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?

2023-2024

President's Bi-Weekly Report

For period April 15, 2024 to April 26, 2024

*** This will be the last Report for the 2023-2024 Academic Year*

Strategic Projects for 2023-2024 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, or 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?

01_ ACADEMIC AND STUDENT SERVICES

02_ Business, Industry, and Technology Division
Increase average section enrollment by 1%, and measure and increase the faculty usage of Watermark for student outreach on non-attendance, mid-term grades, and other academic alerts.

- *Goal 1 = Complete.*
- *Goal 2 = Continuing to gather usage data.*

03_ Health Sciences Division
For the success and retention of students in Health Science Programs there will be:
a) A face to face meeting with all first-year advisees by week three of the term and with all second-year advisees by week four of the term. Notation will be provided in Aviso for every meeting and
b) Personal contact every two weeks after initial contact to the end of the term with notation in Aviso for each meeting or contact.

- *Spring 2024 to date –*
  - *6 of the 15 faculty have reached out to what appears to be all of their advisees.*
  - *2 of the 15 have done zero documentation in Aviso.*
  - *The remaining faculty have notations in varying degrees with their advisees (1 is at 10%, 4 are between 20-35% and 1 is at 52% of their advisees have been documented on this semester).*
- *Despite continuous reminders and encouragement very little has changed this semester surrounding this issue.*
- *One more report will be coming. This will allow for a final assessment of our numbers for Spring.*
- *This final report will also allow for a recap of the entire academic year.*

04_ Liberal Arts Division
Increase the pass rate in the Liberal Arts courses by 2%

- Planning underway for recruitment event for the Human Services program.
- Met with Colonel Crawford High School to discuss possible course that could be taught as CCP
- We welcomed Kendall White to the position of Academic Liaison for the Liberal Arts Division
- Renewal of transfer agreement in Criminal Justice with the University of Cincinnati

05_ Title III

Monitor and report on Title III grant metrics (number and percent of courses converted/offered to online and/or 8-week modalities, increase incorporation of OER, and faculty involvement in ACUE, QM and additional training programs) to support faculty in enhancing student success.

- *Met with faculty interested in guidance on summer project proposals during the week of April 15th through the 19th via email and Zoom.*
- *15 faculty proposals were submitted for the summer project program.*
  - *Jason, Dr. Johnson, and Dr. Gray are scheduled to review the proposals on 02May.*
  - *Approved projects will be paired with a member of the CTE for dedicated support.*
- *Planning underway for 2024-2025 academic year division meetings focusing on assessment*
  - *Dialogue with Dr. Haynes, Dr. Gray, and Justin Tickhill is ongoing to identify training goals.*
  - *Met with assessment committee on 19Apr to continue discussions.*
- *Steering committee scheduled for Friday, May 3rd at 10:00 (Zoom)*
  - *Meeting agenda to be sent to attendees no later than 01May.*
- *Participated in combined President's Cabinet/Strategic Planning meeting on 23Apr.*
  - *Will be brainstorming ways that the Title III grant can prepare the college for future trends in higher education.*
    - *Researching ways that ACUE and QM training can be foundational to additional faculty professional development.*

- *Equity & Access Coordinator engagement:*
  - *1:1 Support sessions: 12   Faculty sessions: 05*
  - *Student Groups: 00*
  - *Events/workshops held:*
    - *Students for Success: Help Me I can't Do This (04/25/24): 01*
    - *Student Check Ins (Weekly): 01*

- *Technology Success Coach engagement:*
  - *No report.*

06_Academic Support Services

07_ Center for Teaching Excellence

Continuation of NCSC Instructional Design Success/Retention Enhancement Program by:

1. Conducting monthly outreach to academic departments to move them through the defined engagement levels.

2. For previously non-participating departments, conduct outreach and activate 50% to Level 1 participation: 175% complete
   - *Level 1 Meetings in Process of finding a dept mtg date: ENGR, ITEC, VCMT, CRMJ, HMSV*
   - *Level 1 Meeting HELD: Social Sci*

