: <https://www.youtube.com/watch?v=LWEACQZfcWU>

### TRIO – Education Opportunities Centers (EOC)

The Federal TRIO Programs (TRIO) are grant-funded, Federal outreach and student services programs designed to provide coaching and information to adults entering post-secondary education/training programs.

Southern State partnered with Shawnee State University (the EOC grant holder) to provide residents in the Southern Ohio Appalachian counties with information on applying for admission, scholarships, and financial aid at higher education institutions.

Almost twenty years later, the two part-time coaches at SSCC provide counseling and support with college admissions to over 300 first-generation community members each year. The program also provides resources to improve the financial literacy of the participants.

## **Brown County Campus Activities**

### **Fall Registration Launch**

Fall registration usually begins two weeks after Spring Break. This year's launch landed just before Easter. Our Brown County Campus staff provided an egg hunt loaded with candy prizes and "fortune" registration reminders to schedule advising appointments and secure their "first choice" courses. As the semester ends, "Express Registration" is stationed near the door to help students get on board with quick, available, on-the-spot registration guidance or appointment scheduling for academic pathway planning.

## **Faculty Updates**

### **Program Review**

Program Review has successfully concluded another year. The Program Review Manual was updated, and a new action plan procedure was implemented to promote continuous program and departmental improvement. Programs up for review in the coming academic year include foreign language, psychology, math, fine arts, and biology.

### **Assessment**

Assessment of the Institutional Learning Outcomes (ILOs) proceeds apace, with the gathering of artifacts for Communication (ILO1) and Critical Thinking (ILO2) completed. These artifacts will be evaluated over the summer. Artifacts for Culture and Context (ILO3) and Professionalism (ILO4) will be collected during the 24-25 academic year.

A cocurricular Assessment Plan has also been developed this semester and will be assessing Study Abroad, eSports, PTK honor society, and Theater Productions.

### **Faculty in the News**

**Don Storer**, a recently retired Chemistry Faculty, was invited to present at a symposium at the Biennial Conference on Chemical Education. His presentation entitled, "Chemical Analysis of Simulated Ancient Ceramics as a Final Project in General Chemistry" is on April 26.

## Health Sciences Program Updates



The Nursing Program held a Job Fair and RN-BSN College Fair on Thursday, April 24. Current students as well as nursing students from Laurel Oaks participated in the event.



Second-year nursing students, who are set to graduate in May, participated in the Highland County Local Emergency Planning Committee exercise that took place on April 18.

SSCC Nursing Faculty, Mel Fox said, "The role of the students was to play the victims of a helicopter crash. Each was assigned a role to play with specific injuries. They interacted with Med Flight, Care Flight, and local Emergency Management Services and healthcare facilities to simulate a mass causality disaster. They were also invited to participate in the "hot wash"

which is a debrief to talk about what went well and what needs to be improved in the emergency response system for Highland and surrounding counties."

### Instructional Technology Department

Our instructional Technology department has been busy getting ready for the Summer semester. Our thanks to our Learning Management Systems Administrator, **Cathy Zile**, for picking up some extra work and duties in recent weeks.

	<b>Cathy</b>
<i>Webinars</i>	3
<i>Faculty Meetings</i>	4
<i>Course Copies</i>	10
<i>Support Emails</i>	325
<i>April DocuSign Emails</i>	0
<i>Summer/Fall Schedule Changes</i>	58
<i>New Employee Canvas Accounts</i>	0
<i>Tickets</i>	3
<i>Turnitin Issues</i>	0
<i>Canvas LTI Integrations for Inclusive Access</i>	1
<i>Student Name Changes</i>	0
<i>Phone Calls</i>	21
<i>Text message</i>	3
<i>Zoom Meetings</i>	2
<i>Zoom Chat support</i>	
<i>Other Meetings</i>	4
<i>Other Canvas Integrations</i>	1
<i>S24 Courses with Instructors enrolled in Canvas</i>	119
<i>Fall Courses Created in Canvas</i>	314
<i>Team Learn 50th Anniversary Meetings</i>	1

