

*What are we doing to help students come and complete at the College?*

*What are we doing to help employees come and stay at the College?*



## President's Bi-Weekly Report

For period March 2, 2026 to March 13, 2026

*\*\* Next Report is due Friday, **March 27, 2026** "Pay Day"*

## Strategic Projects for 2025-2026 Academic Year

In identifying the strategic projects for their departments, supervisors need to address at least one of the two **SMART** (Specific, Measurable, Achievable, Relevant, and Time-based) strategies shown below in alignment with the strategic plan and its key performance indicators (KPI's) to fulfill the College mission of student access and success, and align the human, fiscal, and physical (facilities, IT) resources. The two strategies are:

1. What are we doing to help students come and complete at the College?
2. What are we doing to help employees come and stay at the College?

### PRESIDENT'S REMARKS

We review our strategic planning every year with a group of more than 30 college personnel made of faculty, staff, and administration representing the different college departments. This year our strategic planning process is different (renamed Compass Strategy), and consists of the following steps:

- Departments will scrub the current strategic plan in combination with different documents and different AI platforms (ChatGPT, OpenAI, Co-Pilot, Gemini, Perplexity, Claude, Grok, Network LM...), while keeping the main goals of access, success, and resources the same since they were derived from Board's Global End Policy. Presenters will use an established general College prompt and will enhance it using their department goals and objectives.
- Documents to attach for AI to analyze in addition to the strategic plan include (there are over 30 documents available): AACC Resilient by Design report (from Dr. Diab), ATD ICAT Survey and employee feedback (from Christy), landscape factors impacting higher education (from Dr. Diab), ATD Adult Student Project with Dr. Dones' recommendations (from Dr. Diab), ODHE docs (from Dr. Gray/Tom/Penelope), Rural Guided Pathways project (from Dr. Gray), State SSI funding data (from Penelope and Lori), Campus Climate Survey (from Dr. Gray), Program Cost Analysis (from Lori), latest IPEDS report (from Tom or Dr. Diab), last year's strategic plan KPI's data (from Penelope), last Trellis survey (from Tom), OACC Advocacy Insider (from OACC); and OACC Strategic Plan, others
- Presentations will be made to Cabinet (in person or remote), and meeting will include all the other strategic planning members that are not on Cabinet, and Shara Davis, our ATD coach
- These presentations/discussions will continue during the months of March, April, and May in preparation for our strategic planning / Compass Strategy meetings on June 2, 3, and 11.
- Based on the scrubbing outcomes of the strategic plan and documents, the whole strategic planning team (the Compass Strategy Forum) will be divided into two groups to brainstorm two separate scenarios also using AI:
  - Scenario 1: the sky is the limit in fulfilling the mission of access and success, with all needed resources available
  - Scenario 2: the sky is falling with drop in enrollment and student completion, and decrease in human and financial resources
  - Have the two teams switch and brainstorm the other team's scenario
  - Bring everyone back together, and decide on the future Compass Strategy
- Our theme is: Educating Citizens for a More Prosperous Community to reflect the ATD Community Vibrancy and the new Rural Guided Pathway/Aspen/OACC "College 3.0". Our current tag line is: Changing Lives. Transforming Communities.

## ACADEMIC AND STUDENT SERVICES

### 01\_ Admissions & Enrollment Management

**Goal:** Increase total applications by 6% by June 2026 through a 2% gain in general, non-traditional, and underrepresented student applications, supported by targeted communication and improved ISIR engagement.

- ✚ *We are still doing our Round 2 recruitment visiting schools*
- ✚ *We averaged around 25 admission appointments phone/in-person over the last two weeks and approximately 30 advising appointments.*
- ✚ *We continue to hold weekly campus visits on both main campus and Kehoe*
- ✚ *School Visits: Willard, Madison, Plymouth*
- ✚ *We had a successful main campus open house (college preview day) on 3.13.2026*
- ✚ *We are currently sending out TFS offers now through June*

