

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



SOUTHERN STATE
COMMUNITY COLLEGE

SSCC's mission is to provide accessible, affordable, and high-quality education to people in southern Ohio.

JANUARY 2025 | DR. NICOLE ROADES, PRESIDENT

Moody's Upgrades Southern State Credit Quality Rating

On December 12, our Vice President of Financial Services and I joined a follow-up call where the College learned that the bond rating had been upgraded. In a news release issued by Moody's, they state, "The upgrade of the issuer and underlying revenue bond ratings to Baa2 from Baa3 is driven by sustained improvement in operating performance and growth in wealth." It was further reported, "Governance is a key driver for this rating action, as improved management credibility supports the durability of the operating discipline and maintenance of financial reserves."

Program Vitality Recommendations Accepted

During the November 2024 meeting, I reported that I was actively considering recommendations from the Vice President of Academic and Student Affairs to take action on several programs and certificates within the academic portfolio. The Vitality process allows impacted faculty to present directly to me following the Vice President's recommendation. At the time of our November meeting, that opportunity was scheduled for the next day, delaying my ability to offer the Board definitive information until the process was fully executed.

Based on the information provided to me in Dr. Goodwin's recommendation and the additional information offered during the follow-up meeting with participating faculty, I have accepted the recommendation to discontinue accepting students into the following applied associate degree and certificate programs: Medical Assisting, Phlebotomy Technician, Medical Assistant Technology, Law Enforcement, and Paraprofessional Education major. This is effective Spring 2025.

Student impact remains the primary concern. The team is actively working with students to develop individualized plans to assist students in completing their program or transitioning them to viable options that make this possible. Details of the student impact are identified below:

Paraprofessional Education | Associate of Applied Science Degree

- (2) students affected
 - (1) will graduate Spring 2025
 - (1) has a teach-out plan to graduate in 2026

Medical Assisting Degree | Associate of Applied Science Degree

- (0) students affected

Phlebotomy Certificate

- (1) student affected
 - This student will graduate Spring 2025.

Medical Assistant Technology Certificate

- (5) students affected
 - All (5) students in this cohort will complete the program Spring 2025, graduating in May 2025.

Law Enforcement | Associate of Applied Science Degree

- (10) students affected
 - (1) student will graduate SPRING 2025
 - Teach-out plans are in motion
 - Students have been provided information pertaining to OPOTA training academies within relatively close proximity for completion.

Chairwoman Cummings and President Roades Attend OACC Governing Board Meeting

On December 11, the Ohio Association of Community Colleges (OACC) hosted its semi-annual Governing Board meeting in Springfield, Ohio, at Clark State's Hollenbeck Bayley Creative Arts & Conference Center. Special guest speakers included Ohio Auditor of State, Keith Faber, and Ohio Department of Higher Education Chancellor, Mike Duffey. Comments from both speakers stressed the urgency of building Ohio's workforce to better position Ohio for continued economic development, growth, and prosperity. Auditor Faber pointed to the outstanding success of College Credit Plus (CCP) and urged colleges to do more of this. Similarly, Chancellor Duffey suggested that CCP needs to be about a pathway, and colleges should challenge themselves to think about the "pipeline" and how to "broaden the funnel."

Legislative updates included key higher education bills within the lame-duck session. Most notably, predictions that the highly publicized and contentious SB 83 would not pass in this General Assembly but that we should expect it to reemerge in 2025. Additionally, the priorities for the 136th Assembly include an increasingly conservative agenda around the following:

- Societal Issues (Teaching of divisive concepts, prohibiting environmental, social, or governance policies, DEI, LGBTQ issues)
- Skeptical View of Higher Education (student debt, ROI for State funding, perceived liberal bias, business affiliations, faculty tenure, and academic freedom)
- Budget Priorities (Income tax cuts, expansion of K-12 vouchers, workforce, restrained spending, continued repeal of the CAT tax)

Finally, the OACC highlighted the single focus of its agenda— “Make Higher Education a Better Value for Ohio’s Students and Employers.” Among the strategies to achieve this, three priorities have been identified:

- Easier Student Enrollment
- Increased Career Connected Education and Operations
- Faster Pathways from College to Careers

As a full description, the OACC policy agenda and Governing Board meeting handouts have been included in your packet.