### Solar Eclipse Day – April 8

Faculty and staff enjoyed viewing the Solar Eclipse on Monday, April 8. Assistant Professor of Physics, **Russ Clark** did a pre-eclipse Lunch and Learn, sponsored by the Academic Affairs department, on Friday, April 5, on Central Campus to explain the eclipse and share other useful and interesting information. Participants from Brown Campus joined via Zoom. A total of 46 people were in attendance. Our thanks to Russ for his interactive session!! It was well done and enjoyed by all who attended.

## Student Affairs

Student Affairs sponsored four seminar/workshop events over the past two months which led into the Changing Campus Culture initiative. They included:

DATE	EVENT	TOPIC	SPEAKER	ATTENDANCE
3/20/2024	Lunch & Learn	Mental Health Awareness	Kraig Walker	<b>23:</b> 3 students; 20 staff & admins
3/29/2024	Women’s Workshop	Finding Your Identity	Maggi Colwell	<b>13:</b> 9 students; 4 staff
4/10/2024	Lunch & Learn	Drug & Alcohol Abuse	Charlie Gorman	<b>29:</b> 12 students; 17 staff, admin, fac
4/22/2024	Lunch & Learn	Sexual Assault   Violence	Tom Payton	<b>20:</b> 4 students; 16 staff, admin, fac

## CAS Workshop

On Friday, March 22, SSCC hosted the 1<sup>st</sup> Annual Student Affairs Professional Development Workshop. While all SSCC employees were invited to attend, the primary focus was on areas within the Student Affairs area; specifically, discussing CAS Standards (Council for the Advancement of Standards). Dr. Chris Taylor, WSU faculty | President of InterACTT, presented the workshop.

The Council for the Advancement of Standards in Higher Education has a vision to empower higher education professionals to enhance student learning, development, and success. As a campus, our goal is to use principles of “best practices” that can lead to enhanced professional standards.

## Academic Advisors

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

MONTH	NEW: TRAD/NON-TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON-TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	TOTAL ADVISING*
APR'24	40	49	89	149	74	223	312

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



## Accessibility & Learning Services

### ACCESSIBILITY SERVICES (AS)

- 55 students have registered with Accessibility Services (several other students are in the process of registering with AS)
- 50 AS exams have been proctored this month
- Ryan Hall worked with Brian Newton, Counselor at the Opportunities for Ohioans with Disabilities (OOD), to get set up on campus. Brian takes over for Amy Rave-Bradford, and visits Central campus (and can ZOOM with Mt Orab and online students) weekly. Brian works with students to connect them with OOD resources; he is a great resource for the students.
- Ryan continues to attend the Ohio Secretary of State's Accessibility Advisory Board monthly meetings. The Board is helping new leadership move forward.

### LEARNING SERVICES (LS)

- Tutors/Coaches have had 95+ tutoring sessions with students this month. We are seeing an increase in students using ZOOM to engage with learning coaches during scheduled face-to-face time on campus. This is a benefit for those students who are taking all classes online or who may have transportation or work/family obligations that may prevent them from coming to campus for face-to-face assistance.
- LS has launched Peer Academic Mentors (PAMs) this Spring 2024 term. PAMs support our Academic coaches and provide a great benefit to students who have tight schedules or who are more comfortable working with a peer. PAMs are at both campuses and can ZOOM with students as well.
  - Between PAMs and Academic Coaches, we can offer **approx. 80 hours** of tutoring services available each week to students (serving both campuses and online students).
  - Partnered with Marketing to develop a PAM introduction video, which was shared on SSCC's social media sites: <https://youtu.be/LWEACOZfcWU> (and also listed on our Learning Services web page).
- Learning Services is working with Academic Coaches on developing and launching short tutorial videos on a variety of subjects. These videos are designed to help students 'brush up' on subjects quickly and can supplement our tutoring and coaching services. The first video will be for Allied Health Math and the topic will be Dimensional Analysis Review.
- Learning Services is proud to offer free snacks (including Ramen, Mac N Cheese, granola bars, apples, candy, popcorn, peanut butter crackers, etc), coffee and tea as well

as microwave and refrigerator access to students on Central campus. Brown County campus offers snacks via the Campus Director's office. LS is thankful to Leadership for financially supporting this activity.

