

## Institutional Outreach Leadership Meeting Minutes

**Wednesday, December 17, 2025, 9:00 AM-11:00 PM @OCC Banquet Room**

- Members present: Curtis Miller, Erin Volk, Chris Forde, Tona Ambrose, Carrie Halbert, and Megan Black. Angel Maguire joined via Teams.
- Ex-officio members present: Amber Malone, Cassandra Goldman, Brandon Weger, and Carrie Hallam joined via Teams.

### **WELCOME - Tona Ambrose**

- IECC Division Meeting Minutes Review
  - [Institutional Outreach](#)
  - [Student Affairs](#)
  - [Business Ops](#)
  - [Academic Affairs](#)

### **MARKETING - Chris Forde**

- Marketing Team PD Full-day Workshop Monday, December 15, at TLBWRC
- [Guided Pathways Website](#) Update:
  - Focus Group meetings: Carrie Halbert, Curtis, Amber, and Tiffany
  - Chris asked the IO team to review the website and continue to submit feedback.
- Virtual Marketing Mixers [WEBSITE](#)
  - Marketing Mixers - going well, next in line:
    - Jan 16 (Content Brainstorm Jam), Feb 6, March 6, April 10.
    - Chris will add Outlook calendar invites/ reminders to IOLT team members calendars as OPTIONAL (Leaders, please share and encourage your team members to join.)
- Best Decision Ever - soliciting more student and alumni stories for 2026-2027 - please help Chris and others to connect with stories/students/faculty and/or staff.
- *Immch* software - new online storage home for IECC marketing images - as of yesterday, this is running and operational. Chris and his team still working out the glitches.
- IECC Social Media Calendar - see attached calendar (pgs 10-14) and send Chris additions that need to be included. We will go over this again at the January IO meeting.
- New "Congratulations, Best Decision Ever (President) Postcards" being sent out to all admitted students - this goes out in the mail right after the letter from our Associate Dean of Admissions and Records.
- IECC Annual Reports - going to print/digital links available TODAY - you can find these on social media - please share.

### **ENROLLMENT MANAGEMENT - Carrie Halbert & Curtis Miller**

- Community Education: and registration process update - exploring EventBrite for not only the February Cadaver Day event, but also for Community Ed classes.
  - Curtis will also schedule a demo for Course Storm and Modern Campus - Amber will join him for these demos.
- Recent/Upcoming Events:

Nov 14 FCC Preview Day is Friday - 8th graders	Dec 6 FCC Christmas Parade	Mar 3 FCC Student Parent Info Night (SPIN)
Nov 15 LTC Scholastic Bowl Tournament is Saturday	Dec 6 WVC Christmas Parade	Feb 27 WVC/WGH Health Professions Day
Nov 17- 20th Will meet with high schools next week, RHS, OHS, PHS, LHS, NCHS, RCHS, RHHS, HHS	Jan 17 OCC Trio/UB Workshop	Mar 5 OCC SPIN
Nov 19 WVC tour ECHS English Class	Jan 22 FCC Pace Workshop	Mar 10 LTC Celebrate Art
Nov 19 LTC Community PaCE Lunch and Learn	Jan 31 LTC Scout Badge Day	Mar 11 LTC Twin Rivers Career Fair 8th 10th graders
Nov 20 North Clay Career Fair	Jan 26 FCC Scholastic Bowl Hospitality Room	Mar 12 LTC Young Women Lead LTC
Nov 20 WVC Radio TV Day	Feb 3 WVC Ag Acquaintance Day	Mar 17 LTC SPIN
Nov 25 Boys and Girls Club LTC Lesson 5/6 Graders	Feb 6 OCC Fine Arts Day	Mar 19 WVC SPIN
Nov 26 OCC Christmas Parade	Feb 10 LTC Jazz Festival	March 19 - LTC Ag Event
	Feb 18 OCC IECC Career Fair	LTC/CMH Health and Wellness Coaching Kick-off Course
	Feb 21 OCC Trio/UB Workshop	Mar 25 OCC CTE Day
		April - Senior Blitz Days
		April - TRIO Day