### 02\_ Engineering Technology, Business, and Criminal Justice (EBC) Division

**Goal 1:** Achieve a 3% Increase in Student Co-op, Internship, and Capstone Placements by June 2026

**Metric:** Quantitative – Student Success

- ✚ *Submitted Registered Apprenticeship Exemption to ODJFS requesting award Journeyman card to five ArcelorMittal apprentices previously deleted from DOL system due to inactivity.*
- ✚ *Scheduled follow-up meeting with CNG for April 15 to discuss Polymer Certificate and training options.*
- ✚ *Scheduled meeting with Cleveland Cliffs representatives for March 19 to review status of apprenticeship program.*
- ✚ *Currently working with 5-6 students on Engineering Co-ops for Summer and/or fall.*

**Goal 2:** Reverse Individual Program Enrollment Declines and Achieve 3% Division-Wide Growth by Fall 2026

#### Student Recruitment and Outreach

Kehoe Center Events

- ✚ *March 5 visit by 30+ South Central/New London interested in Criminal Justice and IT postponed due to fog.*
- ✚ *3 individual tours with student and parents for VCMT, MTOM/Machining, and Engineering*
- ✚ *Criminal Justice received a \$3,000 donation towards new mats in the training room from the Richland County Sheriff. Donations from other departments in discussion.*

**Goal 3:** Relaunch the Manufacturing Maintenance Technician (MTOM) Program by Fall 2026

**Metric:** Quantitative – Student Access & Resources.

- ✚ *Andrew Shella and Chris Harriman are reviewing feedback from Curriculum Committee initial review. Making edits based on comments and will resubmit.*
- ✚ *The IST staff and David Wright continue to encourage students to pursue AAS from their apprenticeship/certificate program.*

#### Strategic Project: AI Credential Pathway

- ✚ *AI -Cert approved by HLC and ODHE*

**03\_ Health Sciences Division**

**Retention goal:** Student course completion rates, in key first year courses, will be greater than or equal to 90%

<i>Health Science</i>	<i># day 14 enrollment</i>	<i>Course Goal</i>	<i>Students enrolled</i>	<i>Retention %</i>
<i>Course</i>	<i>01/27/2026</i>	<i>90% or greater</i>	<i>As of 03/13/2026</i>	
<i>Chem 1030</i>	68	61	68	100%
<i>BIOL-1231</i>	33	30	33	100%
<i>BIOL-1550</i>	91	83	91	100%
<i>BIOL-1730</i>	36	32	36	100%
<i>BIOL-2751</i>	88	79	86	97.7%
<i>BIOL-2752</i>	127	114	122	96.%
<i>PHTA-1090</i>	<i>Session A</i>	11	12	100%
<i>PHTA-1110</i>	11	10	11	100%
<i>PNUR-2012</i>	21	19	21	100%
<i>RADS-1270</i>	<i>Session B</i>	17	18	94.7%
<i>RADS-1275</i>	18	17	18	100%
<i>RESP-1220</i>	13	12	13	100%
<i>RNUR-1052</i>	<i>Session A</i>	53	59	100%
<i>RNUR-1054</i>	53	48	53	100%

**Enrollment goal:** Program application numbers received by May 1, 2026, will increase by 5% over the 2025 enrollment numbers for the same period.

🚩 Our total apps last year at this time were 167. We currently have 259 applications. This is a 55% increase in applications compared to last year at this time.

<i>HS Enrollment Goals</i>						
<i>HS Program</i>	<i>Max #</i>	<i>Applications submitted</i>	<i>2025 % total and # of apps goal</i>			<i>to date</i>
		<i>5/1/2025</i>	<b><i>05/01/2026</i></b> <i>Goal %</i>	<i>Goal # up 5% over last year</i>	<b><i>03/13/2026</i></b>	<i>% of max #</i>
<i>LPN/RN ART</i>	32	30	100%	32	31	96.9%
<i>BSN</i>	<i>FT</i> 15	5	40%	6	1	6%
<i>RN</i>	88	71	85%	75	54	61.3%
<i>PN- PM/SU</i>	32	32	<b>100%</b>	32	72	<b>225%</b>
<i>PN-Trad/FA</i>	24	11	<b>50%</b>	12	40	<b>125%</b>
<i>PTA</i>	20	9	50%	10	5	25%

RADS	24	52	100%	24	49	204%
RESP	24	14	63%	15	8	33%

#### 04 Liberal Arts Division

**Goal: 1)** Redesign 10 high-enrollment course shells by July 1, 2026, with structured layouts and AI-integrated components that strengthen course learning outcomes. **2)** Increase the course completion rate in all Session B (second 8-week) courses by 1.0% over the 2024–2025 academic year baseline by implementing targeted early intervention and student support strategies.

