



## President's Activities and Involvement

X

X

X

X

X

X

X

X

X

X

X

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

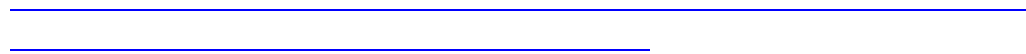
- ¾ (People's Defender, News Democrat, Ripley Bee)
- ¾ (Highland Co. Press)
- ¾ (Times Gazette FRONT PAGE)
- ¾ (Highland Co. Press, Record Herald, Wilmington News Journal)
- ¾ (Highland Co. Press, Times Gazette, Wilmington News Journal)
- ¾ (Times Gazette, Record Herald, Highland Co. Press)
- ¾ (People's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

¾

¾

Cincinnati College Guide)

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



Advertising

¾

¾

¾

Social Media:

¾

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

¾

Professional Development

¾

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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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