

Steve Robinson  
Vice President, Academic Affairs/Provost and  
Chief Academic Officer

Board of Trustees  
May 3, 2016  
EXHIBIT NO. 17A

## MARCH 2016

### **SCHOOL OF BUSINESS, INFORMATION, AND PUBLIC SERVICE – *Ann Theis, Dean***

The Owens Culinary Art and Hospitality Student Organization participated in the March 13-15, American Culinary Regional *Baron H. Galand Culinary Knowledge Bowl* competition in Atlanta, Georgia. The team was comprised of six culinary students, and the team earned a gold medal and missed qualifying for the national competition by ten points.

Culinary and Hospitality students participated in the March 19 chili cook-off at the Stranahan Theater, which benefited Mobile Meals of Toledo. The team's chili recipe was developed by a culinary student, and the team earned second place, People's Choice Award.

Mancy's Chef Matt Lawrence and Chef Brian Hein presented a demonstration and discussion on *Time, Temperature and Friction – The Art of Pizza Dough* on March 30 to thirty students. Following the demonstration, John Mancy spoke on the history of the company and career options with the Mancy Restaurant Group.

Tim Miesse, Chair, Business Technologies, represented the College, as an Ohio public college offering a program of study in insurance at a media event, hosted by the Insurance Industry Resource Council, which included remarks from Lt. Governor Mary Taylor, co-chair, and Motorists Insurance CEO Dave Kaufman, and Ohio Department of Higher Education Chancellor John Carey.

### **SCHOOL OF NURSING AND HEALTH PROFESSIONS – *Cathy Ford, Dean***

On March 19, Janice Darah, Professor, Dental Hygiene hosted first-year students to "Fellowship Matters" in downtown Toledo to present oral hygiene education to the underserved. The students passed out toothbrushes, demonstrated oral hygiene skills, and helped serve food.

Four Surgical Technology students attended the March 5-6, Association of Surgical Technologist Ohio State Assembly in Columbus. The Assembly title "Spring Forward with Knowledge" gave students the opportunity to make a connection with professionals in their field of study while learning updated information on procedures.

The Student Nurses Association prepared and distributed spring baskets of toys and other items for children in Mercy St. Vincent Medical Center and ProMedica Toledo Children's Hospital, March 25 – March 27. The students also volunteered with "Food for Thought" by donating and preparing 60 sack lunches for distribution.

All programs in the School of Nursing and Health Professions attended a March 17 High School Career Fair at Genoa High School. Hundreds of juniors and seniors from Genoa and Woodmore High Schools were present. Currently enrolled students, faculty and staff shared health program information and provided hands-on activities and gifts.

**SCHOOL OF SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS (STEM) –  
*Glenn Rettig, Dean***

The Applied Engineering and Industrial Technologies department is excited to partner with Haas Technical Education Centers. Owens will showcase a Haas' showroom and training center in the Industrial and Engineering Technologies building, which provides the industry to see what Owens has to offer in machining. Haas is hoping to have the showroom set up and ready early in May. Many resources will be available to Owens with this new partnership.

Thirteen members of the Owens Landscape and Turfgrass Management student club competed in a national landscape competition sponsored by PLANET, March 15-19, hosted by Mississippi State University, and it included more than 750 students from 69 different colleges and universities from across the United States and Canada. The competition is composed of 27 different events in areas such as plant ID, management, construction, and equipment operation. The trip was paid for by the student club, which raised funds through landscape jobs and plant sales. During the trip students visited the Birmingham Botanical Garden, participated in workshops, and attended the largest horticultural job fair in the country.

Jim Perry, Professor, Mathematics, was appointed by the Board of Trustees of the Higher Learning Commission to the Institutional Actions Council (IAC). The IAC is comprised of approximately 100 individuals each serving a four-year term.