3. Increase participation to Level 2 (*Department **working with CTE to actively redesign/ train** on best practices* to implement) by 25%: 50% complete

   🞣 *BIOS & MATH*
   - o *Level 2 awaiting follow-up on: ACCT, BUSM, PTA, PNUR, RADS, RNUR, RESP & ENGL*

08_ Admissions and Enrollment Management

Improve the efficiency of the admissions process and recruitment of inquiries/prospective students focusing on the admission funnel and the steps students take in their enrollment journey. This will result in a 5% increase in overall general applications from area high school territory. It will also include a 1% increase in minority applications, a 2% increase in applications for CCP students who qualify for TFS, and a 2% increase in applications for other high school seniors

🞣 *We went out to Madison, Mansfield Senior, Pioneer working with them to get bilateral agreement for CTE students. Additionally, we are working with Ashland County West Holmes and Wayne county Career Center counselors to get bilateral agreement for those students to award TFS to those that qualify.*

🞣 *Reach out to students for summer semester as priority to scheduled advising appointments as well as fall semester*

🞣 *We are scheduled to attend the Minority Health Fair on Saturday to increase our community presence and market adult TFS*

🞣 *Continue outreach to our inquiries and applicants*

🞣 *We attended the Pioneer awards night in recognition of students who qualified for TFS*

🞣 *Our new enrollment specialist Marissa has started and already doing outreach to applicants and is currently training on our outreach to CCP seniors*

🞣 *I have been working closely with the academic liaisons to encourage collaboration between our team in efforts to hand students effectively and efficiently.*

🞣 *Working on admission communication plans and revamping the admissions website to reflect our reduced enrollment steps and simplify the process.*

🞣 *Working with Marketing to be more collaborative with our teams to brainstorm ideas on getting new materials out to prospective students.*

🞣 *We are continuing biweekly meetings with CSC to keep them in the loop of our admission initiative and processes.*

09_ Student Support Services (Student Success Center and Retention Services)

Improve student engagement and persistence by increasing student visits to the department by 5% through expanding awareness of career services, first year advising, and holistic student support.

🞣 *The above goal was modified due to the college's recent realignment (excludes advising visits).*

🞣 *Department visits from 04/01/2024 to 04/15/2024 = 9*

🞣 *2 New Student Welcome Sessions/Orientations held on April 10 and April 11 with a total of 36 students attending*

🞣 *Foster Youth Visit on April 11 with a total of 14 youth attending*

🞣 *Job Search & Resume Workshop scheduled for May 2*

🞣 *Finals Week Resource tables scheduled for May 6 and May 7*

10_ TRIO, Solutions, and Tutoring Support Services

A. TRIO: Scheduling a minimum of two (2) activities per month; participation rate to be at least 10% of TRIO membership.

- *Total enrolled TRIO students (Spring 2024): 69*
- *April 2024*
    o *4/3/24 – 4/5/24 – Trio Professional Conference, Columbus, Ohio (Shane attended)*
    o *4/11/24 – Financial Literacy Series I – Financial Aid - 15 students attended (22% attendance)*
    o *4/24/24 – TRIO Awards/Graduation Ceremony – 28 students attended (41% attendance)/11 Staff/Faulty attended*

B. Tutoring Resource Center: Conduct consistent "touch-point" meetings between tutors and faculty to expand the outreach to students. Tutors are to have intentional outreach with faculty three (3) times per session/semester: 1 week prior to start; 1 week prior to mid-term; 2 weeks prior to finals

- *Total number of tutors on staff: 18*
- *Intentional outreach conducted & documented: 11 tutors outreaching to 33 faculty with a total of 120 communications documented.*
- *Next reporting event: Session B, 05/09/2024*

11_ College Credit Plus

Increase the number of CCP students that complete a minimum of 12 credit hours prior to high school graduation by 2%. This will be partly achieved by streamlining reports to more effectively support student enrollment and retention efforts.