## Financial Aid

STUDENT CONTACT METHOD	CONTACT IN MARCH 2024
Emails to <a href="mailto:financialaid@sscc.edu">financialaid@sscc.edu</a>	48
Student visitors to office (Central and Brown)	35
Phone calls to FA phone x2515	151

56 New FAFSAs have been processed for Summer 2024.

We are finally able to process FAFSA data for the 2024-25 academic year. We currently have 600 FAFSAs in, and half of those have been processed. Our FAFSA count compared to last year is down about 22%.

The Financial Aid office had a call campaign to reach out to those students who submitted their 2023-2024 FAFSA, but had not yet completed the 2024-2025 application; 360 students were contacted via phone.

Scholarships for 2024-2025 are currently being awarded to students. The goal is to complete the awards by the end of April. The scholarship web portal has been opened up for any student who wants to apply through the beginning of the Fall term. We will monitor scholarship dollars and award to as many students as possible.

## Records | Admissions

Of the 294 students who have petitioned to graduate:

- The age of our graduates ranges from 16 to 77 years old
- 164 of the 294 graduates began taking courses at SSCC while they were still in high school [admitted through PSEO (Post-Secondary Enrollment Option) or CCP (College Credit Plus)]
- 74 graduates are enrolled through the CCP program and will complete an Associate degree before graduating from high school. The chart below indicates the high schools in which the CCP graduates are enrolled. **Note:** This year we will be recognizing these students by honoring them with a green honor cord.

HIGH SCHOOL	#CCP STUDENTS PETITIONED TO GRADUATE FROM SSCC 2023/2024
Blanchester High School	3
East Clinton High School	3
Eastern High School	9
Fayetteville High School	1
Georgetown Exempted Village Schools	3
Hillsboro High School	4
Manchester High School	1
Miami Trace High School	1
North Adams High School	13
Ohio Virtual Academy	2
Peebles High School	5
Ripley-Union-Lewis-Huntington High School	2
Washington CH City High School	2
West Union High School	2
Western Brown High School	16
Whiteoak High School	4
Wilmington High School	3

### Testing Center

The following charts display the March and April 2024 testing activity of the testing centers at Hillsboro and Mt. Orab Campuses. Testing is provided for those testing with Pearson Vue, taking ACT or Accuplacer tests, Certiport, HESI exam for the nursing program application, and proctored exams.

MARCH 2024 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	27	29
ACCUPLACER	138	161
ACT	0	0
Certiport	0	0
HESI	2	0
Proctored Exams	7	0

APRIL 2024 TESTING ACTIVITY LOG		
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR
Pearson Vue	36	17
ACCUPLACER	242	34
ACT	0	0
Certiport	0	0
HESI	0	0
Proctored Exams	0	0

### Accuplacer Tests Administered at High Schools

MARCH: 65 CCP students tested, Western Brown | Peebles High Schools

APRIL: 82 CCP students tested

## **INFORMATION TECHNOLOGY AND INFRASTRUCTURE**

### **Highland County Campus Restroom Renovation**

Restroom renovations are complete in the main building, and the focus has shifted to completing the final stages of the restrooms in the Annex building, which should be completed by June.

### **Highland County Campus HVAC Renovation**

Southern State is working with Heapy Engineering to develop criteria for a major HVAC renovation project throughout the Hillsboro campus. As Heapy puts the finishing touches on the criteria elements, we are actively working with the Ohio Facilities Construction Commission (OFCC) to lay out a basic project timeline and begin the RFQ development process for selecting a Design-Build contractor to implement the work. The project's immediate focus will be replacing the cooling tower in December.