- ✚ *Dean of Liberal Arts attended Achieve the Dream conference.*
- ✚ *Began process of attempting to create articulation agreement with OSU-Mansfield concerning Education programs.*
- ✚ *Working on updating articulation agreements with University of Akron.*
- ✚ *Working on updating articulation agreements with Kent State University,*
- ✚ *Working on updating articulation agreements with Ashland University,*

#### 05 Assessment, Curriculum and Compliance

**Goal:** Submit NCSC's Quality Initiative Proposal to HLC by November 30, 2025, and implement aligned assessment improvements college-wide by May 2026 to enhance program review and student learning feedback cycles.

- ✚ *Reached out to all Program Coordinators/Directors to confirm CWO rubric placement in to their programs for the 2026-2027 academic year.*
- ✚ *Follow up reminder to all faculty to complete their CWO rubrics and submit the session A feedback survey was sent out.*
- ✚ *We will begin to check all CWO rubric placements for session B next week. The number of courses that need to have rubrics attached continues to decline.*
- ✚ *Attending the HLC conference next week and I hope to connect with our new liaison, Amanda Wornhoff.*

#### 06 Title III

**Goal:** Convert 50% of eligible courses to 8-week or online formats, increase OER use, and involve at least 75% of faculty in professional development by June 2026.

##### *Alternative Course Delivery*

- ✚ *Met with Director of CCP regarding equipment needs for high-technology virtual course. Connected with teacher at Madison High School regarding equipment / functionality of high-technology classroom. Planning an upcoming visit. High-technology classroom has potential to further enhance online courses, course presentation.*
- ✚ *Met with contact at Learning Glass Studio regarding potential hardware and software upgrades that may be available to enhance current technology. Ongoing discussion regarding how to*

*increase utilization of Learning Glass technology currently on campus. Additional information forthcoming.*

- ✚ *Analysis of courses converted to 8-week sessions with additional data received from IR.*

### **Faculty Development**

- ✚ *Working with Instructional Designers on preparations for Convocation Summer, 2026, including agenda and key note speaker.*
- ✚ *Continued work on upcoming Faculty Development opportunities through Summer 2026 and beyond.*
- ✚ *Presented data analysis through Year 3 at March Faculty Meeting. Follow up on specific courses with faculty as requested.*
- ✚ *Follow up with attendees from Achieving The Dream, 2026*

### **Additional Updates**

- ✚ *Budget reconciliation through Year 3 with Finance Department*
- ✚ *Ongoing review and analysis of Title III grant metrics and progress continues*

### **Technology**

- |                                       |                 |                      |
|---------------------------------------|-----------------|----------------------|
| ✚ <i>Workshops Held: In-Person: 0</i> | <i>Zoom: 0</i>  | <i>Video Hits: 1</i> |
| ✚ <i>Student Support: Email: 3</i>    | <i>Phone: 0</i> | <i>In-Person: 0</i>  |
| ✚ <i>Faculty Support: Email: 1</i>    | <i>Phone: 1</i> | <i>In-Person: 0</i>  |
| ✚ <i>Staff Support: Email: 2</i>      | <i>Phone: 0</i> | <i>In-Person: 0</i>  |

- ✚ *Additional Projects:*
  - *Fillable PDF requests: 0*
  - *Canvas Masters: New: 0 Modified: 0*
  - *Course Evaluation Setup: Spring 26 Session B Completed*
  - *Syllabi Upload: Spring 26 B Underway*
  - *CWO class setup: 0*

### **Retention and Access Coordinator: (03/01/26 and 03/13/26)**

- ✚ *1:1 Support Sessions: 19 • Probation Students: 0 • Aviso Referrals: 0804*
- ✚ *Student Groups: • GroupName. 00*
- ✚ *Faculty Sessions: 08*
- ✚ *Events / Workshops Held: 01*
- ✚ *Date: 03/12/26 Time Management & Study Strategies. In Person # of attendees: 06*

### **07\_Registrar (Student Records)**

**Goal:** Increase student usage of Colleague planning tools by 30% and reduce certificate processing time by 50% by June 2026, while improving satisfaction scores to  $\geq 80\%$  (students) and  $\geq 85\%$  (advisors).

