



MARCH 2023

Administrative Reorganization to Merge Academic and Student Affairs

As you may recall, we have had an opening in the senior student affairs area since late 2022.

After meeting with most of the student services team, consulting with senior leadership team members, and observing the division's needs, we are moving forward by merging academic and student affairs into a single division. This is a common administrative model across the State and nation, and Southern State seems well-suited for this organization.

Effective July 1, **Dr. Erika Goodwin** will assume the senior leadership role in both areas as the

Vice President of Academic and Student (a)-0fe(d)1(dw)3. (o)2.5(n)TJ0 T8 0 Td()TjEMC /P 8AMCID 7T098 0 Td

April 1, with an intended start date of July 1. The selected individual will report to Dr. Goodwin and will provide leadership and supervision for the various existing functions of student affairs, including admissions, registration, advising, career, and personal counseling, CCP relations, financial aid, records, learning services, and accessibility, student-life, co-curricular clubs and organizations, and testing services.

The Dean will be a student-centered leader capable of managing change, inspiring innovation,

On March 28, the HEALTH Consortium Board, including representatives from Shawnee State University, Cincinnati State, Edison State, Clark State, and Southern State, will gather for the spring meeting. Contingent on the decision of two other consortium partners to transfer service to Anthem, the College will accept the committee's recommendation to change the provider to Anthem. The savings, largely a result of a pharmacy program, ARORx, unique to Anthem,

poses a savings of approximately \$170,000 to the College. Additionally, Anthem has provided a rate increase guarantee on administrative fees:

1. If we change now, we will receive a waiver of the set up/implementation fee and a waiver of 1 month's network fees totaling \$9,620 in savings.
2. For year 2, there will be a 0% increase in administrative fees.
3. Year 3 would see a 4.6% increase in administrative fees.

All consortium partners must agree to adopt Anthem as their provider to realize the savings locally. In the absence of consensus, the committee has recommended staying with Medical Mutual of Ohio and adopting ARORx for pharmacy benefit management. Specific renewal rates will not be available until after the March 28 meeting. No changes to the medical or pharmacy carriers will represent a 16-17% renewal increase for Southern State.

Community Colleges of Appalachia Supports Southern State's Participation in the AACC Workforce Development Institute

In mid-January, **Amy McClellan**, Executive Director of Workforce Development, and I had the opportunity to participate in the American Association of Community College's (AACC) Workforce Development Institute (WDI). Participation in this national, highly-regarded institute was possible through the generous scholarship support of the Community College of Appalachia.

In addition to the rich takeaways from the conference presenters and keynote speakers, Southern State committed to three action items to advance our workforce development presence. The three action items include:

1. Explore entry points for curricular and/or programmatic introduction of artificial intelligence.
2. Seek AACC consideration to enter Cohort 3 of the Microsoft initiative emphasizing cybersecurity programming.
3. Enhance the College's role in electric vehicle (EV) manufacturing.

Southern State Team Participates in Winter Student Success Leadership Institute

The Ohio Association of Community College's Success Center hosted the Winter 2023 Student Success Leadership Institute (SSLI) on February 23 and 24. Representatives from Ohio's 23 colleges, including Southern State, convened in a virtual meeting to participate in a series of workshops with continued emphasis on aspects of the Guided Pathways initiative.

Outcomes suggest a continued emphasis on enrollment growth, and student outcomes should remain our focus. Special thanks to the team members **Dr. Peggy Chalker, Dr. Terry Flum, Dr. Erika Goodwin, Dr. Jeff Montgomery, Dr. Angel Mootispaw, Suzanne Harmon, Amanda Thompson,** and **Dr. Jessica Wise** for their participation in the Winter SSLI.

- x Fayette County Chamber of Commerce | Groundhog Day Event
- x Call with Innergex Representative re: Palomino Project
- x Ohio Valley Regional Development Commission (OVRDC) Caucus Meeting | Highland County
- x Brown County Chamber of Commerce Event with Congressman Brad Wenstrup
- x HVAC Project Criteria A/E RFQ – Firm Review Meeting
- x Highland County Workforce Leadership Council
- x Meeting for Review of HORAN's Committee Meeting Presentation
- x AGO Briefing | HB353 Testing Your Faith Act
- x Data Visualization Software Kickoff Meeting
- x Return2College Meeting
- x Highland District Hospital | Branding RoundTable
- x Student Success Leadership Institute
- x BAC Meeting / Access Ribbon Cutting
- x Meeting with BHDP, Quandel, and OFCC Representatives
- x SSCC Board of Trustees Facilities Committee Meeting
- x Administrative Commencement Meeting
- x Moody's Update Call
- x Ohio Code Scholars Update with Senator Shane Wilkin
- x SSCC & BB2C's CCCL Summit
- x Highland County Chamber of Commerce | Ag is Everyone's Business
- x Emergency Operating Plan (EOP) Draft Review Meeting
- x OACC Legislative Day (Columbus, OH)
- x Highland County Workforce Leadership Council | Education for Work Committee | Survey of Local Workforce Needs