- *23-24 Enrollment Updates*

    o *SP24 Enrollment - 1261 Students and 8668 Credit Hours*
        ▪ *12.1% increase of credit hours compared to SP23*
        ▪ *6.8% increase of individual enrolled students compared to SP23*

    o *FA23 Enrollment*
        ▪ *8% increase in credit hours over FA22*
        ▪ *7% increase in enrolled students over FA22*

    o **FA23 Comparison to Fall 19 (Pre-pandemic Benchmark)*
        ▪ *3% increase in credit hours over FA19*
        ▪ *3% decrease of individual students compared to FA19*

- *Recent 24-25 Testing and Advising Sessions with schools: Mapleton, Hillsdale and Mansfield Christian and Loudonville*

🜂 *Revision of Accuplacer testing processes and responsibilities, in alignment with Test Center updates and move.*

🜂 *Updated the communication plan from Recruit, disseminated to 2024-25 CCP applicants to pare down messaging with direct and succinct information.*

🜂 *Continued report streamlining in progress with students' cumulative credits for strategic goal, noted below; additional recent updates made to CCP applicant report, planned hours and registration reports.*

🜂 *Updated the Pathways and Advising content on CCP Webpages. Continued outreach for CCP classes of 2025 and later. Topic of outreach to schedule advising follow up on pathway and/or credit transfer plans; review pathway that align with students' end goals and their 24-25 plan as vehicle to reach these opportunities. Internally notating and grouping of pathway filters in Aviso.*

🜂 *The CCP Advising Team Taylur Greer, Becca Palmer and Nicholas Ramey are doing great things; working with new and continuing CCP students for Advising and Registration. The team is conducting advising sessions with students at their high schools as well as engaging with school counselors offering support.*

12_ Registrar (Student Records)
Increase processing speed of College transcripts (in one week or less); and high school transcripts (in 24 business hours or less), as well as integrity/security of high school graduation records through tighter controls and use of SendSafely drop zone.

🜂 *Finalizing graduations following midterms*

🜂 *China and Mark have begun shredding never attended student files in preparation for upcoming relocation*

🜂 *Discussions begun with Franklin University to be added to their Pathway Portal*

13 BUSINESS SERVICES

14_ Accounting Services
Monitor student accounts for business holds and collection holds to ensure proper reflection of student account status. Use FY2024 to establish a baseline for number of students that have financial holds on their account that block them from registering. Counts will be taken on Friday's during fall and spring semesters of students with Business Holds (BH) and Collections Holds (Coll). Will also report the number of students submitted to the AG for Summer, Fall and Spring split between balance type i.e. regular vs Title IV recalculation.

	BH	COLL	Total
🜂 *1st day of SP24 term*	66	2,137	2,203

15_Financial Aid Office

The primary goal of the Financial Aid Office is to provide financial support and resources to help students achieve their educational goals. It will work on increasing FAFSA completion by 2% with various forms or outreach, while enhancing security through implementation of SendSafely.

- *Reached out to all SU24 applicants on how to apply for financial aid.*
  - *We sent them an email as well as texted them the information.*
- *Started contacting summer registrants who have not applied for aid, reminding them about bill payment deadline.*
- *Sending reminders to current TFS about FAFSA completion for 24/25*
- *Sent out foundation scholarship offers*

The office is currently working on a VA compliance audit. The VA will be making a trip to the college the week of May 6th to review college policies, procedures, course offerings, catalogs, etc. This is a very extensive audit and a number of materials are required from various departments.

