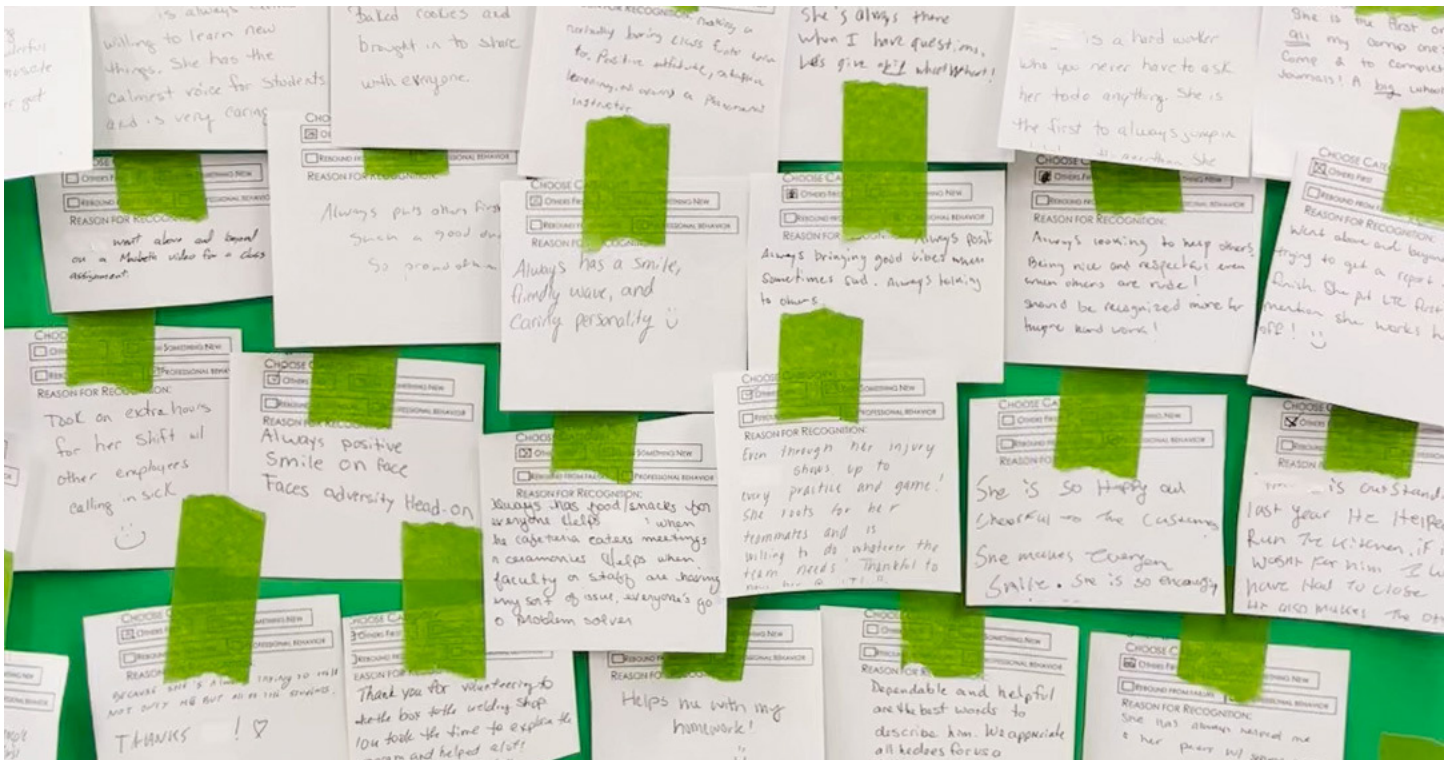


NETWORK



JANUARY 2023



HIGHLIGHTS



Guitarist Ben Gateno will perform a free concert at LTC on February 16.

1.3M
users

LTC had more than one million people see its content on social media in 2022.