## **WORKFORCE DEVELOPMENT**

### **Grants**

#### **RAPIDS**

As part of the RAPIDS VI grant, a MILO 3-screen system was installed in room 186. The room underwent a small renovation to accommodate the equipment. The equipment will aid in training public safety officials through simulated scenario-based training. An open house is expected to take place at the end of May or in the summer. The equipment will be used for academic purposes, as well as workforce development.

Super RAPIDS equipment is beginning to be purchased, and renovations are taking place. As a part of the grant, the cabinets were removed from the future Cyber lab (room 102) and paint was applied; two automatic semis were purchased and are currently going through the required conversions to accommodate training, and the battery-operated Switch Vehicle® has been ordered. There is still a lot of equipment to be ordered and we are anxious to make progress over the summer in time for the Fall semester.

As a sub-grantee, the College was awarded funds to begin a Fiber Optic training program. Ohio University – Athens is the lead in the project.

**Choose Ohio First**

The Choose Ohio First grant application is active and has had three applicants. This cohort-based model in Computer Science will financially support 99% of the costs associated with tuition and books for the student. The grant will not fund any lab costs for the program. Students will need to apply to be considered for the scholarship as only five are funded per academic year.

**Workforce Development**

**Truck Driving Academy**

<b>MONTH</b>	<b>2022/2023</b>	<b>2023/2024</b>
<b>MARCH</b>	17	0*
<b>APRIL</b>	15	24
<b>Fiscal Year to Date</b>	199	183

*\*NO SCHEDULED START DATES IN MARCH*

The Truck Driving Academy operates on a 95% pass rate for the 2023-24 fiscal year. The 2022/23 fiscal year ended with a 96% pass rate.

A ramped-up advertising campaign began in April to attract interested parties. The campaign included increased social media, the College website home page, and press releases. A few enrollment dates are available throughout the week, and a select few are available on the weekend.

### Non-Credit Training

Professional development classes have been offered in the spring and will continue through May. This series is designed primarily for managers, directors, or anyone needing to improve their professional skill sets. To date, 48 individuals have participated, and five sessions have been offered.

The fall Water Workshops were held in North Canton and Barnesville from April 2-4 and 129 individuals attended one or more of the fall offerings.

### Strategic Support

Lisa Hord and the Communications Team spearheaded a project for the faculty, staff, and students at the College to donate gently used books to local organizations. The books were distributed to Adams County Manor in West Union, the Wilson Children’s Home in West Union, Eagle Creek Nursing Center in West Union, Adams County Regional Medical Center in Seaman, the Ohio Veterans Home in Georgetown, the Brown County Library in Georgetown, Ohio Valley Manor Nursing & Rehabilitation Center in Ripley, and Maysville Nursing & Rehabilitation Center in Maysville.



# Communications and Marketing

## Presence Report

Southern State Community College			
Marketing Area	February	March	April
Press Release	2	7	8+
Advertising / Print	5+	6+	6+
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number opened	4,390	4,236	Data will not be available until May 1 as the April campaign runs through the end of the month
Percentage Opened	17.56%	16.94%	
Clicks within content	688	533	
Percentage of total clicks	2.75%	2.13%	
Social Media/Geofencing	1	1	
Impressions/ads Deployed	48,000	47,293	
Clicks	371	510	
CTR (click through rate)	0.77%	1.08%	
Top 3 locations of activity	Wilmington, Greenfield, Georgetown	Wilmington, Greenfield, Georgetown	
Truck Driving Academy			
Marketing Area	February	March	April
Email Campaigns			
Emails Deployed	25,000	25,000	25,000
Number opened	5,130	4,075	Data will not be available until May 1 as the April campaign runs through the end of the month
Percentage Opened	20.52%	16.30%	
Clicks within content	704	511	
Percentage of open and clicked	2.82%	2.04%	
Audience Management	1	1	
Impressions/ads Deployed	75,949	78,170	
Clicks	105	111	
CTR (click through rate)	0.14%	0.14%	

