



## **REPORT TO THE BOARD OF TRUSTEES – February 4, 2020 – Exhibit No. 11**

Steve Robinson, Ph.D., President

Denise Smith, Ph.D., Provost/Vice President, Academic Affairs/CAO

Jeff Ganues, Vice President, Business Affairs/CFO

Amy Giordano, Vice President, Enrollment Management and Student Services

Lisa Nagel, Vice President, Administration

### *VISION*

*As the premier two-year college in northwest Ohio, Owens Community College will be the first choice for students seeking career credentials and university transfer, and will be recognized as an indispensable partner for businesses, educational institutions and community organizations.*

### **PROGRAMS AND INITIATIVES**

The School of Business, Information, and Public Service reached an external agreement with the University of Toledo's College of Health and Human Services' School of Social Justice for a joint paralegal program (under Owens Community College review for final approval). This partnership will help lead Owens students toward matriculating to the University of Toledo, and create collaborations with the university legal student club, faculty and other events.

### **PROCESS AND IMPROVEMENTS**

The School of Business, Information, and Public Service (SBIP) developed its first strategic plan (2020-2022) linking the College Strategic Plan with SBIP program goals and objectives and with those at SBIP program level.

### **STRATEGIC PLAN 2019-2021**

#### **GOAL 1: Increase enrollment, completion and student success**

The School of Business, Information, and Public Service joined with Workforce Community Services and Dental Hygiene respectively to develop relationships and corporate partnerships in areas of real estate and dental toward promoting academic development and associate degrees.

The Transportation Technologies department made strategic recruitment efforts through attending or presenting at:

- Toledo Public Schools Career Connect Expo.
- Ohio CAT Open Houses in Cleveland, Columbus and Cincinnati to promote and recruit for the Caterpillar ThinkBIG technician education program.
- 18 high schools/vocational/career centers: Clear Fork, Bellville; Coshocton Career Center, Coshocton; Eastland-Fairfield Career & Technical School, Groveport; Eastwood High School, Pemberville; Lorain County JVS, Oberlin; Monroeville High School, Monroeville; Sentinel Vocational Center, Tiffin; Tri-County High School, Nelsonville.
- John Deere Agricultural & Industrial Power Technology Workshop for Ago Power and Industrial Power instructors, and John Deere Explore Ag Experience for students, Plain City, Ohio.

The Office of Advising completed an email outreach to students who were eligible but not registered for the Spring 2020 semester, and is specifically included course recommendations within the major declared by the student. Advisors reached out to 733 students within a two-week period. During this time, the advising staff continued to meet with continuing and new students by appointment.

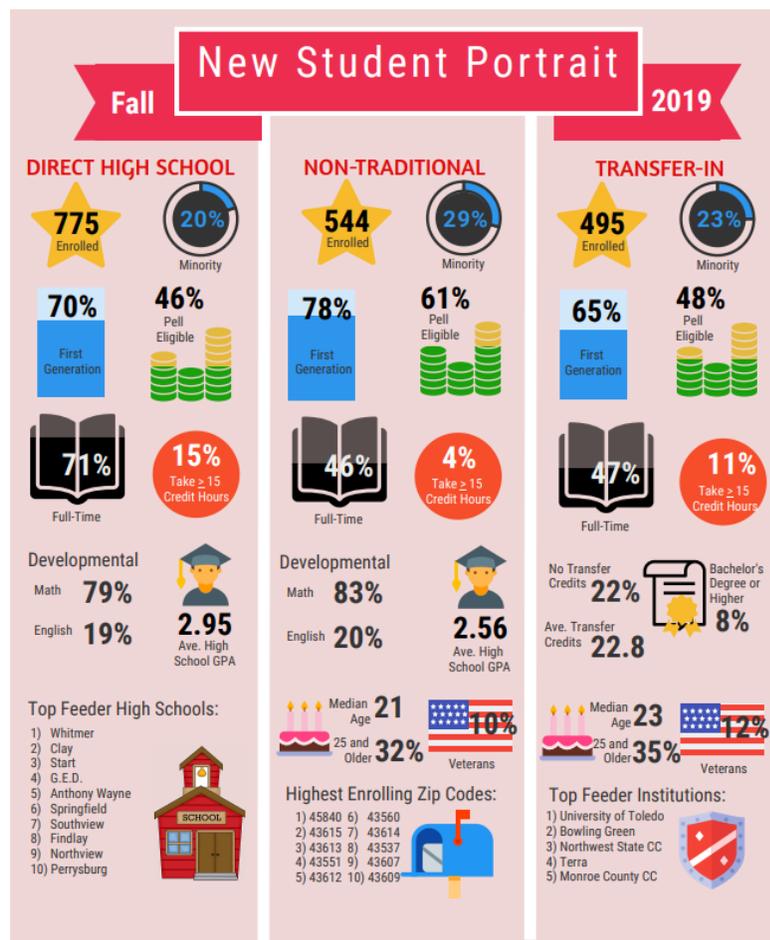
The Findlay Campus hosted a Graduate Reception and nine students plus their guests attended the event. Faculty, staff, administrators and a member of the Alumni Association were in attendance to talk with the graduates about their future plans and to maintain their connection with the College. Each graduate was given a bag of Owens swag and information for the job search.