Strategic Enrollment Planning and Academic Program Demand Analysis Work in Full Motion

Launched in September 2024, Southern State’s relationship with Ruffalo Noel Levitz and the contracted work is fully underway. I will be providing progress updates through July 2025 as the intensity of this work is heavy in the first half of the year.

In November, the College hosted the first onsite consultation in which the Leadership Team and the Steering Committee to address the following goals:

- Define the scope and expectations of SEP at Southern State Community College.
- Define the SEP process and establish objectives and timelines.
- Establish a baseline understanding of the mission, vision, and direction of the college.

- Begin to develop a set of planning assumptions for SSCC's SEP.
- Begin to develop the Key Performance Indicators (KPIs) for SEP.
- Initiate data collection to support the project.

The next steps following this meeting included the identification of working group members and leads. These groups are organized as follows:

- Marketing and Recruitment
- Academics
- Enrollment/Admissions/Records
- Finance/Financial Aid
- Student Support and Services
- Data Team

These working groups have three primary tasks within the SEP progress: 1.) Develop data-informed situation analysis that tells the Southern State story in the identified focus areas, 2.) Engage in strategy ideation, and 3.) Provide leadership and support in developing detailed business/action plans.

The next scheduled onsite consultation is February 5-6, 2025. I extend my sincere thankfulness to all of those who accepted the request to be involved in this important work. Recognizing that everyone has other pressing priorities and obligations, I am thankful that this project, which holds transformational promise, has been prioritized by so many individuals.

President's Activities and Involvement

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

- STEEL Conference Wrap-Up Meeting
- SSCC Transfer Fair
- Celebration Lunch with Nursing Faculty and Staff
- Southern Ohio ESC Meeting with District Superintendents
- Program Vitality Follow-Up Meeting
- Coaching Insights from the School Perspective
- SEP Membership Meeting with Ruffalo Noel Levitz (RNL) Representative
- TPMA Report Debriefing
- Meeting re: Adena and SSCC Partnership

- Calls with Shawnee State University President
- Ohio Association of Community Colleges Fiscal Year 2024 Audit Exit Conference
- SSCC Faculty Senate Meeting
- Southwest Tech Prep Agreement Meeting
- Call with RNL Representative re: SSCC Survey Development
- OACC's December Governing Board Meeting & Presidents' Meeting
- Phi Theta Kappa Induction Ceremony
- Highland County Chamber of Commerce | Board Meeting
- Moody's and Southern State Community College Rating Relay Call
- SSCC's Practical Nursing Pinning Ceremony
- High School Counselor Luncheon
- Ohio TechNet Consortium Meeting
- SSCC Christmas Luncheon and Games
- Meeting with Park National Bank Representative
- President's Council Holiday Look-Ahead Luncheon
- Annual Evaluation with SSCC Board Chair and Vice Chair
- SSCC Employee Retirement Open House Celebrations
- Meeting with Highland County OhioMeansJobs Representative re: Training

ACADEMIC AND STUDENT AFFAIRS

ACADEMIC AFFAIRS

Spring 2025 Schedule

We are gearing up for the start of Spring 2025 beginning Monday, January 13. The chart below shows the schedule's course modality makeup.

	Spring 2023	Spring 2024	Spring 2025
MODALITY	% OF CLASSES	% OF CLASSES	% OF CLASSES
Online	43%	69%	51%
Face-to-Face	43%	26%	33%
Hybrid	12%	3%	10%
Flex	2%	2%	6%

December Academic Affairs Retirements and New Hires

The College said goodbye to **Barb Fleming**, Assistant to the VP of Academic and Students Affairs and Professor of Biology, **Bill Henry** in December. Fleming retired after 43 ½ years and Henry after 33 ½ years. **Ann Ernst**, a long-time part-time employee, took over Barb's position along with restructuring and maintaining much of her previous position. We are happy to have Ann join the Academic Affairs office full-time. She has a wealth of knowledge and has a long history with SSCC. The College also hired a new full-time Human and Social Services faculty, **Patricia Beach**. Beach had been an adjunct in the department for a few years. A search committee reviewed several applicants and interviewed five candidates via Zoom and then invited two finalists for campus interviews.

