

PLANNING FOR THE FUTURE

Strategic Planning Forum #4

Meeting the Needs of Our Community

Wednesday, March 21, 2018





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Overview

As part of Shawnee State University's strategic planning process, a community forum was held where participants were asked to explore the themes of strengthening relationship with community, helping Ohio reach 65% degree attainment and SSU helping address the community opioid crisis, all in the context of the University's new guiding principles.

The forum focused on "Shawnee State University Meeting the Needs of Our Community."

Participants discussed how can Shawnee State University strengthen its relationship with the community, how can we help Ohio reach 65% degree attainment by 2025, and how can Shawnee State help the community address the opioid crisis?

Feedback from these forums will inform the institution's strategic plan.

Introduction of the Topic

Participants were provided with an overview of the forums, the strategic planning process, and the guiding principles. Key information shared included:

- Shawnee State University's history as an open access institution began during its community college days and needs to be examined and redefined.
- Enrollment trends show a decline in the number of students since 2011, a decline in the number of credit hours taken, and a student population with a large portion of those with low or no ACT scores and low college GPA. Degree attainment among this group is low (less than 5%).
- First-time freshman retention data among students from 2007 to 2014 indicate that opportunities exist to increase retention with students in the "murky middle," those with a grade point average of 2.0 to 2.9.
- First-time freshmen from 2008-2010 with a grade point average of at least 3.0 significantly outperformed all other groups of students in regards to degree attainment.
- The number of SSU students who default on their student loans has steadily increased since fiscal year 2009. A direct correlation exists between student default rates and drop-out rates.
- The state funding formula is directly tied to course completion and degree attainment.



Guiding Principles

MISSION

A mission statement succinctly describes why we exist — our purpose.

WE PREPARE TODAY'S STUDENTS TO SUCCEED IN TOMORROW'S WORLD.

As a university, we serve many roles in society. At the heart of it all, we exist to prepare students to succeed today, and into the future.

VISION

A vision statement stakes a claim on our aspirations and states the kind of university we plan to become.

WE WILL BE A BEST-VALUE UNIVERSITY OFFERING A WIDE RANGE OF HIGH-QUALITY SIGNATURE PROGRAMS.

Our vision is to be recognized as a “best-value” university, combining academic excellence and student success with affordability, and establishing signature programs that give us a competitive edge.

ENDURING VALUES

Enduring values provide a foundation for everything we do. They guide how we behave in our interactions with our students, families, alumni, friends of the University, and each other. They tell our clients what is important to us and what they can expect from us.

STUDENT-FOCUSED SERVICE

We place students at the center of everything we do and every decision we make.

COMMUNITY ENGAGEMENT

We value the diverse perspectives of the people within our community — on and off campus — and our role in enriching the lives of those who work, live, and discover here.

AUTHENTIC DIALOGUE

We respect open, honest, and sincere two-way communication.

THOUGHTFUL RISK-TAKING

We value innovation and encourage those around us to dream big and explore new possibilities.

CULTURE OF CONTINUOUS IMPROVEMENT

We look for opportunities to make what we do well today even better tomorrow.

Forum Planning Activities

Participants were assigned to one of ten groups with eight participants per group. Following the topic overview and review of the institution's guiding principles, participants were asked to:

1. How can Shawnee State University strengthen its relationship with the community?
2. How can we help Ohio reach 65% degree attainment by 2025?
3. How can Shawnee State help the community address the opioid crisis?



Group Discussions

The following summaries for each key topic were presented during each groups' report-out to the entire forum audience.

Group 1

How can Shawnee State strengthen its relationship with the community?

- Develop and distribute a community partner survey to connect SSU resources to needs.
- Require community service in freshman year experience to communicate opportunities and benefits.

How can we help Ohio reach 65% degree attainment by 2025?

- Examine retention data to refine our current plan to determine what's working.
- Partner with high schools, CTC's, foundation to communicate opportunities.

How can Shawnee State help the community address the opioid crisis?

- Train our students because no matter what field, you'll be working with the same types of people I work with. Training our students to work with this population – so they can focus on that population. Teach nurses how to identify those people. Program that equips people to work in this environment.
- Partner with other institutions to develop specialized training (i.e. 2+2 with Southern State Chemical Dependency Counseling Certificate → License).



Group 2

How can Shawnee State strengthen its relationship with the community?

- Gathering the voice of the community and our partners.
- Serve on boards.
- We need to have people from SSU present, gathering feedback.
- We also need continuity of our contacts - some are doing really good work but once they leave, we don't have continuity – we need to have some sort of structure so the community group doesn't lose the connection with Shawnee State.

