



## Institutional Outreach Leadership Meeting Minutes

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**Wednesday, April 3, 2024, 8:00-9:00AM via Teams**

**Those present:** Tona Ambrose, Megan Black, Erin Volk, Andrea Loll, Chris Forde, Rodney Ranes, Angel Maguire, and Tiffany Cowger. Additionally, the following ex officio members were present: Amber Malone, Carrie Hallam, Ryan Wilburn, and Brandon Weger. Cassandra Goldman was absent.

### **WELCOME: Tona**

- Introductions and meeting overview
  - From Tona at promptly 8 am.
  - Also note the four main IO 2023-2024 goals listed in the footer.

### **ADULT EDUCATION: Rodney**

- Grant for FY25
  - ICCB has the NOFO for the Grant, fiscal year 26 due May 3<sup>rd</sup>. short turn around and we might be asking for assistance.
- Transitions Coordinator updates and ICCB approval
  - Hayden McDuffee will be transitioning out this fall and we will be adjusting position details.
- Three-year ICAPS plan (Integrated Career & Academic Preparation System)
  - Developing a three-year plan for ICAPS programs. More requirements each year. Adding multiple ICAPS programs. 16 ICAPS programs to be added potentially. Certificates of working with CTE programs within IECC. Requesting ideas from the cabinet. Session at the upcoming workshop to advertise for this. Marketing blitz on ICAPS itself. Sharing transparency. Integrated Career and Preparation System – provides the learners a credit through college while simultaneously earning their GED. LTC Welding program is our current active program with Danyelle Ayres and Jackson Hemrich. Support course crosses both AE and CTE areas. Next target is the C.N.A. focus. ICAPS and ABT – working with the financial aid office. This would help the learner to afford the CTE certificate program to offset the cost of the tuition, books, tools, etc. Angela Gerberding is providing a follow-up on this.
- IL State Advocacy Committee for Adult Continuing Ed and Workforce Development – Angel

- The Coalition of Adult Basic Education (COABE) State Advocacy for Adult Education Fellowship (SAAEF) program is a national program that offers a platform to each state for advocacy in Adult Continuing Education and Workforce Development. These advocacy efforts are championed by a State SAAEF fellow selected each year to provide valuable awareness to local, state, and federal level stakeholders. Angelique Maguire is the IL State Fellow for the FY 24-25 year and is compiling a team of key individuals with IECC's represented communities, our organization, and state partners to launch advocacy efforts and communications with the State Director, State Association (IACEA), and legislators. Currently, Angelique will be meeting with the State Director and fellow COABE State Coordinator this week. The Initial meeting of the IL State AE Advocacy Committee is scheduled to meet Thursday, April 4<sup>th</sup> to set April Advocacy Month in motion. And Monday, April 8<sup>th</sup>, the COABE State Director and Angelique will be meeting with the staff of Legislator, Tammy Duckworth. Angelique will keep each of us updated as we go throughout this campaign and values any target areas that you feel are important to further advocate for adult continuing education and workforce development.

**DUAL CREDIT: Megan/Erin**

- ICCB Dual Credit Grant
  - Awarded the \$116K grant and will use this for training and onboarding for dual credit teachers during a Summit Workshop and significant programing as it applies to our meta-majors. DC Summit in the fall – all type A, D, and C instructors in the district, high school administrators and ROEs for guidance in instruction. This grant will include funding for promotional materials and content that are needed to ensure that what is happening on our campus is provided in the high school.
- MPA/3TYD (Model Partnership Agreements and Three-to-Your-Degree) and Meetings with Superintendents - all 16 IECC High Schools (April/May)
  - Roger Eddy, Tona, Megan, and Erin will visit all 16 IECC HSs and their Superintendents to go over the revised Dual Credit MPA and 3TYD components in April and May. For a refresher: Type A – High School teachers teaching the DC course at the HS, Type B – IECC sends and instructor to the HS, Type C – Online, and Type D – Students coming to an IECC campus to take a course and/or a synchronous lecture hall. Three to Your Degree (3TYD) created for a more guided pathway – Two years

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taking DC courses while in high school and third year at an IECC campus which will culminate into an Associate's degree. We are now adding intentionality that is dove-tailing with meta majors. 3TYD will provide guidance to the High Schools as to where the students should start. There is now a different cost structure, too. Priority/Core classes will be paid at 50% of per credit tuition and elective classes will be paid at 30%.