- Campus Based Recruiting (CBR) Meeting Updates

#### **TRIO UPWARD BOUND - Tiffany Cowger**

- STEM Lab Open House – TBD

- Furniture –Coming Jan. 5
  - Graphics - Tony Madlum with T-Graphics
    - Design generated (passed around mock-up)
    - Installation TBD
- APR Reports will open in January
- Recruitment
  - LTC - 64/67 (95%), Need 3 FG/LI (63%, need 67%)
  - OCC - 75/77 (97%), Need 2 FG/LI (65%, need 67%)
  - WVC - 65/65 (100%), 67% FG/LI
  - LTC & WVC – sending apps to tutors & school counselors for referrals
- Senior Updates - total numbers:
  - LTC – 17, OCC – 21, WVC – 14
- FAFSA - Total:
  - LTC – 12 finished (71%), 3 need parents' signatures, 2 not started
  - OCC – 19 finished (91%)
  - WVC – 8 finished (57%), 3 need parents' signatures, 3 not started
- College apps:
  - LTC – 16 applied (94%), OCC – 20 (95%), WVC – 11 applied (79%), and Harvard – Full ride (\$400,000)!!!
- Applied to IECC:
  - LTC – 11 (65%), OCC – 20 (95%), WVC – 8 (57%)
- SOP - "Standard Operating Procedure"
  - Departmental Process = SOP
- February workshop – TRIO Day, Feb 21st 9:30 – 2:30 (theater)
  - Career Readiness
  - Leadership
  - Congressional representation TBD
- Summer program planning:
  - Attendance
  - Curriculum
  - Hire p/t teachers
  - Schedule classes
  - Food services
    - Create menu
  - Summer Trip:
    - Research itinerary
    - Bid specifications/Bid Meeting - March
  - RIDES Transportation:
    - Develop transportation schedule
  - Alumni tracking - Planning meeting in January
- Stop-out (2019 COHORT): Will work with Brandon on this project.
  - 20 total stop outs - 15 wereIECC:
    - 7 – poor grades, fell behind, probation
    - 2 – CNA
    - 6 – no reason
- TRIO Talent Search grant will open soon - tentatively February.
- UB Monthly Process: **Participant File and Format** (\*see pages 5-9 for Table)

## **ADULT EDUCATION - Angel Maquire**

- 38 Completers so far this semester, 178 enrolled, 55 AMOC students, and some of these will go to ICAPS programs soon.
- Upcoming Area Planning Committee Meeting combined with the Birth to 3 Regional Committee Meeting at OCC
- IACEA Board and Conference
- High School Credit Recovery - exploring options with alternative high school program at OCC.
- Blumen TRIO Database - Piloting this now. Data Review with that and DAISI, Entrata, and the ICCB AE Dashboard
- Looking into other supplemental grants for the FY26-27 year for new ICAPS and keeping the momentum of the ones already implemented
- WIOA Workforce Summit
- AE Logo Design Options - In Process with Rebranding AE
- Faculty Surveys went out, and results were shared. Student Surveys will be provided this week
- AE Online Student Instruction Process Guide
- Angel shared two Student Success Stories!

## **DUAL CREDIT - Erin Volk and Megan Black**

- Spring registration - goal is to have most students registered before students go on Christmas break and all students registered by 1st day of classes.
  - This is also pending test score changes - charts are outdated, as compared to the new PSAT charts - these will be released in January.
- Dual Credit Ag class options to start at LTC in Fall 2026
- Dual Credit Welding back at LTC Spring 2026
  - LTC Welding Open House January 8th, 4-6PM
- New Dual Credit opportunities at FCC for Fall 2026
- Collaborative efforts with AA Updates - attending Deans meetings to streamline Dual Credit processes

## **EX-OFFICIO UPDATES:**

- Brandon: Number of Apps (summer/fall FT degree/cert seeking students): 429
- Amber: Common app - launching in February, met recently with Erin and Jamie Carman to create a process for overseeing dual credit students enrolled in multiple DC classes - they will monitor and document students taking more than the typical course load.
- **Next IO Leadership Meeting: Fri Jan 23, 1-3 at LTC (due to SEPC meeting change)**
- **Upcoming Meetings:**
  - February 11, 2026 at OCC, 9-12PM
  - **March 4, Mon, March 16 at WVC, 9-12PM (changed due to Spring Break)**
  - April 8, 2026 at FCC, 9-12PM
  - May 13, 2026 at LTC, 9-12PM

- o June 10, 2026 at OCC, 9-12PM

**\*TRIO UB - Process Document: File Audit Checklist:** Below is the checklist which designates every document to include in student files by grade level. A hard copy of this should be kept in front of each file.