In the Fall '22 Semester, LTC's student-athletes combined for a GPA of 3.26.

STATESMEN STANDOUT PROGRAM A SUCCESS

Lincoln Trail College recognized 128 people in the fall as a part of the Statesmen Standout program. It is designed to help recognize students, faculty, and staff doing good things.

Angel Kerner, who helped spearhead the program, says the idea is to recognize and promote positivity in the people at the College. "I think we were able to do that in the Fall Semester. I was excited that we were able to recognize as many people as we did."

The Statesmen Standout program launched in October. People could fill out forms to recognize others that demonstrated categories of positive behavior like putting others first, learning something new, recovering from failure, and demonstrating professional behavior.

There were drop boxes throughout the College where people could submit the forms. Each week Kerner and Dana Goodwin collected the forms and then surprised the recipients with the form and a treat. At the end of the semester, two grand prize winners were drawn.



Student Emily McColpin (above left) and staff member Kristi Rawlings(above right) were the grand prize winners.

**UPCOMING
FEBRUARY
EVENTS**

- 6 Crawford County Development Association Meeting**
5 p.m., Lincoln Room
- 7 Grocery Shopping: How to Get More Bang for Your Buck**
5:30 p.m., Eagleton Library
- 16 Ben Gateno Concert**
7 p.m., Dement Auditorium
- Psychology of a Serial Killer III**
7 p.m., Eagleton Library
- 20 COLLEGE CLOSED - Presidents Day**
- 23 LTC Foundation Meeting**
12 p.m., Lincoln Room

Kerner says she felt the program was very successful in the fall and she says she's looking forward to the program returning for the Spring Semester. "We look forward to more positive promotions this spring. A huge thank you goes out to everyone that participated in the event. It really shows that we have a lot of positive things happening at Lincoln Trail College!"

She says one of the ideas behind the Statesmen Standout program is to make people feel welcome and therefore more invested in the College. She says building pride and inclusion in the College will ultimately help with retention.



Carrie Brown goes over the syllabus with her students on the first day of Spring Semester classes.

CHILDREN'S SUMMER THEATER PRODUCTIONS ANNOUNCED

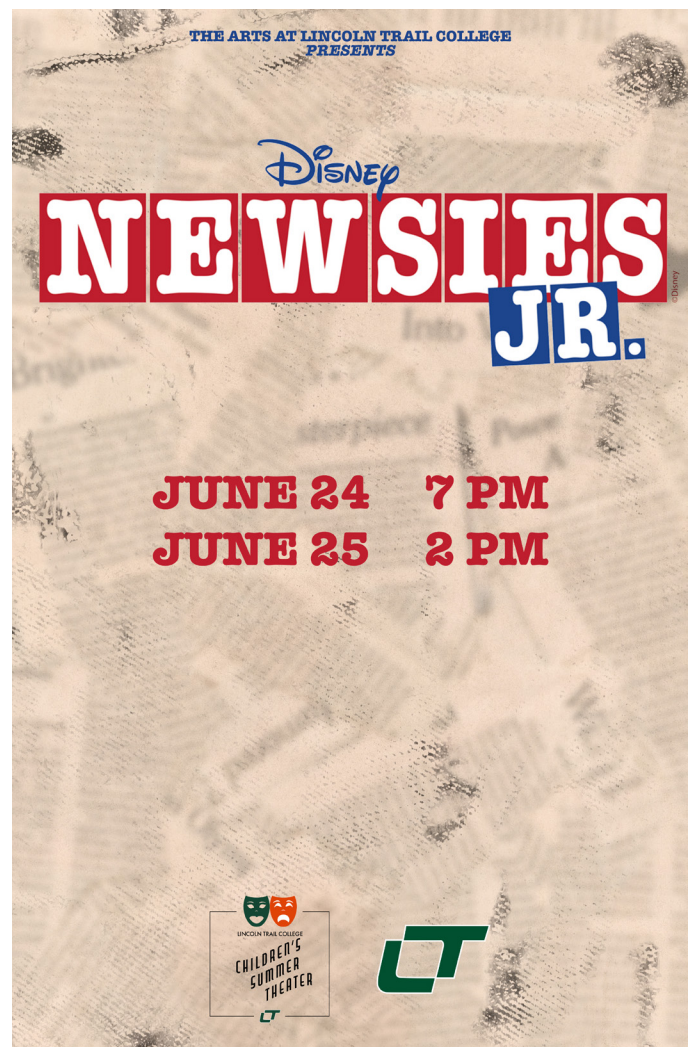
The Arts at Lincoln Trail College announced the plays for the 2023 Children's Summer Theater program. Once again, there will be two shows: *Willy Wonka Kids* and *Newsies, Jr.*