How can we help Ohio reach 65% degree attainment by 2025?

- Pushing alignment with industry, always do better and communicate with our industries.
- Make sure aligning with the needs that are out there
- Successful and flexible education.
- Stackable degree options working with other institutions.
- Partner with school psychology, speech, etc to give our students more access.
- Alumni meeting with high school students.
- We need to say we are more of an option – highlight programs we have to offer.
- Take advantage of professors.
- Get industry involved with programs.
- Online degrees.
- Offer certifications who finish certain courses.
- Make connections.
- Bring alumni panels in.

How can Shawnee State help the community address the opioid crisis?

- Partnerships with teachers. Signs aren't always obvious. Provide action and resources.
- Host events and use SSU as a resource.
- Mentoring students whose homes are full of addiction.
- Starting early in the school systems.
- Reaching out to resources through grants.
- Bring the "leader" people in to talk.



Group 3

How can Shawnee State strengthen its relationship with the community?

- Answering and returning phone calls in a timely fashion.
- Timely communication about our events.
- Should send information out months in advance.
- Same with them – have community tell us about events in advance.
- Find ways to take our classroom out to different businesses and giving our student leaders opportunities.
- SSU connection.
- Culturally connect the organization & the community.
- Pull your leaders for events.

How can we help Ohio reach 65% degree attainment by 2025?

- Mentors and relationships – students will stay in college if they have a relationship. Once they walk across the stage, they say you are the reason.
- Get more student employment to help retention.
- Fast tracks to higher education.
- Evening or alternative hours online/hybrid.
- Explore student employment opportunities.
- Task force to help employers find students to employ.

How can Shawnee State help the community address the opioid crisis?

- Involved with other organizations and build relationships.
- Pairing college students with grade school children for mentorship.
- Get involved in the SCHC.
- Research projects within classes related to addiction or with youth who are affected.



Group 4

How can Shawnee State strengthen its relationship with the community?

- Sharing the successes that Shawnee State already has – share more internally and externally.
- Branding – when students go out, have them wear something that identifies themselves as Shawnee State.
- Continue to build pathways with career and tech center.
- Faculty and staff biographies and share info that way – get to know them better and feel more at home – add personality to them.
- Grant opportunities and share graduate success stories.
- Align expertise of SSU staff/faculty with community needs.
- Share stories internally to give SSU folds tools to share info → Faculty Spotlight (SSU staff, etc.), staff/faculty bio.
- Graduate success stories tied to high school.

How can we help Ohio reach 65% degree attainment by 2025?

- Individual students – meeting the needs of non-traditional students. Identify internal best practices. Learning from internal experts. Career counseling. Building relationships with career and tech centers. Understanding what is in their best interest. Maybe they need a certificate instead of a 2-year degree.
- Practicum or externships. Focus on career information so they're engaged in the career as much as they are the degree.
- Need to have a purposeful place.
- Options for remedial before they get to you all. More opportunity for success – stress management, time management, coaching, help them get ready and meeting their needs, socioeconomic barriers, don't continue a cycle of public assistance.
- Free college classes – encourage them to take advantage. When you do, encourage them to identify themselves as SSU student – College Credit Plus students.
- ID best practices of programs with success.
- Career counseling/pathway identification.
- Not just degree info/career option info.
- ID at risk students early.
- Academic remediation early.
- Options for students not successful in Assoc./Bach. pathways (Bridge Program).
- Career focused degrees.
- Continue building pathways with HS/CTE institutions → online/school on-site options with support from HS/CTE “coaches”.



How can Shawnee State help the community address the opioid crisis?

- Back to career pathways. Address the student as a whole.
- Talent is distributed evenly, opportunity is not.
- Help them break the cycle.
- Pathways to remove hurdles – help them get out where they can work.
- Rehab facilities – education opportunities for them AND their clients.
- Focus on mental health not just drug abuse.
- March 27 – panel of counselors and teachers – include in Shawnee News.
- HS & SSU students rotate through addiction services → OT students do this.
- Offer substance abuse counseling certificate pathway.
- Education program in rehab facilities “show on the road”.
- Education opportunities for facility employees for them to meet needs of clients.
- Online after hours weekend.



Group 5

How can Shawnee State strengthen its relationship with the community?

- Internships and service learning – getting students in the community whether employed or through agencies, service learning.
- More creative ways for community forums, community communications.
- Faculty engagement with internships & service learning.
- More SSU events – community schools, etc. (i.e. coaches, faculty, students).

How can we help Ohio reach 65% degree attainment by 2025?