16_ Facilities Management

- **Boilers and Chillers Project:** *Fallerius and Byron Kee,*
  - *Timeline April 2024*
  - ***Status update****: Both Boilers and Chillers are installed and functioning*
  - *Chillers have gone through the startup process, Siemens is in the process of updating the controls for the front of the house operations*

- **Generator Project:** *Health Science, Child Development Center and Byron Kee*
  - *Timeline June 2024.*
  - ***Status Update:*** *Concrete pads have been poured at Health & Science and Kee Hall.*
  - *Health Sciences Generator is set in place and in the process of connecting the electrical and Natural Gas.*
  - *The electrical conduit and gas lines are in the final process of installation at Byron Kee, waiting on concrete to cure before setting generator.*

- **Criminal Justice Move to Kehoe**
  - *Timeline April 2024*
  - ***Status Update:*** *Walls and Drywall are installed and painted, Case work is installed*
  - *Lighting and HVAC have been completed, waiting on doors and gym mats to arrive and be installed*

- **Fallerius Renovation Project**
  - *Timeline 2024 / 2025*
  - ***Status Update:*** *Request for qualification for an Architect/ Engineer have been received. We are in the process of reviewing and rating companies. We will interview and select an Architect in the coming month.*

17_Information Technology

- *GreyCastle (DeepSeas) Project*
  - *We are working on documenting our existing disaster recovery and business continuity capabilities in preparation for a DR tabletop to take place later this year.*
- *Switch Project*
  - *Core switches have been migrated and are performing well. CSC edge switches have been replaced. Main campus is about half done. Kehoe will follow.*
- *Signage / Communications*
  - *Working on updating and simplifying our signage around the office and the communication that is published. Work continues.*
- *Student MFA*
  - *We have secured licensing for our students and are working with the finance department to purchase sufficient hardware tokens to handle summer term. We are finishing up documentation for the various tasks that will be required to make this project work. The last technical hurdle is prepping to support Canvas logins.*
- *Cybersecurity*
  - *We have experienced several cybersecurity incidents in the past weeks. In response we are looking at some remediations and changes that we'll be making after the semester is over.*
- *Summer*
  - *We are planning out our summer tasks with a focus on student support.*

18_ Information Services

IS-Report manager updates of reports. Report Manager:

Total number of reports currently available
Total number of reports used

- *IS is working through three custom modified forms, MSCS, MSCD, and MSCH, that caused issues with the data scans for compatibility with SaaS.*
  - *The process is broken down into three stages, first allowing users to enter data into the participants fields and ensuring data is being transferred correctly to all reporting services.*

  - *Following this would be the restriction to the existing contact field and ensuring that all modifications are functioning correctly and non-compliant data cannot be entered.*

  - *Finally, we'll backup the data to ensure integrity, and truncate all existing data to meet the SaaS Requirements. Once we move to SaaS, the contact field will simply be left behind.*

- *With the help of IT, we have also provided Ellucian with information to allow them to build a VPN tunnel to NCSC to allow us to continue using third party reporting services, such as Power-BI, once the SaaS integration has been completed.*

- *IS is also going through the process of identifying all third-party applications that are integrated with Colleague to create a new integration plan with SaaS.*

- *IS is also working with IT and Ellucian to determine how our authentication system will be setup once SaaS has been implemented.*

19_ Child Development Center
Maintain full enrollment and update curriculum for education of children.
President's Bi-Weekly Report ~ Child Development Center

Date~ Week of 4.26.24				
Class (Room)	Maximum Enrollment	Available Slots	Filled Spots	Notes
Adventure (39)	8	0	8	
Imagination (21)	8	0	8	
Puddles (24)	7	0	8	
Fascination (27)	8	0	8	
Explorers (29)	20	0	21	
Sunshine (32)	20	0	20	
Homebase	28	0	28	

Status of Updated Curriculum

We are at the Ohio Early Childhood Conference for three days! We have been learning more about how to implement our curriculum, learning about the importance of wellness, emotional intelligence, remembering our joy while teaching, understanding challenging behaviors, and connecting with each other as a team!

20_Strategic and Institutional Transformation (Institutional Research & Grants)

Institutional Research:
Improve Data and Information Access by making data available, understood and used effectively to support better strategic decision making in a timely manner to achieve the goals of increased enrollment, retention, and graduation/transfer. This includes: holding regular meetings with the academic and student services departments; develop data dictionary to standardize definitions of commonly used metrics; revamp Report Manager reports; develop dashboards and website.