Chelle Younker, Chair, Mathematics, served as a panelist at the inaugural meeting of the Transforming Post-Secondary Education in Mathematics - Math Advisory Group in Washington, DC, March 25-26. The group's aim is to effect constructive change in mathematics education at community colleges, four-year colleges and research universities. Ms. Younker presented on the Ohio Mathematics Initiative and math pathways, undertaken by faculty across Ohio.

The Transportation Technologies department hosted a career fair featuring local, statewide and Michigan employers from Automotive, Diesel Heavy Truck, Construction, Agricultural, and Collision industries. Owens faculty and assisted to support potential new students and employers regarding co-op and internship possibilities. Bob Anderson, Instructor, Penta Career Center, noted that ten applications were filled out, one student was hired, five interviews were set up, two students were referred to other companies, and there were several on-the-spot job interviews. This event was open to the public, current students, and alumni.

**ACADEMIC AFFAIRS – *Denise Smith, Associate Vice President***

**SERVICE LEARNING, CIVIC ENGAGEMENT AND LEADERSHIP – *Krista Kiessling, Director***

The Office of Service Learning partnered with the Honors Program to establish the Owens Service Scholars program, which will recognize students for exemplary community service related to course content. With the Student Learning Assessment Committee, the staff is establishing a core competency for experiential learning, setting guidelines for assessment, and data capture for Owens faculty.

Ms. Kiessling attended a session at the University of Toledo to advise on the implementation of a Connect2Complete program at the university. Many elements are being modeled after the pilot Connect2Complete program at Owens.

The Owens Harvest Food Pantry had 353 patrons in March.

### HONORS PROGRAM – *Russell Bodi, Director*

This semester there are 40 Honors Option Contracts with students, which are recognized for Honors graduation. A student and faculty member engage in an Honors project that brings the student closer to the subject matter by offering them particular insight and added depth in their classwork. The students' oral presentations are featured in the April 15 Honors Program and Service Learning Symposium.

The Honors and Service Learning study and meeting room opened March 17 in College Hall; the room is designated as a lounge for students to get together for food and fellowship.

### **WORKFORCE AND COMMUNITY SERVICES** – *Dr. Brian Paskvan, Executive Director*

In March, WCS provided 25 contract training programs serving a total of 519 participants. The companies served included: The Andersons, Cincinnati Plumbers & Pipefitters, Columbus Plumbers & Pipefitters, Diamond Manufacturing, Genoa High School, Harbor Career Connections, Marathon, Norplas, National Testing Network, Norwalk Plumbers & Pipefitters, ProMedica, Toledo Sheetmetal, Whirlpool and Youngstown Plumbers & Pipefitters.

WCS also delivered 42 open enrollment, non-credit classes in March, serving a total of 330 students. Highlights for the month included: real estate, Microsoft access and excel, spray finishing workshop, personal trainer and ACT prep.

The state's ABLE (Adult Basic and Literacy Education) Manager, Nikia Fletcher was on campus, March 1-2, to perform a program review. There were two noteworthy practices and four findings recorded. An action plan is being developed to address the findings and will be submitted by April 29, 2016.

The Workforce and Community Services Truck Driving program solidified its alliance with The Ridge Project (McClure, Ohio) in a tandem outreach to both male and female ex-felons. Dennis Blackwell, Manager, Truck Driving Program, has contracted the Ridge Project staffing coordinator to address both day and night class students with the state-approved TYRO curriculum, designed to heighten workplace retention of new hires.

### **PROFESSIONAL DEVELOPMENT**

#### SCHOOL OF BUSINESS, INFORMATION, AND PUBLIC SERVICE

Angela McCutcheon, Chair, Information Systems and Office Administration; Teri Pratt, Associate Professor, Office Administration, and Mark Karamol, Director, e-Learning, attended the 10<sup>th</sup> Annual Bowling Green State University Teaching and Learning Fair, A Decade of Promoting Student Success, on March 21. Vincent Tinto, Distinguished Professor Emeritus at Syracuse University, presented *Institution-wide Strategies for Student Success*. His research has focused on ensuring student success in a college environment. He has written about the significant impact of learning communities on student learning and overall development.