- Barriers that keep Ohioans from obtaining degrees, etc. Work on flexible scheduling that meets the needs of our students. Weekend courses and evening courses. Meet our prospective students on where they are at.
- Barrier – Cost of higher education. State funding for higher education, need to push for increase funding, current funding formula isn't working. Our part of the state and first generation students are how we are going to get to the 65% and get more funding for those students.
- Scholarships.
- Advising.
- Student readiness.
- Push for new state funding formula.
- Assist 1st generation & post generation.

How can Shawnee State help the community address the opioid crisis?

- Idea – second chance reenrollment program. We've had a number of students who were struggling and dropped out and ended up on probation, suspended, let the university, former students in recovery – how can we help those in recovery get back in school.
- Service learning opportunities for students to help with the crisis.
- Candidates and educational programming – I'm a director of a symposium – made arrangements with Netflix to run Heroine – open to the public – about Huntington, WV – April 12 @ 7.
- Need to reach out to the community to help them
- Campus/community education program.



Group 6

How can Shawnee State strengthen its relationship with the community?

- Communication, internal & external.
- Cross campus communication – research projects, what is going on –like what Sean Dunne talked about, make all employees feel a part of what is going on
- Faculty buy-in.

How can we help Ohio reach 65% degree attainment by 2025?

- Promote SSU alums, good to know that people throughout the community got their degree from here. We serve the Appalachian area.
- Strengthen partnerships we have. Lot of non-profits
- Programs to meet the needs of employers, career-ready degrees with recognition that it may require that some other programs on campus have to change or go away. Can only do so much at once.
- Community employers – partnerships: strengthen & maintain, programs to meet the needs of community employers

How can Shawnee State help the community address the opioid crisis?

- HB508 – create programs that are achievable for all, some more helpful for us,
- Stigma of addiction - need to tear away.
- Peer education course



Group 7

How can Shawnee State strengthen its relationship with the community?

- Students and employees serving on boards. We talked about adding Circle K through Kiwanis and experiential learning.
- We'd like to see SSU offer a community room for free.
- Sharing SSU's expertise with grant writing and data analysis.
- Board Members in Community Groups – ex. Children's Services, Habitat for Humanity
- Internships – classes.
- Rotaract - Volunteering Opportunities – groups vs. requirements =structures.
- Experiential Learning Requirements → outreach beyond geographic locally.

How can we help Ohio reach 65% degree attainment by 2025?

- Staying involved in partnerships. Increasing online options. For workers who don't have time to come here, classes more convenient. Cultural shift – teaching an entrepreneurial mind shift – choose your future, what to do when life gets in the way that keeps them from getting an education. Need for jobs in this area – are there jobs here, virtual opportunities. Appalachians want to stay here – need to connect them and help increase jobs in the area.
- Identify where retention issues lie. Is it with freshmen, etc? Where are the problems?
- Some is a communication issue to let high schools know what exists. Help students get ready for college
- Bridge program and how it can help students get ready. Communicate with the high schools.
- Cost & Cultural Focus Shift – entrepreneurial mindset, connect at younger age K-12, 1st generation student = fear, “when life gets in the way” remove barriers, add social supports
- “Attending college to get a job”, so specific jobs + communicate visualization of them → build interface
- Economic Development Focus – need jobs in the area (diversity - healthcare)
- Teach about virtual opportunities – jobs
- Strategize about automation impact on workforce

How can Shawnee State help the community address the opioid crisis?

- Enrich our environment. Community involvement, rewarding social activity. Meaningful work. Certifications. Campus support groups for families. Conferences. Mentorships. Laws get passed and some things not achievable in that legislation – the health and wellness of our environment needs to be invested in
- Onboarding + career paths for recovery + counseling



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- degree classes & certifications (ex. CDC)
 - Host conferences
 - Recovery groups (AA, NA)



Group 8

How can Shawnee State strengthen its relationship with the community?

- How do we get info about events out to the community? How many know we have an app with information?
- We need to broaden the definition of community to beyond the city of Portsmouth.
- Outstanding alumni – getting them focused back on campus
- Want to make sure we know what people are doing out in the community – need to be represented
- Communication, engagement, collaborative projects with common goals (measurable)
- Mechanism to reach community outside of SSU community (distribution list?)
- If people are aware they'll feel a "part" of us (SSU)
- Changing the perception – connection
- Community services – engage students → opportunities for SVCS in the community
- Wants students to feel "connected" to SSU & community (vested interest)
- Use VRCFA as opportunities
- "Clearing house"
- University hope to be involved in more
- Broaden interest & SSU events
- What are we "missing"? → what are the gaps/opportunities?
- Defining "community"
- Using university knowledge (experts) & talent to assist community happenings

How can we help Ohio reach 65% degree attainment by 2025?