<ul style="list-style-type: none"> <li>· Student Name: _____</li> <li>· School: _____</li> </ul>					
<ul style="list-style-type: none"> <li>· Grant: _____</li> <li>· Cohort: _____</li> </ul>					
<ul style="list-style-type: none"> <li>· Acceptance Documents (IN PHYSICAL FILE &amp; TEAMS)</li> </ul>	PY:				
		FR	SO	JR	SR
<ul style="list-style-type: none"> <li>· Ranking</li> </ul>					
<ul style="list-style-type: none"> <li>· Application</li> </ul>					
<ul style="list-style-type: none"> <li>· Teacher Recommendations</li> </ul>					
<ul style="list-style-type: none"> <li>· Request to Review Transcripts</li> </ul>					
<ul style="list-style-type: none"> <li>· Test Scores</li> </ul>					
<ul style="list-style-type: none"> <li>· Transcripts</li> </ul>					
<ul style="list-style-type: none"> <li>· Current Class Schedule</li> </ul>					
<ul style="list-style-type: none"> <li>· Grades</li> </ul>					

· Acceptance Letter					
· 45-Day Evaluation					
<hr/>					
· <b>Academic Records (IN PHYSICAL FILE &amp; TEAMS)</b>		· FR	· SO	· JR	· SR
· Transcripts					
· Test Scores					
· Rigor					
<hr/>					
· <b>Forms (IN PHYSICAL FILE &amp; TEAMS)</b>		· FR	· SO	· JR	· SR
· Emergency Form					
· RIDES ( <b>New Participants</b> )					
· Acceptable Use Agreement ( <b>New Participants</b> )					
· Parent Permission/Part. Contract ( <b>New Participants</b> )					
· Requirements/Expectations ( <b>New Participants</b> )					
· W9 ( <b>New Participants</b> )					

· Exit Form					
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· <b>Assessments (IN PHYSICAL FILE &amp; TEAMS)</b>		· FR	· SO	· JR	· SR
· College ( <b>Freshman &amp; Junior only</b> )		· FR	· SO	· JR	· SR
· Career ( <b>Freshman &amp; Junior only</b> )		· FR	· SO	· JR	· SR
· Academic Needs Assessment		· FR	· SO	· JR	· SR
· Individual Support Plan		· FR	· SO	· JR	· SR
· Personal Problems Checklist ( <b>IN PHYSICAL FILE ONLY</b> )		· FR	· SO	· JR	· SR
· <b>Documentation Services</b>		· FR	· SO	· JR	· SR
· Blumen Stipend Information ( <b>IN PHYSICAL FILE</b> )		· FR	· SO	· JR	· SR
· Blumen Services Information ( <b>IN PHYSICAL FILE</b> )		· FR	· SO	· JR	· SR
· Session Sign-In Sheets ( <b>IN PHYSICAL FILE</b> )		· FR	· SO	· JR	· SR
· Student Grade Sheet ( <b>IN PHYSICAL FILE</b> )		· FR	· SO	· JR	· SR

· Tutor Documentation <b>(IN PHYSICAL FILE &amp; TEAMS)</b>					
· Event Documentation <b>(IN PHYSICAL FILE &amp; TEAMS)</b>					
· Senior Exit Form (FAFSA/Enrollment Info) <b>(Senior File)</b>					
· Bridge Waiver <b>(Senior File)</b>					

· <b>IN E-BINDER and SCHOOL BINDER</b>		· FR	· SO	· JR	· SR
· Emergency Form					

# IECC SOCIAL MEDIA MASTER CONTENT CALENDAR PROPOSAL

## OVERVIEW

Illinois Eastern Community Colleges maintains a wide range of annual communications needs: registration, FAFSA, scholarships, CTE Month, Community College Month, program deadlines, events, and more. This proposal outlines a strategic framework for a district-wide social media content calendar that balances engagement with clear informational messaging and avoids oversaturation of promotional content. The goal is to ensure IECC's social media presence remains student-centered, community-focused, and aligned with institutional priorities.

## THE CHALLENGE

IECC's social media feeds have become increasingly promotional, which can reduce engagement and create fatigue among audiences. A more structured, intentional strategy is needed to keep content engaging while still meeting enrollment and communication goals. The goal is **not** to reduce recruitment messages but to **embed them strategically** so they fit naturally into the broader storytelling of campus life.

## THE SOLUTION: FOUR-PILLAR CONTENT FRAMEWORK

IECC will use four balanced content pillars to guide social media decisions:

- **Information:** Deadline reminders, how-to guides, policy updates, registration timelines, FAFSA resources, scholarship instructions.
- **Entertainment:** Lighthearted content, fun national days, TikToks/Reels, polls, quizzes, behind-the-scenes moments.
- **Community:** Student and alumni stories, faculty features, partnerships, event recaps, campus life highlights.
- **Promotional:** Calls to action for registration, admissions, program applications, camps, and information sessions.