- ✚ *All SP26 Session A grades have been entered*
- ✚ *Subsequent mandated reporting will occur as well as pre-requisite insufficiency removal during break week*
- ✚ *Fastest path process for current catalog underway*

Fraud Taskforce:

*Working with Ellucian to become more familiar with fraud-prevention options in Recruit. Initial round of Fraud Policies have been compiled compartmentally*

**08\_ Student Support Services**

**Goal 1:** Raise TRIO retention to 70%, tutoring visits by 20%, career services visits by 15%, and Specialized Support Services visits by 25% through focused outreach and embedded services by May 2026.

**Goal 2:** Launch student survey in Fall 2025 and improve Spring 2026 satisfaction by 10%.

- + There are currently 74 TRIO students enrolled for spring term 2026. This is a decrease from 80 students registered for fall term. For the new grant cycle (2025 – 2030), the retention (persistence) rate project objective is 62%. Funded to serve total is 140 students.*
- + For the time period of 03/02 to 03/13: Visits to tutoring = 16; Hours = 21.45; Unique students = 16; Referrals = 5; Top 3 Subject Areas: Nursing, English, Biology.*
- + The office of Disability Services responded to 8 Alerts(s)/Referral(s) to the office; registered 1 new student(s) for accommodations for SP26 courses during the time period of 03/02 to 03/13. Current active (enrolled) students SP26 = 61; Current caseload = 75.*
- + For the time period of 03/02 to 03/13: Visits to career services = 3; Hours = 3; Unique students = 3 ; Referrals = 1; Attended the Admissions preview day on 3/12 to table about Career Development Services.*
- + Calculators loaned for the term = 16; Computers currently loaned for the term = 80; Students receiving Weekend Food Boxes = 3 (during the reporting period). Thank you to everyone who supported the pantry through their donations!*

**09\_ College Credit Plus**

**Goal: 1)** Increase CCP student enrollment by 1% over the previous academic year and **2)** ensure 50% of CCP students are on a documented pathway plan by May 2026.

- + The CCP Academic Advising Team, composed of Nicholas Ramey, Marissa Hamilton and Rachel Kral, have been absolute heroes as we completed our CCP Spring Term launch! From multiple CCP partner locations and on-campus/online; conducting new and continuing CCP student success advising, course, pathway mapping and transfer planning, this team is knowledgeable and inspiring!*
- + Check out at the SP26 enrollment table below! 🌟*
- + Continued: CCP Info/Application/ACCUPLACER sessions, promoting new 26-27 CCP student enrollment. These evening events at high schools are hosted for parents and potential new CCP students. A standard overview of state of Ohio CCP information (requirements, rules, deadlines, etc.) and an intro to each college. Following the presentation, we have opportunities to speak*

with families and students individually to discuss questions about CCP eligibility, requirements to qualify, balancing HS and college, etc.

- **Recent Application Days** at Madison Comprehensive and South Central High Schools
- **Recent Off-site ACCUPLACER Test Proctoring** at Celeryville, Mansfield Senior, Cypress, Pioneer CTC, Ashland and Plymouth Schools
- **Scheduling Fair:** Clear Fork High School
- ✚ Completed: **FA25 Enrollment Increase** - Following the Fall-Session B Non-Attendance drops, **CCP Early College Enrollment for FA25 achieved the set goal of a 1% increase** of both credit hours and individual student headcount. CCP/Early College remains well above prior year in all categories.
- ✚ **★** Completed: **SP26 Enrollment Increase** – **CCP Early College Enrollment for SP26 has achieved the set goal of a 1% increase of both** credit hours and individual student headcount. CCP Early College is **above prior year in all categories.**

	SP26	<b>% CHANGE to PY-FINAL</b> Comparison to final figures of prior year for the same term
Applications	199	0.51%
Students Enrolled	1381	7.81%
Credit Hours	9787	16.47%
Avg CH / Student	7.09	5.02%

✚ What percent of total enrollment for SP26 is comprised of CCP Early College?