In support of the Ohio Department of Higher Education’s prior learning assessment initiative to increase persistence and lessen time toward a degree, 23 continuing students were assessed and earned a combined total of 113 credit hours for the Fall Semester 2019. Additionally for the December graduation, there were 22 graduates who completed degrees and/or certificates with earned credit hours through prior learning assessment. The college credit was earned through the assessment of work experience, credit based exams (CLEP and proficiencies), and certification credentials that students earned prior to attending Owens.

Marketing worked with Admissions to produce videos and a 10-week countdown to the Spring Semester, complete with tips for each step of the way. In a continued effort to increase the presence of the Findlay-area Campus, the College secured a prominent sponsorship on the Findlay High School athletic website and a billboard on Bright Road near campus.

### New Student Portrait – Fall Semester 2019

Link to full portrait: [https://cdn.owens.edu/ie/wp-content/uploads/sites/7/2018/11/Infographic\\_2.pdf](https://cdn.owens.edu/ie/wp-content/uploads/sites/7/2018/11/Infographic_2.pdf)



## **GOAL 2: Improve and enhance the student experience**

The Disability Resource Center staff presented to student athletes on test taking and study skills; collaborated with the Math department to ensure accessibility for students with print disabilities, and met with the Ability Center of Northwest Ohio to improve the referral process for potential students coming from the Ability Center.

The women's basketball program has a new single game scoring record holder. Sophomore Shyah Wheeler scored 44 points on December 7. It breaks the previous 40 point record set on February 10, 2018. Student athlete Shyah Wheeler was also a member of the 2018 and 2019 National Volleyball Championship Teams.

## **GOAL 3: Develop workforce and labor market outcomes**

The School of Business, Information, and Public Service (SBIP) increased the number of industry partners from 13 to 19, including new relationships this fall with Buckeye Broadband, Boffo Beverage Group, Car Stereo One, Go Logistics, SeaGate Centre/Huntington Center. Each will assist the development of SBIP students through involvement in a continuum of activities spanning curriculum development to internship and job placement.

Career & Transfer Services held a Health Career Fair on November 6 for nursing and health professions. About 20 employers attended the event along with approximately 50 job seekers.

The Marietta Plumbers and Pipefitters Union signed a five-year contract for an apprenticeship program.

Tammy Leonard-Challen, Truck Driving Program Manager, continued to attend weekly orientations for participants in the Lucas County employment and training program that is federally funded through the Workforce and Innovation and Opportunity Act, United States Department of Labor.