#### SCHOOL OF NURSING AND HEALTH PROFESSIONS

On March 2, The Toledo Dental Hygienists' Association presented: "Tobacco Cessation" by speaker Sherri Warshaw, RDH, CTTS, at Owens Community College. The following faculty were in attendance: Susan Wannemacher, Professor, and Adjunct Faculty Gayle Perry, Susan Nichols, Laura Abbott, Miriam Armstrong, and Stephanie Hack.

On March 11, Eileen Alexander, MSN, RN, Clinical Teaching Faculty, Nursing attended the Ohio Latino Education Summit at the University of Toledo. During this conference, education was provided to support diverse student populations throughout the college experience. Additionally, Anne Helm, MSN, RN, Professor, Nursing, attended the 24<sup>th</sup> Annual Jobst Vascular Nursing Conference at ProMedica Toledo Hospital.

On March 15, Kimberly Holman, MSN, RN, Clinical Teaching Faculty, Nursing, attended “Bullet Proof the Mind” training session at Owens Community College. The speaker, Lt. Col. Dave Grossman was sponsored by the Law Enforcement Professional Development Training Consortium. Lt. Col. Grossman is recognized as an expert in the new field of science termed “killology.”

On March 17–20, Bradley Wood, Assistant Chair, Physical Therapy, was accepted as an on-site reviewer for Commission on Accreditation in Physical Therapy Education in Alexandria, Virginia. Mr. Wood worked with other newly accepted reviewers in a mock on-site review. The team consisted of college administrators, Physical Therapy clinicians, and Physical Therapy Assistant program educators from across the United States.

#### SCHOOL OF SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS (STEM)

On March 14, Sarah Long, Assistant Professor, Mathematics, and Chelle Younker, Chair, Mathematics, attended the Quantitative Reasoning (QR) Training Workshop in Columbus. Hosted by the Ohio Department of Higher Education, the focus of the workshop was to learn about the basics of a quantitative reasoning course and effective pedagogy. The workshop focused on increasing awareness of the new QR Ohio Transfer Module course learning outcomes and explored teaching approaches that promote students’ use of oral and written communication plus group work. The training workshop was facilitated by Eric Gaze, Director of the Quantitative Program at Bowdoin College with the support of Complete College America and the Ohio Articulation and Transfer Network.

#### SCHOOL OF LIBERAL ARTS

Elisa Huss-Hage, Professor, Teacher Education and Human Services, was appointed to serve on the board for the National Association for the Education of Young Children. This is a professional membership organization that promotes high-quality early learning for all young children, birth through age 8, by connecting early childhood practice, policy, and research.

Brenna Dugan, Interim Chair, Humanities Department, attended the 40<sup>th</sup> annual conference for the National Association of Developmental Education (NADE). Additionally, she joined the NADE Diversity Committee. While this group works to promote cross-cultural exchanges throughout NADE, it also aims to educate faculty, staff, and administrators about all aspects of intercultural education.

David Cannon  
Vice President/CFO/Treasurer  
Business Affairs

Board of Trustees  
May 3, 2016  
EXHIBIT NO. 17B

## MARCH 2016

### **INFORMATION TECHNOLOGIES – *Connie Schaffer, Chief Information Officer***

Degree Works - The kick off is in progress to begin implementing Ellucian's Degree Works, a comprehensive academic advising, transfer articulation, and degree audit solution that aligns students, advisors, and institutions to a common goal: helping students graduate on time. The primary benefits gained from Degree Works include: assist students in reaching their goals and eliminate unnecessary courses or stress related to graduating on time; provide support allowing advisors more time to support student outcomes; increase graduation rates by monitoring course demand and offering the right classes at the right time; increase enrollment by simplified transfer articulation, eliminating manual processes associated with transcripts; degree audits and tracking, and student planning tools.

In summary, Degree Works is an easy-to-use set of online academic planning tools to help students and advisors see what courses and requirements students need to graduate. It also integrates easily with the Banner student information system. The anticipated completion for the full implementation is Spring Semester 2017.