% of Total Student Count this term
<b>53%</b>

% of the Total Credit Hours this Term:
<b>46%</b>

### 10\_ Academic Support Services (Center for Teaching Excellence)

**Goal:** Increase Canvas Master Courses by 50% (from 37 to 56) and engage one program from each division in course design review by June 2026.

✚ **CANVAS MASTER COURSES:**

✚ 59 Complete

✚ **COURSE REVIEWS:**

- EBC: · 0 courses
- Health Science: · 6 courses · 4 in progress
- Liberal Arts · 0 courses

## BUSINESS SERVICES

### 11\_ Accounting Services

**Goal:** Collaboratively update 100% of financial aid and business office policies and procedures by June 2026 and complete a comprehensive policy manual to support compliance and reduce barriers to enrollment.

✚ *Accounting Services worked on preparing for a federal review of our Early Head Start grant. The reviewer for the fiscal piece was on campus all day on Tuesday and requested multiple additional items throughout the day on Wednesday and early morning on Thursday. Multiple procedures were produced/documented for documentation purposes of the grant.*

### 12\_ Financial Aid Office

**Goal:** Collaboratively update 100% of financial aid and business office policies and procedures by June 2026 and complete a comprehensive policy manual to support compliance and reduce barriers to enrollment.

✚ *No new updates*

### 13\_ Facilities Management

**Goal:** Complete all listed capital repairs and renovations, including Fallerius and Health Sciences buildings, by June 30, 2026, ensuring physical campus readiness for instructional needs and safety.

#### ✚ **Fallerius Renovation Project**

- *Timeline for Phase One - April 2026*

#### ✚ **Status Update:** *We are nearing the completion of phase one of the Fallerius Renovation*

- *First and second coats of paint are being completed in areas along with existing doors*
- *90% of new doors and hardware are completed*
- *Ceiling grid has been installed and is 100% completed, ceiling tiles being installed in 75% of offices and corridors.*
- *Lighting fixtures are installed in all the offices and are wired - 100% completed, lighting is 100% completed in the corridors,*
- *Vav's (Variable Air Volume) are installed for our HVAC Case work has been built waiting for installation 3/4/26.*
- *Carpet and flooring are 100% completed for phase one.*
- *Case working will begin installation on 3/17/26*

### 14\_ Information Technology & Information Systems

**Goal:** Achieve and sustain a 60% call answer rate and respond to helpdesk tickets within an average of 3 work hours by June 2026 to improve internal and student-facing service.

✚ *From 3-2-26 to 3-13-26*

- *Call Answer Rate: 43 completed out of 82 inbound calls – 52.4%*
- *Ticket Response Time: 4 hours 31 minutes*

**15\_ Child Development Center**

Goal: Maintain weekly enrollment tracking, document inquiries by funding source, and report on progress toward CDC expansion to support family access to on-campus childcare by June 2026.

Enrollment Tracking for the period ending March 13, 2026				
Class (Room)	Maximum Enrollment	Available Slots	Filled Spots	Notes
Adventure (39)	8	0	8	
Imagination (21)	8	0	8	
Puddles (24)	8	0	8	
Fascination (27)	8	0	8	
Journey (29)	21	0	22	Two Children are sharing a Part-time slot
Sunshine (32)	21	0	21	
Homebase	28	0	28	

Inquiries by Funding Source		
<b>Private Pay</b> 2 Additional Families Called (2 I/T & 2 PS)	<b>PFCC/Voucher or Early Head Start or ODE Grant</b> 0 Additional Families Called New PFCC Rules have/will continue to impact PFCC family's eligibility.	<b>Unknown</b> 3 Additional Family Called~ Wanted "drop in care"
<b>Waitlist Families:</b> Families who have been on our waitlist for 1 Day to 2.5 yrs.		
<b>Private Pay</b> Infant/Toddler 24 Preschool 10	<b>PFCC/Voucher or Early Head Start or ODE Grant</b> Infant/Toddler 5 Preschool 8	

Yellow Highlights show changes in family inquiries about enrollment since the last report.