This mix ensures that audiences receive value, connection, and personality—not just sales messaging.

## ANNUAL MASTER CALENDAR

IECC maintains predictable annual campaigns, including, but not limited to, Registration, New Student Orientation, Walk-In Wednesdays, FAFSA opening, Graduation, Community Education, CTE Month (February), Community College Month (April), Nursing and Health deadlines, and Summer Camps. Fun national days enhance engagement and create opportunities for lighter content.

A district-wide master calendar will map these items across the year, clarifying when content ramps up or becomes lighter based on audience behavior and institutional needs.

## MONTHLY CONTENT DISTRIBUTION

To maintain balance, each month will follow an approximate distribution:

- 30% Information
- 20% Entertainment
- 30% Community
- 20% Promotional

This prevents over-promotion while ensuring consistent visibility for IECC's top priorities.

## VALUE

This structured approach provides clear rationale for each content type and ensures that IECC's messaging is:

- Student-centered
- Consistent across campuses
- Aligned with engagement best practices
- Supportive of enrollment and retention priorities

## CONTENT PILLARS: A BREAKDOWN

### INFORMATION

**Purpose:** Educate, clarify, and reduce barriers to taking action.

**Examples:**

- Registration timelines
- New Student Orientation reminders
- FAFSA updates
- Scholarship deadlines
- Program facts and clarifications
- "How-to" visuals (ex: how to make an advising appointment)

**Why this matters:**

Information builds trust and prevents confusion. It meets a primary need of current and prospective students: tell me what I need to know, early and clearly.

### ENTERTAINMENT

**Purpose:** Boost engagement, humanize the brand, and signal that IECC is a fun, welcoming environment.

**Examples:**

- TikTok/Reels with students and staff
- Fun "national days" that fit organically (Hat Day, Pi Day, etc.)
- Behind-the-scenes content from Theater, Athletics, or Labs
- Lighthearted campus moments
- Polls, quizzes, "this or that"

**Why this matters:**

Entertainment drives meaningful reach. High engagement on "fun" content increases algorithmic favorability, allowing your more promotional posts to perform better.

### COMMUNITY

**Purpose:** Celebrate the people and relationships that make IECC special.

**Examples:**

- Student stories
- Alumni success features
- Faculty highlights
- Event recaps
- Partnerships
- IECC's role in regional workforce development
- Community Ed classes and summer camps

**Why this matters:**

Community storytelling builds emotional resonance, the strongest factor in enrollment decisions.

### PROMOTIONAL

**Purpose:** Drive specific outcomes (enroll, apply, attend, register).

**Examples:**

- Registration (Fall/Spring/Summer)
- Walk-in Wednesday
- Scholarships
- Nursing/Health deadlines
- Summer camps
- Program spotlights
- CTE Month / Community College Month campaigns

**Why this matters:**

We do need direct calls to action, but strategically placed and surrounded by trust-building content.

## MASTER CALENDAR AT A GLANCE

### LEVEL 1 – ANNUAL MASTER CALENDAR (HIGH-LEVEL ROADMAP)

This level explains what happens when, but not the posting cadence.

#### EXAMPLE STRUCTURE

##### JANUARY

Scholarship applications (Information / Promotional)  
Graduation applications (Information)  
CTE Month (Community / Promotional)  
Fun "national days" (Entertainment)

##### FEBRUARY

CTE Month major campaign  
Nursing/PTA/MLT deadlines approach  
Spring event content  
Entertainment & community posts to balance the heavy informational months

##### MARCH–APRIL

Community College Month (Community)  
Summer/fall registration push  
National events (Manufacturing, PT, Welding, etc.) tied to programs  
New Student Orientation reminders

##### SUMMER

Light, high-engagement entertainment/ community content  
Last-minute enrollment pushes  
Camps / Community Ed  
Walk-In Wednesday campaigns

##### AUG–SEPT

Back-to-school engagement  
Programs, advising, dual credit  
Constitution Day  
Adult Education & Family Literacy Week

##### OCT–DEC

Program spotlights  
FAFSA soft push  
Holiday events and entertainment  
Annual "thank you" content  
End-of-semester community storytelling

### LEVEL 2 – MONTHLY CONTENT MIX PLAN (BALANCED BY PILLAR)

Each month should visually show how posts balance out

Pillar	% per Month	Example Outputs
Information	30%	Deadlines, how-to's, reminders
Entertainment	20%	Fun national days, reels, lighthearted content
Community	30%	Student stories, event recaps, partnerships
Promotional	20%	CTA-focused posts for campaigns

### LEVEL 3 – WEEKLY CONTENT CALENDAR (WHAT ACTUALLY GETS POSTED)

Example Weekly Rhythm  
Monday → Information  
Wednesday → Community spotlight  
Friday → Entertainment or light engagement + Promotional posts layered around campaign timing

During heavy seasons (registration, FAFSA, scholarships), you increase Information + Promotional, but still maintain the other two pillars so the feed remains human.