Owens Mobile App - The Owens Mobile App is active and in production. Marketing will soon announce the official launching to the students. The Owens Mobile App will provide students access to course schedules, student activities, campus directory, campus map, online payment, ordering books, and much more. The students were highly involved in deciding which links were included in the Owens Mobile App.

### **OPERATIONS – *Michael McDonald, Executive Director***

#### **AUXILIARY SERVICES – *Danielle Tracy, Director***

Michael McDonald, Executive Director, Operations, and Danielle Tracy, Director, Auxiliary Services, attended a meeting with Follett Higher Education Group to discuss plans for interior renovations of both Bookstores. The funding for these projects are provided by Follett as part of the Bookstore Management contractual agreement with the College. Meetings will be scheduled to allow students, faculty and staff an opportunity to review and offer input to the planning process for the store renovations. The renovations are estimated to start at the end of May for a three-week period. And will include the entire renovation of the Toledo Bookstore and the replacement of carpet, paint and fixtures in the Findlay Bookstore.

Onsite Management Group is assisting the College in a review of the Copy Center and Mail Room Operations. This initial review will be performed at no cost for the College and will take place over an eight-week period beginning in May.

#### Kingsley Hall Renovation

On March 21, the State Controlling Board approved the release of funds for the Kingsley Hall Renovation. The amount released for the project (OTC0100090) was \$1,606,159. Demolition for the Kingsley Hall project will begin the first full week of April, with project completion in November 2016.

### Capital Planning

Capital projects for FY 2017-2018 have been prioritized, which the short list includes: the pedestrian bridges, high voltage switchgear for the south campus and the Heritage Hall boilers. Other projects include renovations to College Hall, Kingsley Hall Phase II and Transportation Technologies; HVAC and electrical deferred maintenance to Alumni Hall, Health Technologies, the boiler for Math/Science; structural deferred maintenance to the Findlay Campus parking lot; Administration Hall envelope water infiltration; College Hall tuck pointing, Transportation Technologies concrete apron and storage facility repair and the Founder's Hall roof replacement.

### Student Health and Activities Center (SHAC)

SHAC attendance for the month of March was 2,621, which is an average of 113 people per day, and guest passes totaled \$425 for the month.

### Events/Facility Rentals

There were 291 events processed in March. These included 12 external events that brought in \$9,695.50 of revenue. The College hosted the Great Toledo Toy and Train show, the Rossford Business Fair and HamFEST. All of which brought in 1,000 plus people. The US Coast Guard Tournament was also held on campus which had about 200 people.

### Food Service

The reach-in cooler at the Findlay Jaguar Grill broke down. The estimate for repair was \$1,200 and a quote for a new unit was \$1,800; therefore, a new unit was purchased in March to replace the eight-year old unit.

Amy Giordano  
Interim Vice President, Enrollment Management,  
Student Services and Marketing

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## MARCH 2016

### **ADMISSIONS, INTERNATIONAL SERVICES & COLLEGE CREDIT PLUS - *Meghan Schmidbauer, Assistant Dean***

Ms. Schmidbauer recorded a segment with Jerry Anderson on WTOL called “The Leading Edge.” The segment allowed Ms. Schmidbauer to discuss the Falcon Express program with BGSU, as well as enrollment opportunities for the College.

#### Adult and Community Outreach

Gary Walkowiak, Admissions Representative, presented at the monthly Going Home to Stay program at One Government Center. He also hosted an information table at the Ohio Means Jobs forum and the Partners Employing Community Safety event. He visited four GED classrooms, speaking with students who are working toward taking the GED test in the near future. Justin Hardman, Admissions Representative, Findlay Campus visited two GED classrooms, as well as managed the text campaign for all of the Findlay Campus.

#### High School Recruitment

The Admissions Representatives traveled throughout northwest Ohio, speaking with potential students regarding the enrollment process, including: Bowsher High School, Central Catholic (Toledo) High School, Scott High School, Springfield High School, Sylvania Southview High School, Waite High School, Wauseon High School, Whitmer High School and Woodward High School.