Opening Week Meetings

Opening week meetings were scheduled for January 8-10 for faculty and staff. Inclement weather made the week a bit difficult to navigate. The week included an all-campus meeting and lunch. A keynote speaker spoke on Faculty Strategies for Student Success. In addition to several other meetings, **Dr. Josh Montgomery**, Professor of Computer Science, did a workshop on unlocking AI for faculty and staff. The Campus is scheduled to be open on Saturday, January 11 for students to register and get assistance from a variety of offices including academic and student affairs, the library, the bookstore, the business office, and IT support.

Complete College America

Dr. Erika Goodwin, **Dr. Jeff Montgomery**, and **Dr. Jessica Wise** attended The Complete College America 2024 Annual Convening in Indianapolis, IN, November 18-20. This year's title: ALL IN. Sponsored by the Bill and Melinda Gates Foundation, CCA focuses on scaling proven strategies and implementing processes to help students earn credentials and connect to careers (completecollege.org).

SSCC Transferability

As a state institution, Southern State Community College has aligned courses within ODHE's Ohio Articulation and Transfer Network (OATN) for two decades. The OATN systems include acronyms TAGS, CTAGS, OGTP, MTAGS, ITAGS, and OT36 (general education courses currently finishing a 3-year learning objectives update). This network is an automatic alignment among our (35) state institutions. Independent institutions are accepting OT36-approved general education courses, making the college experience more affordable.

Other initiatives with our prominent state partners include alignments for technical programs that are not included in the Ohio Guaranteed Transfer Pathways (OGTP). This allows for more opportunities for all of our programs to complete bachelor-level degrees. Our partner agreements (completed and in process) include national online programs, independent institutions both in-state and out-of-state, as well as our state partners.

Regionally, Southern State is an active partner in the Southwest Ohio Regional Transfer network. This group includes higher education institutions serving the area and hosts twice-yearly summits to discuss transfer needs, issues, and better partnerships for our students. SOCHE, Strategic Ohio Council for Higher Education, also hosts an annual articulation/transfer summit for all Ohio institutions. As active members of SOCHE, SSCC benefits from the relations made by this association.

Spring programming initiatives, along with the semesterly Transfer Fair in March, include workshops for high school junior/senior students on meeting their college career goals and managing long-term college debt. ODHE's 2 + 2 pathway programs and the in-demand technical pathways will help students focus on career-directed pathways. Adult students will be encouraged to look at our partners with online bachelor's degree completions that can fit their work and family commitments.

Higher Learning Commission Comprehensive Review

A team of Academic Affairs administration has been diligently working on the College's Assurance Argument for its next comprehensive review in Spring 2026. Many thanks to **Dr. Erika Goodwin, Dr. Jeff Montgomery, Dr. Angel Mootispaw, Dr. Peggy Chalker, and Dr. Jessica Wise** for their work on this project.

SSCC's PN Program Celebrates Graduation

Twenty-six graduates of Southern State Community College's Practical Nursing program were recognized during a December 12 pinning ceremony at the College's Central Campus in Hillsboro.

Southern State Students Inducted into PTK Honor Society

Phi Theta Kappa (PTK), inducted twenty new members at the December 11 ceremony. Founded in 1918, PTK honors academic achievement in two-year colleges. To be considered for

membership, a student must maintain a minimum 3.5 cumulative grade point average and complete at least 12 semester credit hours of coursework that may be applied to an associate degree. The SSCC chapter, Alpha Omicron Eta, is one of nearly 1,000 chapters in two-year colleges around the world. Membership in PTK increases scholarship and job opportunities and provides a host of other benefits.

SSCC Theatre Spring Production, "Othering," is a new, original play by SSCC's theater director and faculty, Rainee Angles

Auditions for the spring production are Friday, January 17, and at 10:00 a.m., Saturday, January 18. "Othering" weaves together the cast and crew's personal experiences during the COVID-19 pandemic with their poignant performance of "The Diary of Anne Frank." Through diaries, news stories, social media, and powerful original dialogue, "Othering" explores the heightened systemic racism and societal challenges that, while not comparable in severity to Anne Frank's world, share some unsettling similarities. This innovative performance fuses video, sound, and projections to create a compelling narrative that reflects humanity's resilience and struggles in 2020 creating a unique and thought-provoking journey that connects past and present in an unforgettable theatrical event. "Othering" will be performed April 4 – 6.