- "Org Chart" for Dual Credit
  - Erin and Megan will now be the two Directors of Instruction covering all 16 IECC high schools – they will have 8 HSs each, as well as some private schools, home schools and Martinsville HS (for Broadband and P-Tech DC courses only). Erin and Megan will collaborate with recruiters and advisors for wrap-around student services, too.

#### **ENROLLMENT MANAGEMENT: Andrea**

- Senior Start Day @ LTC
  - Pilot event at LTC – all Crawford Co seniors, plus Martinsville HS, coming to campus on April 10th. They will pick one of three paths: 1) Going to a four-year, 2) LTC or IECC school or other 2-year college, 3) Straight to the workforce/union, undecided or military. Sessions will include different pieces of adulting, college-knowledge, and pre-onboarding to IECC, like Canvas, Entrata and other applicable information. Plan to duplicate this event at all IECC schools in 2025.
- IECC Walk in Wednesdays
  - Piloted this last year at LTC, now duplicating across all IECC colleges. Starts last Wednesday in June. Students can walk in without an appointment and will be allowed to go through the admissions process without hiccups. Homeschool, DC, and non-traditional students, too.
- New FCC Gas Utility Construction & Service Certificate
  - New program at FCC – Curtis is working on putting together a rack card for recruitment. More information is coming soon.
- ECE & Human Services Town Hall meetings in April, 6:30-8PM – Schedule below:
  - Tuesday, April 2nd is at FCC
  - Tuesday, April 9th is at LTC
  - Tuesday, April 16th is at OCC
  - Tuesday, April 23rd is at WVC
- IECC Summer "Ignite Curiosity" offerings/website
  - Across the district. All info and registration details on a new webpage.
- CRM and current communication plan

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- The EM team as an enrollment plan through the CRM – Amber Malone helping with this. The timeline is reflected in bold font. Sending out communication for scholarships has expired. Admitted students are now receiving a text and/or email every two weeks.
- IECC # Apps (by college)
  - Current numbers for summer/fall 2024 non-duplicated students with completed applications, minus DC and Adult Ed are as follows: FCC - 187, LTC - 320, OCC - 418, WVC - 294. Tona, Brandon and the EM team are working to create baseline data such as this to begin building on each year to help with setting targets.
- Plan of action to generate interest/enrollment in our CTE programs
  - Curtis/OCC hosted a CTE program in February and Lawrenceville HS students came to campus. Dane/WVC CTE programs host their own, and Carrie has done a CTE showcase at FCC recently. Lawrenceville and Martinsville HSs will attend LTCs CTE showcase Day on April 24. More planning/information on growing our IECC CTE programs coming soon.

#### **MARKETING: Chris**

- Annual Publications
  - Annual publications for each campus are in the making. The last one was done several years ago at LTC. There will be some shared content in each magazine, however every college will have their own individual publication. Each president will have a page, as well as several other Deans, the IECC BOT, the Foundations, and the IECC Chancellor. The marketing team will meet on Friday, April 5<sup>th</sup>, at LTC to work on the publications.
- Ticketing System
  - Expanded across the district in the late fall. There are a few hiccups with this. Streamlining is underway.
- Quarterly Marketing Professional Development Workshops
  - Have established quarterly marketing professional development workshops in which the entire marketing team gets together. Teaching each other best practices and touching on software and social media. This has been a practice for about a year now. These are hosted at the West Richland Center. Met in December – covered Social Media content pillars, and calendar pieces/implementing a better planning mechanism.

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- Last workshop meeting's agenda included creating virtual tours - The marketing team is meeting with Andrea's team to talk about these so everyone can be on the same page.
- [www.iecc.edu/summercamps](http://www.iecc.edu/summercamps)
  - IECC.edu Summer Camps link went live yesterday. – Ignite Curiosity is the theme of IECC Summer Camps. This webpage gives families a place to see where everything is happening. Uniform registration forms are available on each page, too. Menu bar is not yet established. Districtwide flyer, and each college will advertise individually. Middle School opportunities with summer offerings, as well. All four colleges are now using a uniform process. Additional notes: per Chris – share as much of our content as possible on our individual social media to get the word out there.