The Admissions Representatives attended college fairs or financial aid events at Toledo Technology Academy Open House, Toledo West Area College Fair, Northwest State Community College Fair, Liberty Center College and Trade Fair, Memorial High School College Fair, Fulton County Health Fair and the Seneca County Higher Education program.

#### College Credit Plus

College Representatives attended College Credit Plus nights through the community and were present at the following schools: Bowsher High School, Continental High School, Eastwood High School, Fostoria High School, Fremont Ross High School, Lake High School, Leipsic High School, Liberty Center High School, New Riegel High School, Notre Dame Academy, Old Fort High School, Riverdale High School, Rogers High School, Scott High School, Seneca East High School, Start High School, Swanton High School, Sylvania Southview and Northview High Schools, Toledo Technology Academy, Waite High School, Whitmer High School and Woodward High School.

#### On-Campus Registration Events

College Preview Night was held on the Toledo-area Campus. Over 100 colleges and agencies were in attendance. Approximately 3,000 people were in attendance.

The Greater Hancock County College Night was held on the Findlay-area Campus. Over 80 colleges and agencies were in attendance. Approximately 500 people were in attendance.

Explore Owens sessions were held for 16 prospective students and their families and individual assistance were provided to several who sought admissions requirements for specific health programs on the Toledo Campus.

**ADVISING, CAREER INITIATIVES & STUDENT MENTAL HEALTH SERVICES –**  
***Verne Walker, Assistant Dean of Advising, Career Initiatives, and Student Mental Health Services***

The Findlay Campus Advising and Admissions staff wrapped up the College Credit Plus presentations at area high schools. Angie McGinnis, Manager of Advising, attended meetings at 14 high schools during January, February, and March 2016. The Findlay Advising staff assisted with the annual Greater Hancock County College Night on March 7. On March 14, the Findlay Advising staff hosted an advisor/faculty conversation on topics of the class schedule, upcoming events, and plans for a campus garden. These conversations take place several times a semester and are designed to foster improved communication and collaboration among advisors and faculty.

Advisors are in the process of conducting classroom visits to share with students the importance of meeting with an advisor and to encourage early registration. For example, the Technology Team made 78 classroom visits and disseminated information to 533 students specific to Summer/Fall registration.

**ATHLETICS – *John-David Ettore, Director***

The women's basketball team finished fifth in the nation at the Division II National Junior College Athletic Association (NJCAA), National Tournament, Overland Park, Kansas, March 15-19. The team finished with an overall record of 29-7, winning 19 of their last 20 games played. Freshman Jeryn Reese averaged 16 points and 12 rebounds over four games to earn NJCAA Division II All-Tournament team recognition.

**FINANCIAL AID – *Andrea Morrow, Director***

As of April 1, a total of 13,218 applications for financial aid have been received for the 2015-2016 academic year. As a result, a total of \$41,055,600 in grants, loans, and scholarships has been disbursed for the 2015-2016 academic year. For Spring Semester 2016, 41.0 percent of eligible enrolled students received financial aid.

As of April 1, a total of 3,580 application for financial aid have been received, resulting in a total of \$25,019,878 in grants, loans, scholarships, and Federal Work Study offered for the 2016-2017 academic year.

Lynn Hoehn, Coordinator, Job Location and Development, participated in the Collegiate Employ-Net Career and Internship Fair, April 1, at Lourdes University. There were 92 employers registered and 8 educational institutions. Employers represented a variety of industries including health care, manufacturing, public safety, engineering, public service, and business. Employers were recruiting for full time, part time, seasonal, and internship positions.

On March 25, the Under Secretary of the United States Department of Education released letters to all institutions' chief executive officers. The letter served as a thank you for institutional-wide commitment to administering Federal student aid programs. Compliance with the laws and regulations governing the administration of Federal student aid programs is an institutional responsibility, requiring not only a capable and sufficiently resourced Financial Aid office, but collaboration and cooperation with the offices of Records, Admissions, Advising, Business Affairs, Department of Public Safety and Student Accounts.