ACADEMIC AFFAIRS

The Testing Your Faith Act

The Board will be asked to approve a new policy and procedure for H.B. 353, entitled "The Testing Your Faith Act."

their community college experience, what role faculty and staff play, and how institutions can foster belonging with little or no additional cost to the institution.

and certain certificate programs. The College has been recertified for 3 years, and the

The draft CDR of zero is of little value in and of itself. We do have access to information that identifies the borrowers in this cohort. The SSCC Financial Aid staff will be working with Marketing to develop a communication plan for these borrowers when a final determination date is released for the resumption of student loan repayment.

The impact of the student loan repayment pause is unknown but future default rates are expected to rise. The response of the U.S. Department of Education (ED) to these rates, as well as their expectation of institutional responsibility, bears careful observation.

New Federal Guidance on Third-Party Servicers

The U.S. Department of Education (ED) issued a Dear Colleague Letter detailing new requirements for Title IV-eligible institutions regarding third-party servicer (TPS) agreements. ED has expanded its definition of a TPS and schools that have agreements with a TPS may have to submit information about the TPS and agreement to ED. Colleges will be required to add each TPS to their institutional federal aid application with ED.

Specific to this guidance is the inclusion of all agreements with third-party entities to provide or support recruitment and retention. It is noteworthy that it can be argued that every activity at a college is related to recruitment and retention so the impact of this new guidance can be substantial. The third-party entities, identified by each college, will be required to complete a data survey and submit it to ED for review.

SSCC's Financial Aid Office is working with Drs. Roades and Goodwin to compile a list of third-party entities and begin the required data collection. The deadline to submit the information to ED was initially set for May 1. On February 28, ED released an update that the guidance does not go into effect until September 1.

The FAFSA Simplification Act

The FAFSA Simplification Act was part of the Consolidated Appropriations Act passed by Congress in 2021. The FAFSA Simplification Act includes significant changes to the composition of the Free Application for Federal Student Aid (FAFSA), the calculation of student eligibility for Federal Pell Grant funds, consumer disclosures, and a host of other changes.

The required review and changes to policy, procedure, and process of federal aid are spread out over the 2023/2024 and 2024/2025 academic years. For 2024/2025, significant

achieving a 15% or greater recruitment rate of eligible members into the chapter.

Former SSCC President, Dr. Kevin Boys, will be receiving the Michael Bennet Lifetime Achievement Award as an individual award.

Projects & Research

The 2022 student survey college project was submitted for an international hallmark award to be determined in April 2023. The student focus group college project for 2023 is underway with student registration open in March for groups to be held in April. This project will give voice and clarity to the student survey conducted in 2022. The chapter will collaborate with the college through the communications department.

As part of the Honors in Action Project, the Art and Science of Play is the 2022-2024 Honors Study Guide Topic. The 2022 project was submitted for an international hallmark award to be determined in April 2023.

PTK Pillars

Leadership: The VP of Service was filled with a newly inducted member, **Amanda Hitt**. Three officers will graduate in May. Officer applications for 2023-2024 are open.

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runs Friday, April 14 through Sunday, April 16. To find out more about the show, cast and crew, tickets, etc., visit <https://sscctheatre.com/seasons/2022-2023-season/moonlight-magnolias/>

Student Success

Academic / Career Advising

Academic/Career advisors continue to recruit our current student body to register for the next term/year of their program. Retention efforts include continual promotion and affirmation of students' experience as they discover/develop their strengths in their career/academic pursuits.

Learning Services

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The Basic Peace Officer Academy welcomes **Michael Poe, Jerry Jividen, James Clements,** and **Jamison Underwood** as new instructors.

In Student Services, **Luke Shelton** and **Jeff Wiederhold** will join us as Learning Skills Coaches.

Tyler Havens will now work for Dr. Josh Montgomery as a Workstudy student.

The Truck Driving Academy welcomes **Cole Wilson** (Part-Time) and **Joe Collins** (Full-Time) as new Instructors, both former students of the program. We also welcome back **John Case** (Full-Time) as a returning instructor.

In Nursing, we have welcomed **Ashley Copas, Dee Horton,** and **Melissa Holmes** as Clinical Instructors.

Recruiting

In **Academics**, we are currently recruiting for a Coordinator of Learning Services and Accessibility, as well as a Distance Education Support Specialist, both Full-Time openings. In addition, there is interest in virtual instructors for Spanish in French. As for French, there is hope that an existing employee can cover this. There is also a need to hire two instructors for Real Estate, one of which has been selected.

The **Nursing Program** has been recruiting multiple instructors for various clinical sites. Three candidates have been hired to fill these spots.

The **Truck Driving Academy** has been recruiting both full-time and part-time instructors. Three positions have been filled and they are back to full staffing status.