Kids entering 1st-4th grades in the fall of 2023 will perform *Willy Wonka Kids* on June 22 and 23 at 7 p.m. at the Zwermann Arts Center Theater. They will rehearse Monday through Friday from 9-11 a.m. May 29 through June 23.

Kids entering 5th-9th grades in the fall of 2023 will perform *Newsies, Jr.* on June 24 at 7 p.m. and on June 25 at 2 p.m. at the Zwermann Arts Center Theater. They will rehearse Monday through Friday from 12-2 p.m. May 29-June 23.

The registration date for Children's Summer Theater has not yet been finalized but will take place in late April or early May.

Children's Summer Theater at Lincoln Trail College is under the direction of Mindy Evans.



GUITARIST BEN GATENO TO PERFORM FEBRUARY 16



Guitarist Ben Gateno will perform a free concert at Lincoln Trail College on February 16 at 7:00 p.m.

A native of southern Minnesota, guitarist Ben Gateno earned Master's and Doctoral degrees in performance from the Eastman School of Music in Rochester, NY. Following graduate school, Ben studied for one year with renowned teacher and performer Antigoni Goni in Brussels, Belgium. After his return to the US, Ben spent five years performing extensively as a member of the Minneapolis Guitar Quartet.

A versatile musician, Ben enjoys presenting solo guitar programs that feature a wide range of styles and genres, with a special emphasis on classical, country blues, and ragtime. In 2020 he released *A Time When Things Were New*, an album featuring solo guitar music from the 1920s. In 2021 Ben joined the roster of esteemed educators and performers at Stefan Grossman's Guitar Workshop. For SGGW, Ben has produced two books of acoustic blues and ragtime transcriptions and *Stomping Along the Fretboard* - a series of three extended video lessons.

Since 2021 Ben has also been the electric guitarist for the Crop Circles, the backing band for singer-songwriter Luke Hendrickson.

Ben resides in Rochester, MN where he maintains a busy private teaching schedule.

The concert at Lincoln Trail College's Dement Auditorium is free, but due to limited seating, tickets must be reserved in advance by contacting The Arts at Lincoln Trail College's Box Office at 618-546-2300.

TRIVIA NIGHT SLATED FOR FEBRUARY 1



The poster features a dark green background with a large orange triangle on the right. At the top left, a white silhouette of a head is filled with colorful question marks. In the center, the words "TRIVIA NIGHT" are written in large, bold, white letters. Below this, the text "TO BENEFIT THE LTCARE/ PANTRY" is in smaller white letters. The date and time "FEBRUARY 1 • 6 PM" and the location "STATESMEN GRILL" are prominently displayed in white. The cost "\$50 PER TEAM (3-6 PEOPLE)" is at the bottom. On the right side, there are several icons representing different topics: a globe, musical notes, an open book, a person with a speech bubble, a film reel, a document with a pencil, a soccer ball, and a government building. The text "10 ROUND / 10 ?'S / ROUND" is placed over these icons. At the bottom right, registration information is provided: "TO REGISTER: EMAIL BOYCEC@IECC.EDU OR CALL 618-544-8657 EXT. 1144". A small circular logo for Lincoln Trail College is in the top left corner.