Noted in the letter were some recent statutory and regulatory requirements that have increased administrative responsibilities for the Office of Financial Aid. Requirements included tracking students' Federal Pell grant and Direct Subsidized loans statutory lifetime limit, reporting correct and timely enrollment data to the National Student Loan Data System, implementing Gainful Employment regulations and campus safety reporting and disclosures, and ensuring successful implementation of Federal student aid cash management regulations.

There were two significant changes announced by President Obama this past fall. Beginning with 2017-2018, the Free Application for Federal Student Aid (FAFSA) will be available three months earlier than in years past. Students will begin completing their FAFSA on October 1, 2016, rather than on January 1, 2017. The Department of Education has coined the term "Early FAFSA" for this change. The second change is the FAFSA will collect income from the tax/calendar year one year earlier than in the past.

**OSERVE – Ashley Foster, Interim Director**

Oserve Senior Advocate, Patricia Donnelly presented Financial Literacy and smart budgeting to Upward Bound students at Woodward High School and Rogers High School. The Oserve Advocates started working on the 'Current Term Balance of \$200 or Less' email outreach to include 485 students. Each semester this outreach begins the day after the last scheduled Deferred Payment Plan is due. The outreach is projected to be done by April 22.

**STUDENT CONDUCT/STUDENT LIFE – Danielle Filipchuk, Director**

On March 1, 2016, Student Activities hosted the speaker, Dr. Joel Nunez on the Toledo Campus. Dr. Nunez's speech was titled "Get Out of Your Own Way" and spoke on obstacles that people face in their life and as college students and techniques for overcoming these obstacles. Dr. Nunez speech resonated with our student population and there were over 50 students, faculty and staff in attendance.

Student Activities hosted a March 2 Lunch and Learn in collaboration with Barbara King, Director of Human Resources, and Ms. King presented on Resume Writing and Interview Tips.

Advisors Richard Clever and Meghan Kerr with two students traveled with Phi Theta Kappa to Springfield, Ohio for the regional awards convention, March 4-6.

Advisors Edward Gozdowski and Jeffrey Davidson with six students traveled with the Owens Culinary Arts and Hospitality Management Student Association to Atlanta, Georgia, to the American Culinary Federation convention. The six students participated in the annual Knowledge Bowl Competition and placed second overall and won gold medals in the competition.

Student Government hosted the second annual Owens Spirit Days, March 16-17, which included the game of Jeopardy with Owens facts and an appearance from Big E mascot for the Big E Selfie Station. Both days had a great turn-out!

Student Activities hosted the March pop-in activity, Tell Your Story. Participants were invited to share parts of their personal life story on a white board and have their picture taken with their story to display in the Student Activities Office.

**VETERAN SERVICES – *Amy Giordano, Interim Vice President***

Ms. Giordano attended the Higher Degree Attainment and Training Education collaboration meeting at the 180<sup>th</sup> Air National Guard Unit, April 15. Teams from the University of Toledo, Bowling Green State University and Captain Melanie Grosjean of the 180<sup>th</sup> Force Support Squadron were in attendance.

Ms. Giordano attended a collaboration meeting with Commanding Officer Meghan Michael at the NOSC Toledo, April 14. Planning for Owens Community College participation in the June NOSC ‘Family Day’ event as well as discussion regarding other collaboration opportunities was on the agenda.

**PROFESSIONAL DEVELOPMENT**

Ms. McGinnis, Manager of Advising, arranged for a March 4 Healthy Living Workshop, Findlay Campus. Russell Jackson, Adjunct Instructor, facilitated the workshop during which he discussed with attendees strategies for eating and exercising for optimum health. The workshop was well received by those in attendance and a follow up session has been scheduled for April.