Faculty Notes from the Dean of Academic Affairs

We are evaluating the Professional Institutional Learning Objective (ILO) this spring. That will conclude our second round of ILO evaluations (Communication, Critical Thinking, Culture and Context, Professionalism). Our next program review is Math in January, followed by Fine Arts in March, and Biology in April. We have a second assessment professional development opportunity for Faculty scheduled on Friday, January 31.

STUDENT AFFAIRS

Lunch Provided to Students

The Student Affairs team provided walking tacos for students, faculty, and staff on campus on November 25 and 26. Special thanks to **Jaime Simmons, Billie Powell**, PTK students, and **Sam Ginn** for organizing and serving. This event is another testament to the *above and beyond excellent services provided to students*.

Personnel News

Breana Fair is our new Library and Student Support Specialist. She will continue her work in the library as well as assisting in the Advising Center. In a few weeks, Breana will celebrate three years with SSCC, having been a member of the Library team since December 2021. Breana holds a B.A. in English from Wilmington College (2019), and she is currently a graduate student in Kent State University's Library and Information Science (MLIS) program. In her full-time role, she looks forward to continuing to connect students, faculty, and staff with valuable resources across the College.

After 30 years of service to Southern State, **Fran Roberts**, front-line Records office associate, retired. Fran's last day was on January 3, 2025. A celebration of her employment was held on December 19, 2024. We appreciate her many years of service in Student Affairs and wish her well in this new chapter of life.

Admissions

Traditional applications (new and readmissions) are still coming in through the holiday break. There are currently 35 high schools offering classes onsite for Spring 2025.

- 19 school applications/registrations are complete
- 5 schools still have outstanding forms due
- 11 schools have not yet submitted registration forms

Accessibility and Learning Services (A&LS)

Accessibility Services (AS)

- AS at SSCC is now a member of the Ohio Chapter of Ahead (Association on Higher Education and Disability). Membership is a great way for us to connect with Ohio peer institutions and can help us network, problem-solve, and develop professionally through their accessibility and disability information resources and opportunities. Also, the Ohio chapter would align better vs. the national AHEAD chapter because sometimes state laws, regulations, statutes, etc. differ from state to state and may not be applicable to us. Finally, our membership may help with our case for several, if not all of, the HLC criteria for accreditation. <https://ohioahead.org/>

- 62 students are registered with Accessibility Services (several other students are in the process of registering with AS) for the Fall term and 5 new students registered who will start in the Spring '25 term. Students continue to connect and register with AS.
- We are working with the Business Office on hiring an Interpreter for a hearing-impaired student enrolling with us in Spring 2025 (student will enroll for one, 3 credit hour class, at Central Campus).
- We proctored 10 AS exams in September, 30 AS exams in October, 30 in November, and 15 more in December.
- **Ryan Hall** continues to attend the monthly meetings of the Ohio Secretary of State's Accessibility Advisory Board. The Board is helping new leadership move forward and help with accessibility items relative to the election process. Due to term limits, Ryan's time on the Advisory Board has now expired, which ended on December 31, 2024.
- Ryan assisted with the Connect to College event on November 8.

Learning Services (LS)

- Fall term Tutors/Coaches have had approx. 200 tutoring sessions with students since the term started the week of August 26. We were able to offer between 65-75 hours of tutoring for students for (combined) both campuses.
- Professional Learning Coach, **Stephanie McKinney**, had to take some leave for health reasons after November 27, however, coaching and tutoring coverage was available during her absence.
- We updated our Learning Services website to reflect updated Peer Academic Mentors (PAM).
- We are working with Financial Aid to bring in another PAM for Spring 2025. This PAM can help us tremendously with our Nursing students.
- Ryan was invited to briefly present at the November Virtual CCP meeting with guidance counselors. He shared information on how both Accessibility Services and Learning Services are available (at no extra cost) for all incoming students.