TRIVIA NIGHT

TO BENEFIT THE LTCARE/ PANTRY

FEBRUARY 1 • 6 PM

STATESMEN GRILL

\$50 PER TEAM (3-6 PEOPLE)

10 ROUND / 10 ?'S / ROUND

TO REGISTER:
EMAIL BOYCEC@IECC.EDU OR
CALL 618-544-8657 EXT. 1144

Lincoln Trail College will host its annual Trivia Night on February 1 at 6 p.m. at the Statesmen Grill.

The competition will consist of ten rounds with ten questions in each round. Trivia questions will cover all areas of knowledge, including geography, entertainment, music, history, literature, sports, current events, and politics.

Teams can be made up of three to six people and the cost is \$50 per team. The fee includes mulligans and snacks and drinks will be provided.

The event serves as a fundraiser for the LTCares pantry, which provides food and personal care items for students at the college.

Teams can register for LTC's Trivia Night by contacting Cyndi Boyce at 618-544-8657 ext. 1144 or emailing her at boycec@iecc.edu.

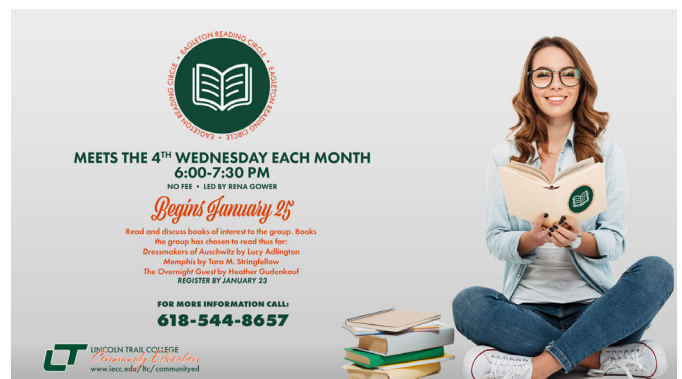


The flyer features a photograph of fresh produce like bananas, apples, and leafy greens on a grocery store conveyor belt. The text is overlaid on the image. It includes the title "GROCERY SHOPPING: HOW TO GET MORE BANG FOR YOUR BUCK", the date and time "FEBRUARY 7 | 5:30-6:30 PM", and the instructor's name "MARY LIZ WRIGHT". A short paragraph explains the lesson's focus on reducing food waste and finding healthy options. The Lincoln Trail College logo and contact information for registration are at the bottom.

**GROCERY SHOPPING:
HOW TO GET MORE
BANG FOR YOUR BUCK**
FEBRUARY 7 | 5:30-6:30 PM
NO FEE • INSTRUCTOR: MARY LIZ WRIGHT
REGISTER BY FEBRUARY 1

Is it more expensive to eat healthy? In this lesson, we will show you how to reduce food waste, find affordable yet healthy options at the grocery store and get the most nutrition bang for your buck. This is a great class, especially at this time with grocery prices rising.

**TO REGISTER, CALL:
618-544-8657**



The flyer features a photograph of a young woman with glasses sitting cross-legged on the floor, reading a book. There are stacks of books next to her. The text is overlaid on the image. It includes the title "LIT & AUSTIN READING CLUB", the meeting schedule "MEETS THE 4TH WEDNESDAY EACH MONTH 6:00-7:30 PM", and the instructor's name "REINA GOWER". It lists the books for the month of January: "Dressmakers of Anahata" by Lucy Adlington, "Memphis" by Tara M. Svingallov, and "The Overnight Guest" by Heather Dubenkoff. The registration date is "REGISTER BY JANUARY 23". The Lincoln Trail College logo and contact information are at the bottom.