The **Basic Peace Officer Academy** continues to search for instructors. All instructors must be OPATA certified in order to teach.

Over the past two months, **Student Services** has sought out Learning Skills Coaches (formerly known as Tutors). Several have been hired, but there is interest in searching for Coaches with specific skills in Math and Writing.

INFORMATION TECHNOLOGY AND INFRASTRUCTURE

Student Cyber Training

To help facilitate essential student cyber security awareness, Southern State began providing training on the Canvas learning management platform during the Fall semester of 2022. Topics covered dealing with fake/spam emails and avoiding dangerous links and attachments. Throughout the semester, 1,053 students completed the training.

During the Spring semester, 705 students have completed new training covering internet safety and privacy, passwords/passphrases, and multi-factor authentication.

Phone System Changes

Southern State completed a college-wide project on February 23 and 24 that completely transformed and modernized the phone system to provide increased flexibility and functionality for all users. This project has been in the development stage for about twelve months. Special thanks to **Katy Markey**, Information Systems and Telecommunications Manager, for leading this project and Hamilton Clermont Cooperative (HCC), our network and communications support vendor.

Due to copper's aging infrastructure, the telephone industry began making moves a few years ago to phase out the sale and support of traditional analog copper phone lines and circuits for faster and more reliable fiber optic connections. The Brown County Campus has experienced phone connectivity challenges for several years due to a copper circuit from a local exchange carrier.

Instead of migrating circuits to a fiber connection, the College took it further by opting for a cloud-hosted (Internet-based) system, Unified Communications as a Service (UCaaS). With this platform, the phone system operates over the College's Internet connection as a VoIP infrastructure without needing traditional onsite backend phone equipment. This system also eliminates long-distance fees and saves additional money by removing the costly copper-based PRI connections with the local exchange carriers. However, the College will maintain a few individual copper phone lines connecting to fire alarm panels and the elevator at Brown County for a bit longer until an alternate solution is decided.

The final two days of the project saw the replacement of about 130 desktop phones with the combined teamwork of the technology and facilities teams. The College has about 220 total phone devices across both campuses. The p

Appalachian Community Grant

Planning and discussions continue around the Appalachian Community Grant and

Communications and Marketing

Presence Report

Southern State Community College

| Marketing Area | December | January | February |
|---------------------|----------|---------|----------|
| Press Release | 4 | 8 | 5 |
| Advertising / Print | 7+ | 2+ | 5+ |
| Email Campaigns | 1 | 1 | 1 |
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Recent Southern State Appearances: Communications Activities/Involvement

Southern State has appeared in the following media outlets:

Press Releases

- ¾ SSCC scholarship money is available NOW to students majoring in healthcare – APPLY TODAY (Highland Co. Press, News-Democrat)
- ¾ Southern State hosts Winter Cattle Producers Meeting (News-Democrat, Times-Gazette, Highland Co. Press)
- ¾ Earn Your Associate Degree in Education through Southern State’s Online Pathway (TimesGazette, Highland Co. Press)
- ¾ SSCC Board of Trustees to meet February 27
- ¾ Southern State’s Phi Theta Kappa Honor Society to attend annual convention; SSCC retired president Kevin Boys to be honored (Highland Co. Press, Times Gazette)

Advertising/Print/Direct Mail:

- ¾ Careers and Education Publication ad plus article
- ¾ Highland Co. Proud Publication ad
- ¾ Southwest Ohio College Guide – article, ads, email blasts, etc.
- ¾ Monthly Feb. e-blast promoting SSCC Law Enforcement Program (30K+ emails deployed)
- ¾ Monthly Feb. e-blast promoting the TDA program and upcoming start dates (25K+ emails deployed)
- ¾ Follow-up letter to parents from the initial direct mailer that we sent to current HS Senior CCP students in January (over 900 letters)

Social Media:

- ¾ Facebook Reach: 24.7K | Facebook Page Visits: 1.7K
- ¾ Facebook Paid Ad (ASPIRE Instructor)
 - Reach: 5.3K
 - Impressions: 14.3K
- ¾ Top Performing Facebook Post: SSCC scholarships available to students majoring in healthcare
- ¾ Instagram Reach: 146 (+3.5%)
- ¾ Top Performing Instagram Post: Cathy Zile receiving the Simple Syllabus Award for Curriculum Creator Leadership

Professional Development

- ¾ Attended the OACC Marketing Team Advisory Group meetings in Columbus – the purpose is to build collaborative intent and action among Ohio’s 23 community colleges around a common enrollment marketing vision (driving force is jobs coming to Ohio in Advanced Manufacturing, Intel, Honda, etc.)

Media Shout outs

- ¾ 2023 Ag. outlook Program review article (HCP) plus social media
- ¾ Highland Co. Econ. Dev. – SSCC scholarship money for students majoring in healthcare.