CDC Expansion Summary
Narrative~ No Updates to Report.

**16\_ Development (Foundation, Major Gifts and Rentals)**

Goals: 1) Raise \$442,560 in Emerald Club funds, add 2 new scholarships, and secure 2% growth in major gifts by June 2026. 2) Generate \$37,000 in rentals by June 2026 and finalize Preferred Partner rental packages and marketing materials.

### ***Fundraising***

- ✦ *Met Goal, Raise \$442,560 with \$465,756 received, additional \$114,143 in asks made and outstanding.*
- ✦ *Annual Scholarship application month is in process, with it starting on Feb 1 and concluding March 1.*
- ✦ *Crawford Success Center annual Scholarships for Success generated \$35,000 and once again had Tina Husted presenting the Leadership Award winner. All six high schools in Crawford County were represented and received a \$500 scholarship to award to their students.*
- ✦ *Hall of Excellence billboards are live and videos are in process. Taping for the videos are in motion, and table sales are moving quickly. The event is on April 16 at 5:30 pm.*

### ***Rentals***

- ✦ *Met Goal - Generated \$37,000 in rentals, rentals income is now FY26 \$39,909; FY27 \$5,854*

### ***Foundation Nursing program nursing students covered Spring 26:***

- ✦ *PN 14*
- ✦ *RN 20*
- ✦ *BSN 8*

## **17\_ Workforce Development (Non-Credit)**

**Goal:** Grow Workforce revenue by 5% and credit apprenticeships by 5% by June 2026 through new programming in maximizing Tech Cred, AI, leadership, and Unmanned Aircraft Systems (UAS).

- ✦ *Goal Grow workforce by 5% and is being met*
  - *Drone community cohort in place*
  - *Setting meetings with:*
    - *IB Tech for Leadership and Supervision discussion*
    - *Civista Bank for partnership opportunities*
    - *TE Connectivity Internships*
- ✦ *A full Excel class is being held at the Crawford Success Center next week, along with a Women in Leadership training.*
- ✦ *Customized Corporate trainings being held including Gorman Rupp.*
- ✦ *TurboCert programming is continuing at the Crawford Success Center, with phlebotomy students completing their practicums at Avita Hospital.*

- ✦ *Ongoing coordination and planning is expanding FY27 training opportunities, apprenticeships, and strengthening employer partnerships.*
- ✦ *Ongoing coordination and planning focus is on expanding FY27 training opportunities, apprenticeships, and strengthening employer partnerships.*

## 18\_ Crawford Success Center

**Goal:** Increase Crawford Center non-CCP headcount and credit hours by 5% each and raise \$35,000 in scholarships by June 2026.

- ✦ *Goal Met: Raised \$35,000 at the Scholarships for Success. Happening on March 5 at the CSC High schools: The spring semester is halfway completed and student interest remains strong.*
- ✦ *Board member - Kim Winkle arranged a meeting with Galion Superintendent, Dr. Jeffrey Hartman, to plan for the new Galion schedule of Monday's being used for training programs.*
- ✦ *Avita CEO - Jerry Morasko expressed a strong need for more LPN and RNs, and Surgical Technicians. Dr Hartman is going to begin to explore implementing a Surgical Technician program with Galion City Schools.*

## 19\_ Institutional Research

**Goal:** Promote a culture of data-informed decision-making across the College by launching annual academic data reports, publishing at least four "IR Quick Bytes," and providing ongoing data literacy training through a minimum of 10 office hour sessions and targeted presentations. Aim to reach at least 50% of full-time employees through these efforts and achieve a minimum of 25 combined views on video-based training content by June 2026.

- ✦ *We are working on the next edition of the IR newsletter. Hopefully it will be available within the next two weeks.*
- ✦ *Federal and state reporting continues to be a major component of IR's work, reinforcing the College's commitment to accuracy, compliance, and transparency—foundational elements of a strong data-informed culture. This is also vital to our enrollment efforts and sustainability.*

## 20\_ Grants

**Goal:** Submit and secure at least three competitive grants of \$100,000 or more by June 2026 from diverse state and foundation sources.