LIT & AUSTIN READING CLUB
MEETS THE 4TH WEDNESDAY EACH MONTH
6:00-7:30 PM
NO FEE • LED BY REINA GOWER

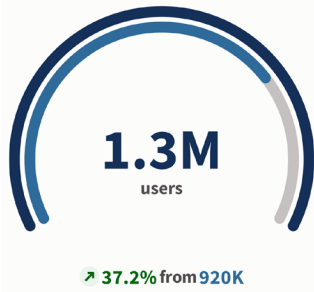
Begins January 25

Read and discuss books of interest to the group. Books the group has chosen to read this far:
Dressmakers of Anahata by Lucy Adlington
Memphis by Tara M. Svingallov
The Overnight Guest by Heather Dubenkoff
REGISTER BY JANUARY 23

**FOR MORE INFORMATION CALL:
618-544-8657**

LTC REACHES MORE THAN 1M ON SOCIAL MEDIA

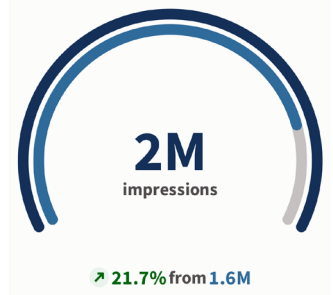
Page & profile reach across networks



Lincoln Trail College had more than one million people see its content on Facebook, Instagram, TikTok, and Twitter in 2022. "We had a social media reach of 1.3 million users last year," said Illinois Eastern Community College Director of Marketing and Public Information Chris Forde, who oversees Lincoln Trail's social accounts. "That was a 37 percent increase over the previous year." Reach is defined as the total number of people who have seen content.

LTC's social channels had two million impressions last year. An impression is recorded each time a piece of content is seen on a screen. For example, if 100 people saw a piece of content three times each, the impressions would be recorded as 300.

Page & profile impressions across networks



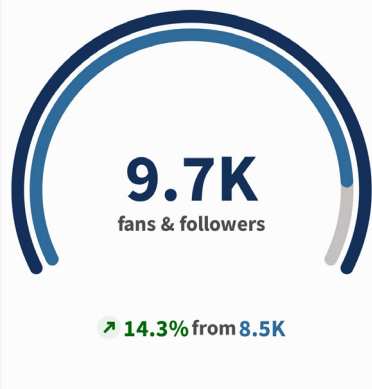
"While I'm proud of our impressions and reach, the number I'm really proud of is our engagement rate," said Forde. "Lincoln Trail College had an engagement rate of 3.79%. Most social media marketing experts agree that a good engagement rate is between 1% and 5%." LTC outperformed the median engagement rate for colleges and universities, which is 3.37%. Engagement is measured as people interacting with social content through things like likes, shares, and comments.

Lincoln Trail College launched a new initiative with TikTok in 2022. Most of the content for TikTok came from students enrolled in the Student Publications class. "Breaking into a new channel is difficult, especially one that is short-form video-driven and has heavy content expectations. If your video wasn't high-quality, thought-provoking, or even controversial, viewers will be less likely to engage with it, and therefore you'll earn a smaller engagement rate per view. If your video grabbed attention, viewers will be more likely to take the extra step of engagement before swiping to the next video," said Forde.

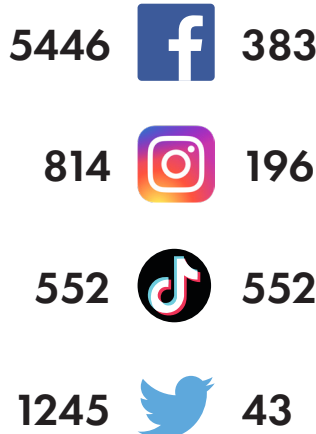
Of the four platforms that measure engagement, TikTok had LTC's highest engagement rate of 5.54%. "While the engagement was high, viewers don't say long. On average, people only watched LTC's videos for 9.67 seconds. That really demonstrates the ephemerality of attention on the platform," said Forde.

On YouTube, viewers logged over 1,500 hours of watch time on LTC's channel. That number was up 44 percent from 2021. Total views increased 54% to 82,900 for the year. LTC had over 473,000 impressions on YouTube. The statistics on YouTube are not aggregated into LTC's overall reach, impressions, or engagement on social media platforms.