## Recent Appearances | Communications Activities and Involvement

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

- **Press Releases**
  - SSCC Theatre presents ‘Firebringer’ (WNJ, TG)
  - SSCC Board of Trustees to meet March 21 (HCP)
  - Southern State to offer Court Officer Basic Training (HCP, WNJ, TG) ([Enrollment](#), [Workforce Development](#), [Relevance & Excellence](#))
  - Southern State Community College becomes Advanced Manufacturing Hub (Cincinnati.com | The Enquirer) ([Enrollment](#), [Workforce Development](#), [Relevance & Excellence](#))
  - Southern State’s Phi Theta Kappa Chapter attends Ohio Region Awards Conference (WNJ, HCP, TG) ([Student Success](#))
  - SSCC registration is underway for the summer & fall semesters (People’s Defender, RH, HCP, WNJ, TG) ([Enrollment](#))
  - Southern State announces new Financial Aid Director (People’s Defender, News-Democrat, HCP, WNJ)

- Southern State gives back to community by donating books to local organizations (*People's Defender, RH, WNJ, HCP*) ([Relevance & Excellence](#))
  - Advance your Future with the Foster Short-Term Certificate Program at Southern State Community College (*HCP, TG*) ([Enrollment](#))
  - Southern State Community College announces 2024 commencement speaker (*WNJ, RH, HCP*)
  - FAFSA filing got you down? Southern State can help! (*TG, HCP, WNJ, RH*) ([Enrollment, Student Success](#))
  - Southern State to Host Engineering Program Open House (*WNJ, HCP, TG*) ([Enrollment](#))
  - Southern State student travels to Arizona to tour Intel Facility (*TG, HCP*) ([Enrollment, Relevance & Excellence, Student Success](#))
  - Get on the road to a high-paying career in four weeks with Southern State's Truck Driving Academy (*RH, HCP, TG*) ([Enrollment, Workforce Development](#))
  - Four SSCC Students Named to the All-Ohio Academic Team (*HCP*) ([Student Success](#))
  - SSCC President provides update to Commissioners during Community College Month (*HCP*) ([Relevance & Excellence](#))
- **Advertising/Print/Direct Mail:**
    - March e-blasts promoting Summer/Fall Semester ([Enrollment](#))
    - March e-blast promoting the TDA program and upcoming start dates for Spring and Summer ([Enrollment, Workforce Development](#))
    - April e-blasts promoting Summer/Fall Semester ([Enrollment](#))
    - April e-blast promoting the TDA program and upcoming start dates for Spring ([Enrollment, Workforce Development](#))
    - C-103 High School All Star Book ad ([Enrollment](#))
    - WNJ Clinton Co. Spring Sports ad ([Enrollment](#))
    - RH Fayette Co. HS Spring Sports ad ([Enrollment](#))
    - Times-Gazette Spring Sports ad ([Enrollment](#))
    - Highland Co. Graduation Publication Magazine ad ([Enrollment](#))
    - HS Baseball season ads ([Enrollment](#))
    - 2024 Adams Co. Fairs ads for SSCC and TDA ([Enrollment](#))
    - New billboard ad promoting Summer/Fall Registration ([Enrollment](#))
  - **Social Media:**

**Total Facebook Insights**

    - Reach: 52,131
    - Engagement: 5,714

**March Report**

    - Facebook Posts



- Highland County's Manufacturing Day (*Relevance & Excellence*)
- Registration boost (*Enrollment, Relevance & Excellence*)
- Women's History Month (*Relevance & Excellence*)
- Lunch & Learn with Kraig Walker (*Relevance & Excellence, Student Success*)
- College Transfer Fair (*Enrollment, Student Success, Relevance & Excellence*)