- *Discussing strategic planning data to make sure that it is useful and usable in decision- making*

- *Continue to have meetings with various stakeholders around data requests and for general information sharing*

- *Continuing to try to determine if current BI tool has necessary security capabilities to make widespread use possible*
  - o *Have met with their team & our IT & are STILL (yes still) trying to work through the issues*
  - o *Identified need for further collaboration with IT before widespread use*

- *Otherwise our focus has been on state and federal reporting and tickets (re: grant data and other internal needs)*

Grants:
Positively affect enrollment by: $1 million in state and federal grants.

- *$854,000 in local, state and federal grants*

- *Submitted $10,000 grant to ODHE to increase scale of sexual assault awareness on campus.*

- *Attended training workshop for TRIO reapplication (RFP estimated by early fall) and begun data and writing discussions with the program and IR.*

- *Other pending RFPs under consideration for 2024 and early 2025 include Choose Ohio First, NSF EPIC, NSF ATE, NSF SSTEM, Super RAPIDS 8 (state/equipment).*

- *On implementation side, working with several parties at college to coordinate implementation of Talent Ready grant to help fund Adult Tuition Freedom.*

21_ Development (Foundation, Government Relations, and Workforce)
The NCSC Development team will positively affect enrollment by:

a) meeting our FY24 financial target of $450,000 for fundraising,
- *Currently at $675,000 received*

b) implementing two new workforce development programs that will support a $245,000 target, with the support of a foundation board taskforce,
- *Workforce Development is scheduling for FY25 Supervision and Leadership workshops*

c) $35,000 with rentals or other support programs.
- *The events FY24 rental target is $35,000 with rentals and is at $36,000 YTD.*

22_ Crawford Success Center
To identify new community partnerships and program opportunities in the community to drive application and enrollment growth. This will result in a 5% general applicant growth in Crawford County and 5% enrollment growth of Crawford residents.

- *School Engagement*
  - o *NCSC presentations for grades 9-11 (April-May)*
  - o *Participate in senior project assessments at Bucyrus & Col. Crawford (May)*

○ *Participate in Wynford College Signing Day (May)*
○ *Present TFS at school award nights (May)*

➕ *Workforce Engagement*
  ○ *Carlisle Place Senior Living- generated PN program interest, communicating with staffing for onboarding, engaging with sister location in Clyde per referral*

➕ *Community Engagement*
  ○ *Bucyrus First Friday community event (June), working with Galion-Crestline Chamber for similar events*

➕ *Providing customer service to general applicants within 48 hours of completion*
  ○ *Crawford, Huron, Seneca, Wyandot, Marion, Morrow*
  ○ *Generating appointments for Accuplacer testing & FAFSA assistance*

23_ Human Resources

Reduce the recruiting/on-boarding process to 8-10 weeks by efficiently managing the search process immediately after the posting period through offer; and ensuring the hiring of quality faculty and staff that are focused on student success and representative of the diversity of our service region.

➕ *New hires/new positions: 4/13/24 – 4/26/24*
  • *Kendall White – Academic Liaison, Liberal Arts*
  • *Marissa Simmons – Enrollment Specialist*

➕ *Introducing New Employees for this period:*
     (see "Our Growing Family" and/or specific departments in the Employee Photo Directory)

24_ Marketing and Public Relations

Continue to find new prospects (1,000+ inquiries) for enrollment using web inquiry forms by employing segmentation tactics and targeted messaging (increasing social media content by 20% /maintain web users at 150,000+), and work with departments to improve communication with all prospects as we all strive to improve enrollment yield to at least 40%.