Financial Aid

- The walking taco event in November was a huge success, and the students were so thankful. We are looking at other ways to help feed students throughout the semester.
- The 2025-2026 FAFSA application is up and running with fewer issues than this time last year. High School FAFSA nights and workshops will be starting in January.

- On December 3-6, our Director of Financial Aid, **Jaime Simmons**, attended the virtual FSA Conference (Federal Student Aid). Sessions ranged from maintaining eligibility to regulatory updates and many more.
- December 13, Jaime met with the treasurer of McClain (Greenfield) HS, Brad Barber, to discuss the best ways they can award scholarships to their students and how the FAFSA plays a part in that. Brad wanted a better understanding of how the FAFSA worked and any suggestions that Jaime had to better utilize the scholarship money they have to give out to their graduating seniors.
- December 13, she assisted with the Counselor Luncheon for our HS Guidance Counselors.

Academic Advisors

The Academic Advisors have been busy guiding students through the planning and registration process for the upcoming Spring 2025 term. The chart below gives an overview of how many students they have had contact with during the months of November and December 2024.

MONTH	NEW: TRAD/NON- TRADITIONAL	NEW: CCP	TOTAL NEW	RETURNING: TRAD/NON- TRADITIONAL	RETURNING: CCP	TOTAL RETURNING	TOTAL ADVISING*
NOV '24	41	1	42	192	212	404	446
DEC '24	35	7	42	272	212	484	526

Testing Center

The following chart shows the November and December 2024 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. *Ninety-six (96) Accuplacer tests were given offsite at the following high school locations: Georgetown, Waverly, Williamsburg, and Grant CTC.

NOVEMBER 2024 TESTING ACTIVITY LOG			
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR	TOTALS
Pearson Vue	24	15	39
ACCUPLACER	23	7	30
HESI	1	0	1
ACT WorkKeys	3	0	3
Certiport	1	0	1
Proctored Exams	2	1	3
TOTALS:	54	23	77

DECEMBER 2024 TESTING ACTIVITY LOG			
TEST	HILLSBORO TESTING CTR	MT. ORAB TESTING CTR	TOTALS
Pearson Vue	37	25	62
ACCUPLACER	130	124	254
HESI	0	0	0
ACT WorkKeys	5	0	5
Certiport	1	0	1
Proctored Exams	3	2	5
*Accuplacer Offsite	-	-	96
TOTALS:	176	151	423

Canvas Administration

The following lists activities of the Canvas Administrator in November and December 2024.

Webinars Meetings	11
Earned ON-DEMAND Badge	2
Simple Syllabus Integration	1
Simple Syllabus Course ID Corrections	5
TDA New Students	4
Support emails	626
DocuSigns	27
SSCC Help Desk Tickets	24
Phone calls (cell)	12
Text Messages	42
ZOOM meetings	9
Canvas Imports	Daily
Projects	7

Instructional Technology Director Update

December 2024 Activities	Angel
<i>Emails</i>	432
<i>Phone Calls</i>	73
<i>Text message</i>	259
<i>Updated BP Courses</i>	11
<i>Webinars/PD Attended</i>	4
<i>Meetings (Committee, department, etc.)</i>	9

Meetings/Webinars

- HLC Criterion 1 Workshop
- Faculty Senate
- Division Coordinator/VP Council Meeting
- HLC Criterion 2 Workshop
- Engineering Product Design Final Presentations
- Instructional Technology Committee Meeting
- Quality Matters Research Webinar
- Counselor Luncheon
- Quality Matters Ohio Executive Meeting
- Quality Matters Coordinator Meeting
- Quality Matters Instructional Designer Meeting
- DesignPlus Workshops
- ReadyGO Workshops
- CidiScapes Workshops

Spring 2025 Blueprint Course Updates/Associations

- COMM 1115
- EDUC 1102
- EDUC 2240
- EDUC 2241
- ENGL 1101 16 Week
- ENGL 1101 8 Week
- FNAR 1104
- PSYC 1110
- REST 1171
- REST 2224
- REST 2225

Security

Gary Heaton, the College's Security and Emergency Response Coordinator, recently attended the following meetings/events:

- HFC Safety Council Meetings
- Radium Girls play for high school student viewing
- Connect to College event
- Follow-up meeting and work on Safety Grant
- SOCHE-sponsored B.I.T. Assessment Zoom meeting
- PTK, Lindsey Wilson and Practical Nursing Pinning/Ceremonies

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Central Campus HVAC Renovation

The HVAC project received Controlling Board approval on December 2. The College is currently working through some unanticipated challenges in starting the project, however those are expected to be resolved swiftly. The cooling tower is scheduled for delivery by January 31.