## IECC REGULAR PROMOTIONAL CONTENT

### APPLICATIONS

Early Fall to Spring: target traditional students

Late Spring to Summer: target last-minute traditional students and non-traditional students.

### REGISTRATION

All: Start promoting registration appointments 2 weeks before registration opens; post regularly during first month of registration.

For Fall Classes: After first month, we'll go easy, then pick up shortly before summer classes, and then resume heavier campaign in July/early August.

### NEW STUDENT ORIENTATION

Save the date 6 weeks before

Campaign 3 weeks before

### WALK-IN WEDNESDAY

Begin 2 weeks before and running for the duration of the WiW schedule

### GRADUATION

Graduation Applications: January and February

Grad Fest: Save the date 3 weeks ahead, duration of the event.

Graduation: Reminder posts beginning 3 weeks before

After Graduation: Photos the Monday after Graduation

### FAFSA

Upon opening and push for 4-6 weeks with reminders as needed.

### SCHOLARSHIPS

Varies by campus

### COMMUNITY ED

As classes necessitate

### SUMMER CAMPS

As classes necessitate

### NURSING/HEALTH PROGRAMS

Information Sessions: As information is provided

Application Deadline: 4 weeks prior

### PROGRAMS

As needed (want information by mid-Spring for targeted Fall programs to ensure we can get necessary content while classes are in session)

### DRIVER'S EDUCATION

As classes necessitate

## CALENDAR-BOUND CONTENT

### **DAYS**

Jan. 8: National Career Coach Day  
Jan. 9: National Law Enforcement Day  
Jan. 15: National Hat Day  
Feb. 1: National Girls and Women in Sports Day  
March 14: Pi Day  
March 18: National SBDC Day  
March 31: National Bunsen Burner Day  
April 6: National Student-Athlete Day  
April 18: National Linemen Appreciation Day  
April 22: National Baseball Day  
April 25: National Telephone Day  
April 30: National Hairstylist Day  
May 4: International Firefighter Appreciation Day  
May 5: National Teacher Appreciation Day  
May 6: National Nurses Day  
May 6: National Skilled Trades Day  
May 8: National Student Nurses Day  
May 10: National Golf Day  
May 17: National Graduation Tassel Day  
May 17: World Telecommunication & Information Society Day  
May 22: National Accountant Day  
May 30: National Nail Tech Day  
June 6: National Higher Education Day  
June 12: National Automotive Service Providers Day  
June 13: World Softball Day  
June 17: National Mascot Day  
June 26: National Beauticians Day  
June 28: National Logistics Day  
July 8: International Paramedics Day  
July 28: National Soccer Day  
July 31: National System Administrator Day  
Aug. 20: National Radio Day  
Aug. 28: National College Colors Day  
Sept. 2: Early Childhood Educators Day  
Sept. 15: National Online Learning Day  
Sept. 17: Constitution Day  
Sept. 18: National Tradesmen Day  
Sept. 23: National Volleyball Day  
Sept. 24: National Punctuation Day  
Sept. 25: Math Storytelling Day  
Oct. 2: National Manufacturing Day  
Oct. 2: World College Radio Day  
Oct. 5: National Do Something Nice Day  
Oct. 6: National Coaches Day  
Oct. 21: Medical Assistants Day  
Nov. 8: National First- Generation College Student Day  
Nov. 8: World Radiography Day  
Nov. 17: International Students Day

Nov. 21: World Hello Day  
Dec. 6: National Miners Day  
Dec. 7: National Illinois Day  
Dec. 15: Bill of Rights Day  
Dec. 21: World Basketball Day  
Dec. 31: National Make Up Your Mind Day

### **WEEKS**

2nd Week of April: Medical Laboratory Professionals Week  
1st week of May: Nurses Week  
1st week of May: Teacher Appreciation Week  
3rd Week of September: Adult Education & Family Literacy Week  
3rd Week of September: Truck Driver Appreciation Week  
1st week of October: National Manufacturing Week  
3rd Week of Oct.: Massage Therapy

### **MONTHS**

February  
CTE Month  
  
April  
Community College Month  
  
October  
Manufacturing Month  
National Physical Therapy Month  
  
November  
Apprenticeship Month