## MARCH 2016

### **FOUNDATION – Jeff Keim, Executive Director**

Fundraising – Donations received during March and early April include:

- \$60,000 from Generations Pipeline
- \$9,435 for scholarship funds including a \$4,370 donation from Harry & Regina Silletti, a \$3,000 donation from John Deere and \$1,395 in memorial donations for Fritz Wielinski
- \$2,355 from Owens employees
- \$2,175 for School of Science, Technology, Engineering & Math
- \$2,010 from the 50<sup>th</sup> Anniversary mailing

Owens employees received annual giving materials in the first week of April. In the first week of this campaign, seven employees have signed up for payroll deduction gifts and two other employees gave one-time gifts.

Foundation Board Meeting – At the March 2 Foundation Board meeting, David McMacken from PNC was elected Treasurer of the Foundation due to the resignation of the previous treasurer. The Board also approved the criteria and process for election of Foundation Emeritus Directors. Owens Athletic Director J.D. Ettore provided an update on the athletic program.

Cultivation and Stewardship – On March 7, Mr. Keim met with the Chief Executive Officer of Crow Executive Air, and he received a commitment to help locate a non-flying plane for donation to the College. On March 18, Mr. Keim and Dan Kimmert, Chair of the Foundation Board, met with leadership of Owens Corning regarding the addition of a Foundation Director from their organization and initiatives where Owens Corning could have an impact by financially supporting the College. On March 23, Mr. Keim attended the Wood County Economic Development Commission's annual dinner meeting. On March 28, Mr. Keim made a presentation to partners, associates and paralegals at Shumaker, Loop & Kendrick where he shared an update on the College and philanthropic, planned giving information to share with their clients. On March 30, Mr. Keim attended an unveiling event at Hensville Toledo sponsored by Rotary Club of Maumee.

**Upcoming Events** – mark your calendars:

- Foundation Board Meeting – May 18, 2016

### **ALUMNI RELATIONS – Laura Moore, Director**

Membership – The membership drive for 2016 returned to a traditional mailing rather than a postcard and obtained good results. In the first three months of the calendar year, we are close to the total memberships for 2015, with 163 new members to-date for 2016.

2016 Golf Classic Proceeds – At the March meeting, the Alumni Association Board of Directors approved the 2016 Golf Classic proceeds be divided 50 percent to the Association for alumni outreach efforts and 50 percent between the Success Tuition Assistance Program (TAP) Endowment Fund, Private Stephen Machcinski/Private James Dickman Memorial Endowment Fund and the Michael W. Rickard Memorial Endowed Scholarship Fund.

**Upcoming Events** – mark your calendars:

- Annual Meeting at the Mud Hens – July 29, 2016
- Golf Classic – September 12, 2016

**PROFESSIONAL DEVELOPMENT**

During the month of March, Mr. Keim attended a webinar entitled “How to Find Major Donor Prospects for Your Higher Ed.”

**MARKETING AND COMMUNICATIONS – *Jason Griffin, Director***

Began the rollout of the three new 30-second television commercials, which were produced in February, as well as a 15-second version and various radio commercials. All commercials focus on programs preparing students for in-demand jobs in northwest Ohio. Other key campaign messages include partnering with local companies, seamless transfer opportunities, and graduating with minimal to no debt. The commercials feature current Owens students as well as real Owens alums. The videos have been shared on social media and as of April 20, have been viewed on YouTube 2,553 times. All feedback has been overwhelmingly positive.

The Owens commercials are scheduled to run on: network TV 718 times, cable TV 1,919 times, and radio 2,556 times. Our digital ads (online, mobile, and tablet) are expected to achieve 2.42 million impressions.

The alums are being featured on social media and have more than 50 different posts with each alum being featured at strategic times on Facebook, Twitter, Instagram, and LinkedIn.

The Marketing department is also pleased to report that the Owens social media audience has grown 7.28 percent in the last three months and is growing by nearly 66 new followers per week. Marketing is also working with Admissions on some targeted campaigns to garner email addresses (hot leads) for key demographics.