## April Report

### ➤ Facebook Posts

- Elizabeth Crabtree Staff Spotlight (*Workforce Development, Relevance & Excellence*)
  - Reach: 1,129
  - Engagement: 69
  - Clicks: 60
- Paraprofessional Appreciation Day/Education Pathway boost (*Enrollment, Student Success, Relevance & Excellence*)
  - Reach: 359
  - Engagement: 11
- National Community College Month Campaign (*Enrollment, Student Success, Relevance & Excellence*)
  - Throughout April the following hashtags have been used on every post: #SSCCProud, #CCMonth, and #CCTrustees. Our posts have been under The Association of Community College Trustees hashtags, #CCMonth and #CCTrustees
- Lunch & Learn – Solar Eclipse (*Relevance & Excellence*)
  - Reach: 396
- Solar Eclipse informative post (*Relevance & Excellence*)
  - Reach: 762
  - Engagement: 25
  - Clicks: 17
- Lunch & Learn – Drug and Alcohol Abuse Awareness (*Relevance & Excellence, Student Success*)
- Solar Eclipse Safety (*Relevance & Excellence*)
  - Reach: 869
  - Engagement: 43
  - Clicks: 24
- Engineering Ad (*Enrollment, Student Success, Relevance & Excellence*)
  - Reach: 13,956
  - Clicks: 55
- Engineering Open house press release (*Enrollment, Student Success, Relevance & Excellence*)
  - Reach: 348

- Engineering Open House Ad (*Enrollment, Student Success, Relevance & Excellence*)
  - Reach: 2,408
  - Engagement: 197
  - Clicks: 166
- Summer Orientation (*Enrollment, Student Success, Relevance & Excellence*)
  - Reach: 838
- Financial Aid resources press release (*Enrollment, Student Success, Relevance & Excellence*)
  - Reach: 374
- Patriot Campus Ministries flyer (*Student Success, Relevance & Excellence*)
  - Reach: 428
- Kayla Bradshaw Intel press release (*Student Success, Relevance & Excellence*)
- Lunch & Learn – Sexual Assault Awareness (*Student Success, Relevance & Excellence*)
- BSN job/college fair (*Enrollment, Student Success, Relevance & Excellence*)

### **LinkedIn Insights**

- Search Appearances: 115
  - Page Views: 179
  - Total Followers: 5,149
  - Total Impressions: 9,954
  - Engagement Rate: 2.1%
- **Events/Publications**
    - March is National Social Work Month – in honor of this, the Communications Team visited 11 facilities across five counties to deliver cookies and information about SSCC that can be shared with their clients. Information was also shared about our HSSR program for those in the field who may want additional training. (*Relevance & Excellence*)
    - 2024 Commencement Program
    - 2024-25 Academic Catalog

## Recruitment

### Presence Report

March – April 2024

Campus Visits	MARCH	APRIL
Central Campus	3	2
Brown County Campus	1	1
Program Information Requests		
Business	24	15
Health Sciences	26	20
Engineering	1	1
Computer Science	3	0
HSSR	9	3
Education	4	1
AA/AS	7	2

### Events Attended

#### March

Brown County Career Fair, Amazon Career Choice Fair, HHS Senior Showcase, Adams County Career Fair

#### April

ABCAP Mental Health Series, Highland County Resource Fair, Drucker Awards, Coffee and Commerce.

### Professional Development

#### March

Brown L.E.A.D.S, Women’s Empowerment Workshop, Webinar: Are Bachelor’s Degrees Necessary for Success? Webinar: Shattering Accessibility Limits in Digital Learning, Webinar, Mental Health: When is it Time to Ask for Help?

#### April

Brown L.E.A.D.S, Lunch and Learn, Webinar: Transfer Talk Tuesday – Resilience in Transfer

### Projects

#### March

Summer Orientation, Summer Programming, Recruiting Workshop, Funding Programs, Team: Lead, ASPIRE Outreach

#### April

Summer Orientations, 8<sup>th</sup> Grade Eastern Middle School Visit, Summer Programming, Recruiting Workshop, Funding Program, Team: Lead, ASPIRE outreach