➕ *29 total web inquiries sent to admissions and deans on Tuesday, 4-15-24*
➕ *38 total web inquiries sent to admissions and deans on Tuesday, 4-22-24 (YTD 1,210)*
  ○ *This week includes the first 4 inquiries for Adult Tuition Freedom!*
➕ *Web tracking – 131,350 users/127,217 new users since July 1, 2023.*
➕ *Tactic Spotlight: Gannett partnership highlights (March 2024)*
  ○ *Search:*
    ▪ *Search generated 2,164 impressions and 892 clicks during March.*
    ▪ *March leads include 20 calls and 5 emails. 33 web events were captured.*
  ○ *Display:*
    ▪ *Site Retargeting - "Have Any Questions?" ads generated 81,869 impressions, 158 clicks and 662 conversions.*
    ▪ *Search Retargeting – Public Service generated 16,438 impressions, 16 clicks and 3 conversions.*

- *Search Retargeting – Business generated 16,622 impressions, 17 clicks and 5 conversions.*
- *Search Retargeting – Liberal Arts generated 11,077 impressions, 5 clicks and 3 conversions.*
- *Search Retargeting – Health Sciences generated 14,267 impressions, 9 clicks and 8 conversions.*
- *Search Retargeting – Engineering generated 16,441 impressions, 12 clicks and 3 conversions.*
- *The USA Today run of network display ads generated 72,865 impressions, 47 clicks and 1 conversion.*
- *The USA Today paramount display ad generated 18,218 impressions, 31 clicks and 1 conversion.*
- *The branded content sponsorship ads generated 436 impressions, 4 clicks and 66 conversions.*
- *The branded content run of network ads generated 174,249 impressions, 71 clicks and 12 conversions.*
- *Overall, the Paramount local.com ads and site retargeting ads had the highest CTR at 0.17% and 0.19%*

o *Spotify:*
  - *Spotify generated 11,396 impressions and 11,282 audio plays with an audio completion rate of 73.93%.*

o *YouTube:*
  - *The 15 second video generated 32,112 impressions, 24 clicks and a 55.61% view rate.*
  - *The 30 second video generated 3,070 impressions, 0 clicks and a 67.17% view rate.*

o *Smart Solution (mid-campaign – runs through 1st half of April):*
  - *Targeted email #1 deployed March 26th had 7,773 views and 1,293 clicks.*
  - *Targeted email #2 deployed April 4th had 8,385 views and 1,191 clicks.*
  - *Addressable geofencing started March 26th and generated 197,035 impressions, 210 clicks, a 0.11% CTR and 15 conversions.*

o *Branded Content (partial report – additional results in April):*
  - *The article has 940 reads, an average scroll depth of 49.56%, and a 70.74% engaged 10+ seconds rate.*
  - *The article CTR is 1.91% and users spent an average of 44 seconds reading.*
  - *Additional report (April) will include updated metrics beyond the current report's end date.*

25_ Faculty Caucus

Continue communication between faculty and students, by increasing faculty usage of College systems (Aviso, Canvas…) by 6% for Aviso notes and 3% for Aviso alerts (to increase student success) and determine ways to increase faculty retention

- *Continued discussion of the mentoring process, including for part-time instructors*
- *Reviewed tentative agenda for in-service and provided suggestions for in-service*
- *Communicated with Canvas support stuff to update the default grading scheme*

26_ Staff Caucus

Each week, request that staff caucus representatives contact the staff they represent, and identify potential areas of improvement for customer service. Specifically, the areas for improvement for customer service would focus on areas that would benefit both internal and external stakeholders at the same time. In addition, as part of identifying areas for improvement in customer service, the staff caucus will also request possible solutions and recommendations for improvement. Customer service topics include: Customer Service Response Timeframes, Problems Solving/De-escalating Situations, Staff as Representatives for the Entire Organization, Cross Training Staff, Aesthetic Intelligence / Emotional Environment (Overall Campus Aesthetic Appearance).

- *Staff Caucus will meet again as a group on Tues., May 14th via Zoom to discuss staff related issues, concerns and questions at the college.*
- *Questions regarding staff concerns are currently being compiled and forwarded to the President's Staff for review ahead of the May Staff Caucus Meeting.*
- *Additional follow-up discussion will also take place regarding the Fourth Customer Service Topic: Cross Training Staff.*
- *In addition, staff ideas for Fall Convocation will be collected and discussed.*