## **GOAL 4: Cultivate community image and advancement**

The School of Business, Information, and Public Service announced plans for a 50<sup>th</sup> anniversary year of events to celebrate law enforcement education from 1970-2020 at Owens Community College. An itinerary of events throughout the year is being finalized in conjunction with the Owens Foundation.

With assistance from the office of the Vice President, Enrollment Management & Student Services, Marketing completed a social media campaign highlighting dozens of first-year students who received the Board of Trustees scholarship. The campaign garnered over 6,500 impressions through social media channels.

Marketing secured a front-page story in the Findlay Courier on a recent beekeeping grant award. Additionally, President Robinson's #EndCCStigma campaign garnered a front page story in the Findlay Courier and an op-ed in the Toledo Blade, January 11. The campaign has achieved national attention and celebrates the one-year anniversary.

Marketing and Institutional Research initiated a soft launch of Brand Image survey.

#### **GOAL 4: Cultivate community image and advancement**

The College hosted several groups on both campuses which cultivated the College's image in the community. Significant November and December events included Congressman Bob Latta using the Findlay facility for annual internship interviews and Crawford Station for public information sessions for their income based housing complex near the Findlay Campus.

Owens Social Media audience (Facebook, Twitter, LinkedIn, and Instagram) has grown to 76,344 followers (increase of 10.66 percent) over the last 12 months. Between Facebook and Twitter, the College is averaging 426,327 impressions per month over the last 12 months. For the calendar year 2019, achieved over five million impressions on social media with 1,005 unique posts (Source: Marketing Department)

#### **GOAL 5: Improve college culture and quality of life**

The goal of the Courageous Conversations project is to increase cultural competence of faculty and staff to improve student success. This homegrown initiative is led by Erica Parish, Dean, Accreditation and Academic Support, and James Jackson, Director, Downtown Learning Center, and it is funded through Perkins federal grant dollars. The project will host a series of intellectual dialogues toward gaining an in depth understanding of student populations and to identify best practices of how we serve our students. For Spring Semester 2020, the first Courageous Conversation event was held on January 16, and it was hosted with the National Alliance for Partnerships in Equity (NAPE). The conversation focused on strategies to address equity in the classroom and on campus. NAPE is a non-profit organization with a mission to increase student access, educational equity and workforce diversity. This event was co-sponsored with the Ohio Association of Community Colleges (OACC). The next Courageous Conversation event will be held on February 27 with University Innovation Alliance; also co-sponsored with OACC, and it will bring awareness of "micromessages," including micro-inequities (de-value/discourage) and micro-affirmations (valued and included), as the conversation is continued on equity in the classroom and on campus.

This summer, the Completion Plan team developed the College's definitions for equity, which the Academic Services and Student Services divisions are moving forward toward informing the culture.

- Equity – an environment where every student has the support and resources they need to be successful.
- Equity Gap – recognizing the differences in success rates due to systematic disparities.
- Inclusion – creating a sense of belonging for all community members by promoting a welcoming environment where all individuals feel supported, valued, and respected.

As a part of the Changing Campus Culture Initiative through the Ohio Department of Higher Education (<https://www.ohiohighered.org/ccs>), the College is committed to ODHE's recommendations to create a culture of shared respect and responsibility and to provide evidence-based training. The Green Dot prevention strategy for colleges (<https://alteristic.org/services/green-dot/green-dot-colleges/>) supports the two recommendations. The College was awarded a \$10,000 grant from ODHE and the Owens Foundation also supported training materials and supplies. Last June, Danielle Filipchuk, Title IX Coordinator and Assistant Dean, Student Life, launched the Green Dot facilitator training, beginning with ten employees from the Student Services and Academic Services divisions. Through the fall, the trained facilitators began the important work of changing the culture on interpersonal violence prevention through the use of Green Dot techniques by facilitating one-hour presentations for other

employees. The presentations focused on bystander intervention techniques which included Distract, Delegate or Direct. By the end of the fall semester, the facilitation team completed training for 85 employees. This culture initiative will continue in 2020 with student training, to be supported by the student engagement fee.