Computer Science Renovation Project

Southern State has decided to use the Ohio Facilities Construction Commission's (OFCC) approved consultant list to select an A/E firm for the design portion of the Computer Science Renovation Project instead of hosting an open RFQ process. App Architecture, BHDP, and Fanning Howey will visit campus on January 13 for a walkthrough and to assess the current space. Each firm will submit a technical proposal by January 17 and submit to an interview on January 21. Southern State and OFCC will make a final selection by January 23.

Fall Cybersecurity Training

One hundred sixty-two employees completed cyber security training during the fall semester of 2024. The topics addressed include understanding the current, common security threats organizations may face and how to protect against those threats, as well as how and when to use email encryption. Special thanks to **Tyler Bick** (Technology Coordinator) for continually managing and tracking user training.

WORKFORCE DEVELOPMENT & COMMUNICATIONS

Grants

ASPIRE

Thirteen ASPIRE students have earned their GED since July 2024. Several have already enrolled in classes at Southern State, attended a skilled trades training program, or entered the workforce.

Classes and testing continue to take place at the Clermont County Jail, and the program has been working with the Batavia Ohio Means Jobs site to finish its program after being released from jail.

Commercial Truck Driving Student Aid Program

Southern State was awarded \$51,850 from the Ohio Department of Higher Education to provide financial aid to in-state students to complete a CDL program and agree to reside and be employed in Ohio for at least one year upon completion. Over 30 applications were received, with requests exceeding available funding; therefore, awards were based on demonstrated success. This is the third round of funding for the Truck Driving Academy program.

IMAP and Graduation Alliance

Southern State, in partnership with Graduation Alliance, received funding to help Ohioans participate in training programs and receive micro-credentials. While the program is targeted toward individuals who are low-income, partially unemployed, or completely unemployed, all Ohioans are eligible to receive training through IMAP. Each institution is reimbursed up to \$3,000 upon completion of each micro-credential.

Talent Ready Grant

The College received \$95,400 to support workforce credential and certificate programs of fewer than 30 credit hours at a community college, state community college, technical college, or

university regional campus or fewer than 900 clock hours. The investment supports the state's ability to attract new investments and talent and grow and expand workforce credentials through short-term certificate programs. The College will focus on providing financial assistance to those in STNA, CDL (A and B), and Microsoft and CompTIA Vouchers.

Super RAPIDS II

Southern State Community College submitted a response for inclusion in the Automation and Advanced Mobility (A&AM) special funding to support the Electromechanical program by upgrading some of the current lab equipment connected with training talent in careers that directly or indirectly contribute to the A&AM industries.

Strategic Support Specialist

On November 11, the Ohio Educational Service Center Association (OESCA) presented **Lisa Hord**, Strategic Project Support Specialist, with the Outstanding Leadership Award. The Brown County Educational Service Center nominated Hord for her long-standing collaborator with the organization and her service on various county committees and boards.



Ohio Code Scholar Program

On December 6, the Ohio Code Scholar program hosted its K-12 teachers for their Winter Professional Development training. In attendance were 22 teachers involved in the Coders program throughout the region. The next event will be the end-of-the-year celebration on May 13th at the Central Campus.



Workforce Development

Truck Driving Academy (Class A and Class B)

	2023/2024	2024/2025
July	43	8
August	14	17
September	25	9
October	17	17
November	22	14
December	2	15
January	19	
February	18	
March	0	
April	26	
May	14	
June	17	
Y-T-D	217	80

On December 5, nine students from Lynchburg-Clay visited the Brown County Campus to spend an hour learning about the Truck Driving Academy and the profession. The TDA Director, **JT Smith**, and Office Manager, **Angie Devilbliss**, presented to the students who could also sit inside a tractor cab to get a feel for being in a semi. The program was successful, and each student walked out with a TDA t-shirt and other swag.