- ✦ *Will submit FY 27 Congressionally Directed Spending request on 3.18 to Senator Husted. The request is federal funding for renovations of classrooms and student support areas (e.g., TRIO, Bookstore, Career/Basic Needs Resource Room, Tutoring, etc.) as part of the Phase II Fallerius renovation.*

- ✚ *A statewide community college consortium is forming for round 6 of the Department of Labor Strengthening Community College grant. This round focuses exclusively on Workforce Pell implementation.*

## **21 Human Resources**

1) Conduct structured 30/60/90/6mo/1yr check-ins and two tenure-based focus groups to improve onboarding and employee engagement by June 2026. 2) Achieve at least a 90% completion rate for scheduled milestone check-ins with new hires. 3) Conduct 2 focus groups annually.

- ✚ *For the period of 3/1/26 – 3/14/26 100% of check-ins completed (5)*

## **22 Marketing and Public Relations**

**Goals:** Capture 1,320+ inquiries (10% increase), support app-like functionality on web, meet state/federal compliance (SB1), and maintain 100% timely updates of program info and responses by June 2026.

- ✚ *Inquiries through March 12th: 2,109*

- ✚ *Website: Planning Spring update meeting with DRM Team.*

- ✚ *Spring campaigns are being implemented now to support*
  - *Smart Solutions campaign #2 has been launched, followed up with 2<sup>nd</sup> sponsored content*
  - *Traditional radio, outdoor, cable, and print are being supported by OTT, streaming pre-roll, digital, search retargeting, site retargeting, social media promotions*

- ✚ *Steve Haynes podcast series to explore the evolution and appeal of LA*
  - *First two episodes postponed. Will reschedule*

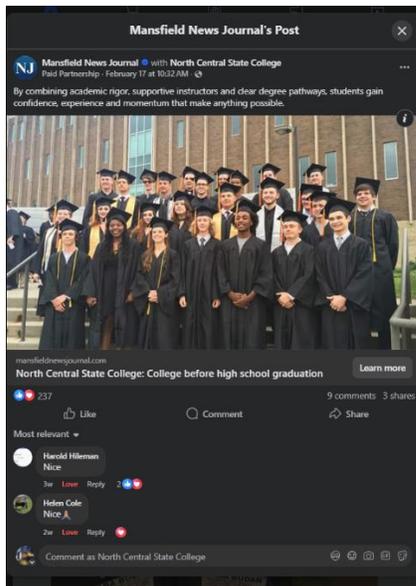
- ✚ *Numerous events are being supported for admissions, Crawford, the Foundation and AtD*
  - *HoE event in April – video recording of honorees is progressing*
  - *Spring Counselors meeting is in the works*
  - *Spring Visit days are being promoted*
  - *Graduation planning has commenced 😊*

- ✚ *Additional items of interest:*

- *Thank you for sharing events and pictures with us to provide content for social media and media releases. Of course, this was nice news to share. Congratulations everyone!*