### Faculty and Staff Recognition

- Marketing and Communications won a Gold Medallion award from the National Council for Marketing and Public Relations (NCMPR) for the “Powered by Owens” television commercial campaign.
- The Mathematics department chair and faculty participated in an interactive webinar, *Assessment Strategies for the Quantitative Reasoning*, hosted by the Charles A. Dana Center, University of Texas at Austin, and sponsored by the Ohio Department of Higher Education. The webinar offered promising practices in Quantitative Reasoning assessment strategies to promote student completion.
- Dr. Yojana Sharma, Dean, School of STEM, and Michelle Younker, Chair, Mathematics attended the American Mathematical Association of Two-Year Colleges annual conference, Milwaukee, Wisconsin. Ms. Younker presented a session entitled *Evolving Math Pathways: Early Lessons from Forging Connections to K-12* focusing on the math pathways being developed across Ohio to provide clear, connected pathways from high school to college mathematics.
- Jessica Ruffner, Manager, Prior Learning Assessment, collaborated with Ohio TechNet and Lorain County Community College to present to the Ohio Department of Higher Education’s Finish for Your Future: Adult Learner Working Group about Owens’ and Lorain’s initiatives in awarding credit to adult learners for prior learning. Topics discussed were credit-based exams, portfolio assessments and the platform FastPathOhio, and awarding credit to veterans for military experience and training.
- Jackie Haskins, Counselor, Counseling Services, earned her independent counseling licensure through the Counselor, Social Worker, Marriage and Family Therapist board for the state of Ohio. This is a great accomplishment in her field and shows her dedication to excellence, continuing education, ethical practice, and professional comportment.
- Angela McGinnis, Manager, Career and Transfer Services, earned a Certified Career Services Provider credential through the National Career Development Association.

### GOAL 6: Building financial strength and capacity

The Financial Aid staff attended the annual Federal Student Aid conference, which is essential to ensure federal regulations are met and compliance is adhered to. The conference provided valuable, relevant information on student aid programs and how to implement change to better serve students, which included:

- National Student Loan Data System, Common Origination and Disbursement System, and FAFSA updates and an overview of cash management regulations;
- Regulatory update on accreditation and state authorization for distance education;
- Resolving student and institutional eligibility issues;
- Cybersecurity initiatives, data protection, identity theft, and school breach reporting.

## **GOAL 6: Building financial strength and capacity**

### **Capital Campaign for the Dana Advanced Manufacturing Training Center**

Total gifts and pledges in-progress: \$1,139,625. Two major gifts came in during the fourth quarter of 2019:

- The Owens Alumni Association announced a \$100,000 gift toward the campaign with \$25,000 of that amount being used to establish an endowed scholarship for advanced manufacturing technology students.
- Soon to be announced, the SSOE Group made a gift pledge toward the campaign. The College appreciates the assistance of Owens Foundation board member, Mike Duffey, who helped to secure the gift.

The 2020 Annual Giving Campaign has been rolled out, and as of January 10, the campaign has raised just over \$103,244. Thank you to each of you who have already donated or pledged your gifts. Your support is very impactful and we're grateful for your annual donations!

To Give: <https://www.owens.edu/foundation/annualgiving-form/>

The Board of Directors of the Alumni Association have eliminated the alumni membership dues, effective January 1, 2020. After benchmarking other community colleges and evaluating operational efficiency, the Alumni Association will move toward an engagement-focused model from the transactional model. The College wants all alumni to feel welcome and stay connected to the Owens family by engaging alumni and students in programs, events and services that energize interest, build loyalty and strengthen support of Owens Community College. The following communication was shared with the Owens alumni:



We have exciting news! Starting in 2020, there are **no more dues** to join the Owens Alumni Association!

We're kicking off the New Year with an emphasis on community. We want all Owens alumni to feel welcome and stay connected to the Owens family. This is **your** Alumni Association.

Click [here](#) to visit our website for more information and to update your contact information so we can keep you informed on our programs and services throughout the year.