TDA held an in-service training on November 21 for the CEU requirements. Topics included Ethics, Title IX, processes and procedures, and changes to rules and regulations.

Continuing Education

The Fall Water Workshops took place in November at North Canton and Barnesville. A total of 105 attendees were at the training over the three days.

Basic Water Training for Purina was held at the Brown County campus on December 4. The training provided a basic overview of water and wastewater knowledge for those working at the new Purina plant.

Computer Science Navigator and Ohio Code Scholar Coordinator **Blaine Parker** has recently been certified to instruct the Fiber Optics training program. The certification includes two exams and a two-day hands-on training. Parker will instruct the new Fiber Optics non-credit training.

Professional Development training on Difficult Conversations was offered on November 6. Eight people attended, and Filomena Nelson of APEx Consulting facilitated the training. These types of leadership and management training will continue throughout the remainder of the 24-25 academic year.

Communications and Marketing

Presence Report

Southern State Community College

Marketing Area	October	November	December
Press Release	8	5	5
Advertising / Print	7+	10+	5+
Email Campaigns	1	1	1
Emails Deployed	25,000	25,000	25,000
Number Opened	3,557	4,004	5,394
Percentage Opened	14.23%	16.02%	21.58%
Clicks within content	519	750	680
Percentage of total clicks	2.08%	3.00%	2.72%
Social Media/Geofencing	1	1	
Impressions/ads Deployed	47,556	49,153	50,984
Clicks	764	976	1,108
CTR (click through rate)	1.61%	1.99%	2.17%
Top 3 locations of activity	Wilmington, Greenfield, Georgetown	Wilmington, Greenfield, Georgetown	Wilmington, Georgetown, Greenfield

Truck Driving Academy

Marketing Area	October	November	December
Email Campaigns			
Emails Deployed	25,000	25,000	25,000
Number opened	5,004	3,853	3,544
Percentage Opened	20.02%	15.41%	14.18%
Clicks within content	570	543	657
Percentage of open and clicked	2.28%	2.17%	2.63%
Audience Management	1	1	
Impressions/ads Deployed	65,065	66,927	67,908
Clicks	132	101	98
CTR (click through rate)	0.20%	0.15%	0.14%

Recent Southern State Appearances

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

- **Press Releases**
Southern State's Spring 2025 Online Scholarship Portal Is Open – Apply Today!
([Enrollment](#))

Southern State to Host Police Academy Open House on November 21 (*Relevance and Excellence, Workforce Development, Enrollment*)
 SSCC Board of Trustees to meet November 21
 Southern State Nursing Program Receives Clean Review from Ohio Board of Nursing (*Relevance and Excellence, Enrollment*)
 Southern State's Lisa Hord Wins Outstanding Leadership Award (*Relevance and Excellence*)
 Excellence and Growth Opportunities on Horizon Following Coming Changes (*Relevance and Excellence*)
 Southern State's Next Semester begins January 13, 2025 (*Enrollment*)
 Auditions for SSCC Theatre's "Othering" will be January 17 and 18
 Southern State students inducted into PTK Honor Society (*Student Success*)
 SSCC's PN program celebrates graduation (*Student Success*)

- **Advertising/Print/Direct Mail:**

November e-blast promoting ONLINE programming to adult students (*Enrollment*)
 November e-blast promoting Dec. – Feb. start dates for the TDA program and featuring new 30-second video/commercial (*Enrollment, Workforce Development*)
 December e-blast promoting ONLINE programming to adult students (*Enrollment*)
 December e-blast promoting Jan. – Feb. start dates for the TDA program (*Enrollment, Workforce Development*)
 Postcard mailing to applied, not registered students (902) (*Enrollment*)
 Postcard mailing to current students, not registered for the spring semester (1,811) (*Enrollment*)
 High School Winter sports ads (TG, RH, WNJ, Clermont Sun, BCP, Adams Co. People's Defender) (*Enrollment*)
 Wilmington HS Student Newspaper ads (Nov. and Dec.) (*Enrollment*)
 Spring Semester recruiting ads (HCP) (*Enrollment*)
 Wilmington HS yearbook ad (*Enrollment*)
 Miami Trace HS yearbook ad (*Enrollment*)

