

President's Activities and Involvement

- x
- x
- x
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- x

- x
- x
- x
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- x
- x

Credit Transfer

Advance Placement
Assurance Guides
Career-Technical Credit
Ohio Transfer Module
Industry-Recognized Credentials
Transfer

Instructional Technology News

WORKFORCE DEVELOPMENT

Grants | ASPIRE Program

Reporting Information

Professional Development

Susan Armstrong Sally Orihood

Non -Credit Training

Truck Driving Academy

Month	2020-2021 AY	2021-2022 AY	2022-2023 AY
August			
September			
October			

Professional Development

JT Smith

Equipment and Inspection

Upskilling and Certifications

General Upskilling
Course Enrollment

Brown County Campus

Activities

Professional Development

Amanda Lewis

Communications and Marketing

Comparison

Marketing Area	July/Aug.	Sept/Oct
Press Release	7	10
Advertising / Print	6	12+
Email Campaigns	1	1
Emails Deployed	30,303	30,303
Number opened	6,029	6,413
Percentage Opened	19.90%	21.16%
Clicks within content	793	660
Percentage of open and clicked	2.62%	2.18%
Social Media/Geofencing	1	1
Impressions/ads Deployed	31,697	67,147
Clicks	113	190
CTR (click through rate)	0.36%	0.28%
Top 3 locations of activity	Wilmington, Greenfield, WCH	Wilmington, Owensville, WCH

Recent Southern State Appearances Involvement

– Communications Activities and

Press Release

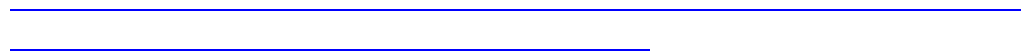
- ¾ (People's Defender, News Democrat, Ripley Bee)
- ¾ (Highland Co. Press)
- ¾ (Times Gazette FRONT PAGE)
- ¾ (Highland Co. Press, Record Herald, Wilmington News Journal)
- ¾ (Highland Co. Press, Times Gazette, Wilmington News Journal)
- ¾ (Times Gazette, Record Herald, Highland Co. Press)
- ¾ (People's Defender)
- ¾ (Wilmington News Journal, Record Herald, Times Gazette)

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Cincinnati College Guide)

(Highland Co. Press)
(Cincinnati.com, Cincinnati Enquirer,



Advertising

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Social Media:

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Three largest populations for ad activity are
Wilmington HS, Clermont Co. Fair (Owensville), and Washington HS in Court House

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Professional Development

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Public Relations)

(provided by the National Council for Marketing and

Media Shout Outs (in relation to Chatfield closing)

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