Fans & Followers across networks

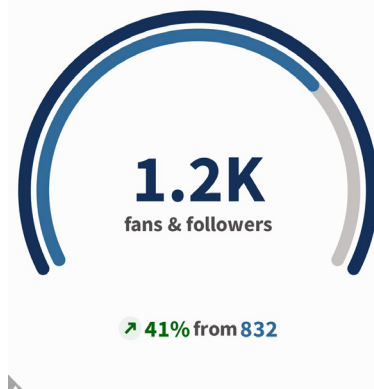


Total fans & followers:



New fans & followers:

New fans & followers across networks



LTC IN PICTURES



Faculty and staff gather for LTC's Spring Workshop



Amie Mayhall provides Canvas training during LTC's Spring Workshop



Kim Schucker demonstrates how to use a Wacom Tablet with Dr. Jared Gullett



Erin Volk works with Tina Lindley during LTC's Spring Workshop



Oblong High School students greet each other during an Etiquette Luncheon



Tona Ambrose reviews proper etiquette with students from Oblong High School



Phil Thorsen listens while students introduce themselves on the first day of class in 2023



Students in Amie Mayhall's class give a final presentation to wrap up their Fall '22 semester.



JANUARY ATHLETIC EVENTS

Baseball

4	at Northwest-Shoals Community College	12:00
5	at Northwest-Shoals Community College	12:00
10	vs. Georgia Highlands (at Emerson, GA)	12:00
11	vs. Georgia Highlands (at Emerson, GA)	12:00
17	at Jackson State Community College	12:00
18	at Jackson State Community College	12:00
24	Southeastern Community College*	2:30
	National Park College*	5:00
25	Northeastern Oklahoma A&M College*	10:00
	Dyersburg State Community College*	1:30
	*at Millington, TN	

Men's Basketball

1	at Kaskaskia College	7:00
4	Lewis & Clark Community College	3:00
8	at Olney Central College	7:00
11	at Shawnee Community College	3:00
15	at Vincennes University	6:00
18	John A. Logan College	3:00
22	at Lake Land College	7:00

Softball

19	Three Rivers Community College*	1:00
	East Mississippi Community College*	3:00
	*Booneville, MS	

Women's Basketball

1	at Kaskaskia College	5:00
8	at Olney Central College	5:00
11	at Shawnee Community College	1:00
15	at Vincennes University	4:00
18	John A. Logan College	1:00
25	Carl Sandburg College	1:00

STUDENT ATHLETES COMBINE FOR 3.26 GPA



Baseball player Sammy Kestranek asks Amie Mayhall a question about a project during one of her classes.

One of the most consistent successes at Lincoln Trail College is the performance of student-athletes in the classroom. In the Fall 2022 Semester, LTC's student-athletes combined for a GPA of 3.26.

"I'm super excited about this," said Athletic Director and Baseball Coach Kevin Bowers. "This is one of the highest GPA's we've achieved as a department."

LTC has marked 18 consecutive semesters where the combined GPA for the Athletic Department has been at least a 3.0.

Seven of LTC's teams had a 3.0 or higher led by the baseball team's 3.46 team GPA. The softball team was close behind with a 3.41 GPA followed by the women's soccer team with a 3.37 GPA. The volleyball team had a 3.18 GPA, the men's soccer team had a 3.14 GPA, the women's basketball team had a 3.11 GPA and the men's basketball team finished the semester with a 3.1 GPA. The golf team rounded out the Athletic Department with a 2.8 GPA.

"This is a total team effort," said Bowers. "This only happens when all are pulling that rope in the same direction. We have an excellent faculty and staff that want to see not only our student-athletes success, but all of our students. We're fortunate to have so many caring and compassionate people that provide our students with the guidance and one-on-one attention they need in order to be successful. It really shows how truly invested our faculty and staff are in the lives of our students."