- First Generation College students need extra help and special attention
- Asking why people leave or not finish degree, exit interview
- Mentorships, Internships, keep students here past freshman and sophomore years
- Be cost aware, scholarships to help students
- Meet the non-traditional students' needs (acc. flexible/needs)
- Updating spaces – modern/tech
- Build relationships at area high schools
- Economic development.
- Local jobs/invest in future of town.
- Being competitive with other universities – how to tailor of plan (marketing), complete Master's Degree in a year i.e., online programs (full or part-time)
- Involving parents with orientation
- Increase visibility in Columbus (large areas)



How can Shawnee State help the community address the opioid crisis?

- Looking at offering licensure or education for chemical dependency licensure. That can help the community. Looking for grants and scholarships to help students living in crisis. Looking at other living-learning communities for sober living and healthy living communities.
- Partner with other institutions to offer special licensure options.
- Focus on “root” cause – measurable for prevention.
- Sanctions.
- Admissions requirements (stricter).
- Offer CIR services.
- Removing “stigmata” of faculty who have overcome addiction .
- Demonstrate success.



Group 9

How can Shawnee State strengthen its relationship with the community?

- Prioritize relationships with community organizations. We have nice facilities and should open our doors without charging people just to get them on campus.
- Early mentorship program - work with social sciences to get students involved like a big brother/big sister program.
- Give students experience and help them help future generation.
- Mentorship start earlier.
- Upward Bound funding for Scioto County.
- Be aware program – Valley speakers.
- Self-esteem, etc. with kids.
- Listen to members of the community to find common ground.
- Innovation Center.
- Vern Riffe Center & Local Arts.
- Prioritize relationships/volume over money.

How can we help Ohio reach 65% degree attainment by 2025?

- Send SSU students into high schools with experiments to recruit students.
- Community to use unoccupied spaces for students to use on nights and weekends.
- Speakers at high school about careers.
- Programs like Upward Bound.
- Tribe Time – college students/quarterly.
- Degrees offered – are they college ready.
- Community participation during move-in.
- Commitment to community.

How can Shawnee State help the community address the opioid crisis?

- Opportunity for students to stay on campus during breaks. Keep them out of their home environment. Need to keep them out of a bad situation.
- Because of opioid, lots of students being raised by the school system and we need to help the system, provide educational materials for intervention specialists to support them. As an institution, we could provide the coursework.
- Assistance to students with needs (i.e. family addiction issues).
- Mentoring – goal-oriented.
- Help for at risk children.
- Advocate.
- Youth on their own.
- Schools raising child.
- Losing a generation.
- Education opportunities for intervention specialist & addiction counselor.
- Job skill training for those in recovery.



Group 10

How can Shawnee State strengthen its relationship with the community?

- Building awareness of what we're doing, brag on ourselves a little
- What our people are doing in the community? We know we have those resources.
- Projects in community – service projects for students, volunteer day, health SVC students - elderly “open house”.
- Events (for community + SSU) (come to mentoring, etc.).
- Career talks in high school **faculty effective
- Counseling events to students? Family members? Possible?
- Connect to other services.
- Innovation hub.
- Collaboration opportunity.
- Community events awareness for students.

How can we help Ohio reach 65% degree attainment by 2025?

- Identifying barriers that are keeping students from getting degrees. Need data – retention for commuters vs. residents
- Linking degrees to pathways and showing students how to use their degree in a different way
- Bridge program
- What about those not cut out for higher education – technical roles
- Define certificates
- Connect to Career Technical Centers – credit to degrees?
- Identify the qualifications for partners to support certificate programs
- Students are finding college not required for making money & prestige in life (social media)
- Offer courses complimentary to reality – social media; financial management; application of ...
- Online programs

How can Shawnee State help the community address the opioid crisis?

- How can we break the stigma? Crisis here and in the state but we don't want to talk about it. We have to talk about it happening and be open and then help them.
- What programs would support students who work in field – SSU develops.
- Would be plenty of opportunities for career.
- SSU/community agency partnerships who focus on the area of crisis.
- Outreach to hospitals.
- Opportunity to get engaged in applied research into this area.
- Targeted housing for those who were addicted/recovering “sobriety support”.



Participants

Group Discussions

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Amanda Hedrick staff
Malonda Johnson, staff
Patty Tennant, community
Casey Glenn, staff
Sarah Hood, community
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