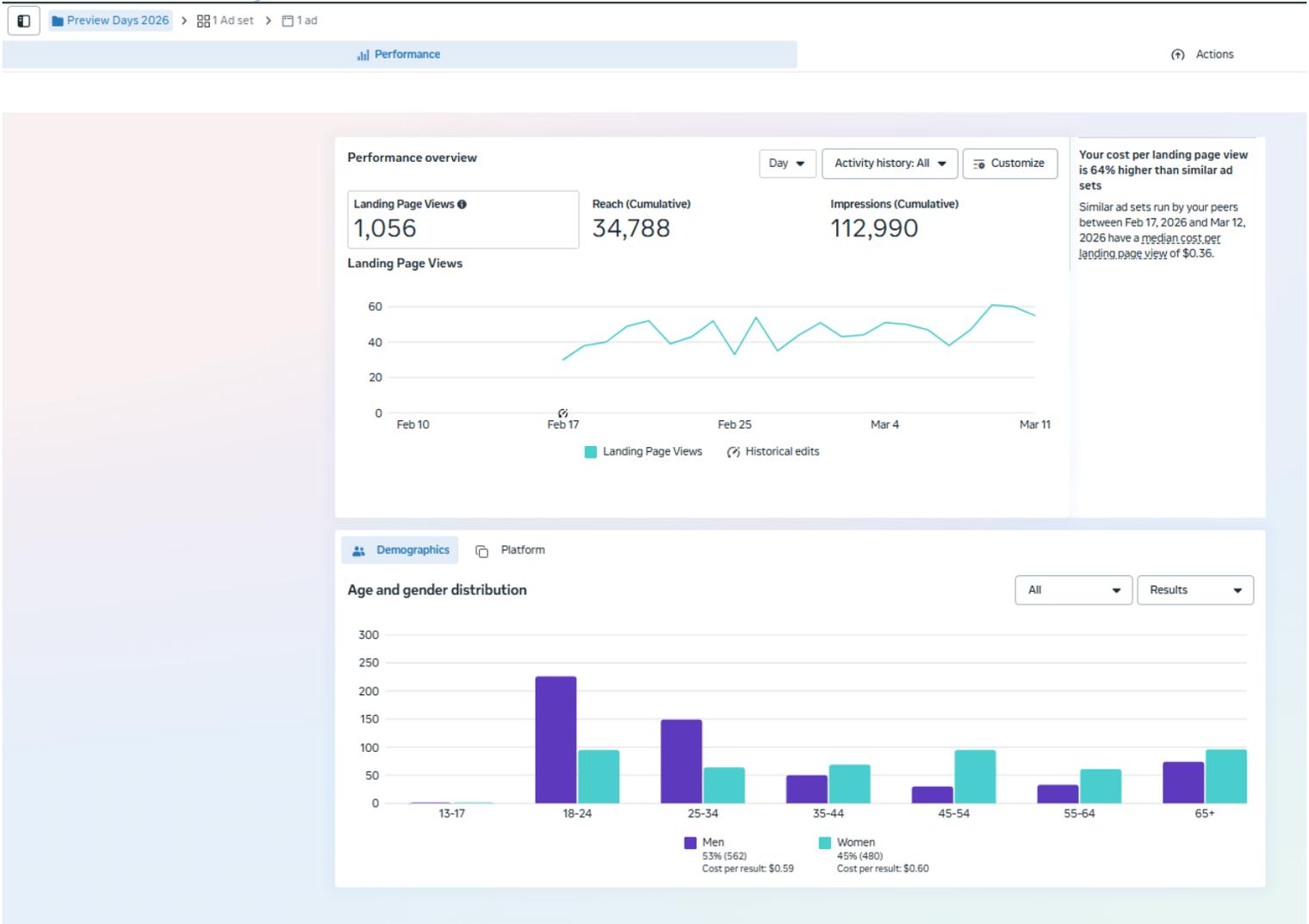


Sponsored content article for CCP/College-NOW generated significant activity.



🚩 *Preview days activity showed strong response from males age 18-34 (approximately 60/40%). Older non-trad interest skewed toward females. We're wondering if they are pursuing personal or parental interest.*

# President's Bi-Weekly Report



## 23\_ Faculty Caucus

**Goal:** Increase faculty usage of Aviso notes by 8% and alerts by 5% by June 2026 and develop one small-scale faculty recruitment event pilot.

- ✚ Discussed AI assistants and received feedback from faculty regarding their preferences and possible training or learning opportunities
- ✚ Continued to share the importance of submitting attendance, grades, and syllabi on time
- ✚ Continued encouraging faculty to use AVISO alerts and notes
- ✚ Started to review grade appeal and grade definition policies, and will continue to discuss before our next meeting

## 24\_ Staff Caucus

**Goals:** 1) Host all scheduled caucus meetings, increase internal staff engagement (communication and participation) rates by 25%, 2) organize a joint discussion with Faculty Caucus to explore customer service improvement and retention ideas by Spring 2026.

- + We had a lengthy discussion and were joined by Doug Hanuscin and Lori McKee. They were able to provide some feedback from the survey/State of the Union message that Staff Caucus assembled and sent to administration. The goal is to provide some transparency where staff have had struggles and/or questions regarding policy and procedures.*
- + As Dr. Diab was out of state, we hope to have him join us for the next meeting, which is on April 15th, at 10:00.*