**TRIO: Tiffany**

- Upcoming events
  - Tiffany started by sharing that a recent candidate turned down an open position due to the pay. This month, however, three offers are going out to three individuals – a counselor for each campus. Next weekend – taking 50 students to McKendree University for an open house - this is a weekend event with activities, eating out, and cultural experiences. Will take the students to the mall, as well. Many of our students do not get a chance to explore outside of their communities. Brand new project – working on a STEM lab – spent one full day of brainstorming with vendors and meeting with President Simpson. Vision is to have this outside of Upward Bound office at OCC, pull what we currently have and add additional items. There is currently a shed with several STEM items, but would like to have these readily available and accessible to Upward Bound. As an example, the “fish bowl room” in the LTC Library would be ideal and give UB the opportunity to market this better. Starting in January every year, summer program sign-ups. There are 100 students registered for the summer program at OCC, 37 will be placed in the career internship program, 42 will be visiting colleges each Friday, 26 are participating in a STEAM program – robotics, coding, SEL, financial literacy, all students will receive FREE transportation, meals and supplies, 84 sign up for the summer trip to Chicago, and there are 24 graduating seniors taking classes on IECC campuses for our summer “Bridge Program”. Bridge component to help them acclimate to the summer program. Waive fees. Make a registration appointment with an advisor.

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- Position adjustments
  - Challenges – UB positions require a lot of travel, are not regular 8-hour days, long hours, and weekends. Surveyed staff – the pay is entry level and is a point of concern since candidates require a Bachelor's degree. TRIO Upward Bound staff are not counselors, mental health therapists but they do provide emotional support resources to parents and students. We need to work on a compensation plan. Move the positions from counselor to advisor – move to salary from hourly. Advisors, college, and career specialists, etc. should be at the same level.

**OTHER UPDATES:**

- Ex Officio Members
  - Brandon – gave a data report update and said that the IT team is working hard to streamline multiple data points. Progress is being made.
  - Brandon is working with Megan and Erin on a spreadsheet for dual credit student data.
  - Brandon – looking at full-time and part-time degree seeking students. Interestingly, 87 current students only have a certain number of classes needed to complete their degrees, and so they are only part-time statuses because they came to IECC with so many dual credit course credits.
  - Carrie Hallam – Summer and fall ONLINE registrations are going well. Most of the colleges have embraced the online registration process. They can do this at any point to get started. This means that students have to get into our systems quicker and can even explore and practice Canvas and Entrata.
  - Carrie – we are keeping Signal Vine texting service for at least one more year. Working on cleaning-up the Signal Vine group lists now. More to come on this.
  - Carrie - Are adding instructors now to the fall schedule. Waiting on the CAO office to release students and faculty.
  - Ryan – meeting separately with EM and Records on CRM process refinement. Exciting things in development. Very optimistic.

**CLOSING: Tona**

- IO Workshop - April 26th @WRC, 11:00-3:00PM, Lunch included.
- Data/Processes/Q & A/Updates/Collaborative Sessions/Etc.

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- Tona asks everyone to begin to create/document all processes going forward. Write these down while launching/using them. Thank you all for submitting the initial processes last month – they are all in the shared EM folder - GOALS/STRATEGIES/PROCESS will be covered on April 26
- Monthly meeting(s)- set date/time that works for everyone:
  - Options:
    - **First Wednesday of each month, 9:00-11:00 @WRC**
    - **Winner-winner, chicken dinner – the team selected 9-11AM first Wed of each month.** These will be hosted at the WRC. Ideally these would be great to have in person. Tona's preference but not mandatory. Tona will send out calendar invites.
    - First Wednesday of each month, 10:00-12:00 @WRC
    - First Wednesday of each month, 11:00-1:00 @WRC
    - First Wednesday of each month, 12:00-2:00 @WRC
- Next Meeting, Wednesday, May 1, 2024 at 9AM at the TLBWRC.

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