- **Social Media:**

- **Facebook:**

November Reach: 16.1K (*Relevance and Excellence*)
 November Follows: 32 (+391%) (*Relevance and Excellence*)
 November Views: 54.5K (+62.2%) (*Relevance and Excellence*)
 November Visits: 1.8K (*Relevance and Excellence*)
 November Top Post: Donation Drive for Local Shelters (4.30K Views) (*Relevance and Excellence*)
 December Reach: 16.1K (*Relevance and Excellence*)
 December Follows: 27 (*Relevance and Excellence*)
 December Views: 46.1K (*Relevance and Excellence*)
 December Engagement: 5.6% (*Relevance and Excellence*)

December Visits: 1.8K *(Relevance and Excellence)*

December Top Post: PTK Induction Ceremony (10.1K Views) *(Relevance and Excellence)*

➤ **LinkedIn**

Page Views: 75 (+13.6%)

New Followers: 45 (2.3%)

Impressions: 3,764 (+29.7%)

Engagement Rate: 3.9%

Recent Content Posted:

- Spring Semester Registration *(Enrollment, Relevance and Excellence, Student Success)*
- TDA Program push *(Enrollment, Relevance and Excellence, Student Success)*
- Scholarship Portal is Open *(Enrollment, Relevance and Excellence, Student Success)*
- Lisa Hord Wins Outstanding Leadership Award *(Relevance and Excellence)*
- Excellent and Growth Opportunities on the Horizon *(Enrollment, Relevance and Excellence)*
- Nursing Program Receives Clean Review from Ohio Board of Nursing *(Relevance and Excellence, Student Success)*
- Spring Semester Begins on January 13th *(Enrollment, Relevance and Excellence, Student Success)*
- Auditions for SSCC Theatre's "Othering" *(Relevance and Excellence, Student Success)*
- PTK Inductions Ceremony *(Relevance and Excellence, Student Success)*

• **Events/Publications**

Continuing with 50th Anniversary prep and planning – launching January 1, 2025
(Relevance and Excellence, Enrollment)

MILO Open House (Nov. 21) – well attended. *(Enrollment)*

December Employee Email

January Employee Email

PTK Induction Program *(Student Success)*

LPN Pinning Ceremony Program *(Student Success)*

College Christmas card

Holiday gift baskets delivered to local media outlets in Adams, Brown, Clinton, Clermont, Fayette, and Highland Counties

Recruitment

Presence Report | November 1, 2024 through December 23, 2024

	NOV	DEC
Program Information Requests		
Business	15	17
Law Enforcement	2	5
Health Sciences	12	27
Engineering	6	5
Computer Science	3	2
HSSR	4	4
Education	4	3
AA/AS	7	3

Events Attended

Community Resource Field
Real Money, Real World
Credit College Plus Nights (McClain, Lynchburg, Hillsboro, Manchester, West Union, Williamsburg, Ripley, Washington Court House)

Events Outcome

- **Connect to College** was represented by nine area high schools. Four from Highland County (Hillsboro, McClain, Fairfield Local, Whiteoak), one from Fayette (Miami Trace), two from Brown (Georgetown and Southern Hills Career Technical Center), and two from Adams (North Adams and Peebles). There were roughly 200 students in attendance. A particular highlight was the career quiz—and the Truck Driving Academy! A total of 9 faculty and 21 staff assisted with the event.
- **Everyone’s a Recruiter Workshop** | *Final Event: Show Me What You Got* - The session reviewed all the material we covered over the last five months. Each attendee was given a “Survival Guide” that they could keep with all the information compiled in one spot. Those who attended every session were presented with a certificate. Overall, the program was successful, and I look forward to continuing this initiative. Attendance included eight in-person and three via Zoom.
- **Counselors Luncheon** | Counselor Representation from Adams, Brown, Highland, Fayette, and Clinton counties. Solid feedback from many of those who attended/presented. All counselors had good things to say about the event. In total, there were 22 counselors in attendance: 17 members of the faculty participated, and 14 participants from the staff.