



## Institutional Outreach Leadership Meeting Agenda

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### **Wednesday, January 15, 2025, 9:00 AM - 12:00 PM @ LTC**

- Members present: Rodney Ranes, Carrie Halbert, Curtis Miller, Chris Forde, Megan Black, Erin Volk, Tiffany Cowger, Tona Ambrose
- Ex-officio members present: Brandon Weger, Amber Malone, Cassandra Goldman, Ryan Wilborn, Jamie Carman, Carrie Hallam
- Guests: Dr. Gower, Jeff Gumble, Cameron Ireland, Cameron Pearcy

### **WELCOME - Tona Ambrose**

- IECC Division Meeting Minutes Review
- Goal Updates/Progress
- HLC Visit Update - preliminary report, per Dr. Gower, *there is room for improvement, but as positive an outcome as we could have hoped for.*
- Special Guests:
  - Meta Majors (MM) website demo - Jeff, Cameron, Cameron
    - One suggestion by the team for the landing page was to “rename” MM and to use “Areas of Study” or “Programs of Study” instead.
    - Carrie, Curtis (EM) and Chris (Marketing) will also meet with Jeff, Cameron, and Cameron separately this month to collaborate on program information.
    - The IO Team has requested that Cameron Ireland attend our monthly meetings to keep everyone up to date on the MM webpage and to solicit feedback until the site is live.
    - Goal date to go live is June 2, 2025.

### **ADULT EDUCATION - Rodney Ranes/Angel Maquire**

- Innovative Bridge and Transition Grant (IBT) update - awarded \$112,500.
  - This helps pay for more ICAPS programs.
- ICCB is emphasizing more ICAPS -IECC had 4 ICAPS students in the fall.
- Program Director for Adult Education position - posting next week.

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

- Spring registration/enrollment updates - 169 Spring DC students.
- Sophomore DC Information Visits - goal is to visit 80% of IECC high schools by the end of March, 100% by end of April 2025 and will have all students fill out the IECC application.
- ACCUPLACER testing going well.

- Communication - IECC Alerts - Amber stated that when students apply to take DC classes, they are auto enrolled in the IECC Emergency Alert system - this is important and this past winter storm was a good reminder of the importance of this - Erin and Megan also included this information on the letters that went out in November/December to all new DC students who were starting classes in January.
- Martinsville HS enrolled their first DC student this spring in the Broadband Telecom Program via our new Articulation Agreement - this student has also applied to attend LTC in the fall to finish this degree/certificate program.

**ENROLLMENT MANAGEMENT - Carrie Halbert and Curtis Miller**

<ul style="list-style-type: none"> <li>● <b>Upcoming events/ activities:</b></li> <li>● Trio Upward Bound Workshop - Sat</li> <li>● Scholastic Bowl Hospitality Room</li> <li>● Mission III Presentation</li> <li>● ACES Challenge at OCC</li> <li>● Ag Acquaintance Day</li> <li>● Spring Career Fairs - Jamie Carman volunteered to attend also: <ul style="list-style-type: none"> <li>○ Mattoon: March 7</li> <li>○ Knox County: April 10</li> </ul> </li> <li>● FAFSA Nights - at multiple high schools, Amber will revise the "how to apply to IECC" resource sheet for Krystle and her team to take to these events - TRIO, EM, and DC would like a copy of this info sheet, too.</li> </ul>	<ul style="list-style-type: none"> <li>● FFA Career Fair at RCHS</li> <li>● High School Visits: <ul style="list-style-type: none"> <li>○ Martinsville HS Jan 31</li> <li>○ Sullivan, INDIANA Mar 6</li> </ul> </li> <li>● FCC Volleyball Visits</li> <li>● Fine Arts Day at OCC</li> <li>● School Counselor Workshop Feb 6 <ul style="list-style-type: none"> <li>○ Tona will invite Sharmila to share the new Amatrol equipment at this workshop</li> </ul> </li> <li>● PaCE Workshop April 22</li> <li>● WVC Cadaver Day - over 500 students registered from multiple Illinois and Indiana HSs</li> <li>● LTC Senior Start April 8</li> <li>● Flora HS OCC Visit Day Apr 8</li> </ul>
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- CRM Demo - there is also a new "Event Checklist" for any faculty or staff wishing to host a recruitment visit - please see Carrie and Curtis for details.
- Faculty receiving applicant information - working on an automatic process within the CRM, but for now, Curtis and Carrie will do this manually.
- IECC Summer College for Kids Camps - scheduling a meeting for early February - working with U of I extension office, CCDA, AHEC, LTC CCRC/Rendi B., Sharmila/B&I, and new Boys and Girls Club in Crawford County.
- Strategic Plan for neighboring IN schools - collaborating with marketing and the digital marketing campaign to target specific Indiana high schools.
- Enrollment Management 2024-2025 Goals Update

## **MARKETING - Chris Forde**

- Virtual Tours - marketing campaign/Save-the-date virtual sessions coming soon in February.
  - Tona will ask if Chris can attend SEPC on Feb 5 and attend all other VC meetings to share the importance of promoting our VTs.
  - Chris will schedule meetings with ADs/coaches to promote VTs.
- Marketing Mixers - coming soon. 30-minute info/make and take Teams sessions for IECC faculty and staff beginning Feb 7th. Starting with "Email Signatures"
- February Financial Aid Videos: FA thank you videos from faculty and staff on social media/going to be a surprise to FA personnel.
- February CTE Month - scheduling appts. to capture videos with CTE instructors and students to post to social media all month. Also reached out to Deans and VC Edgren for quotes for a CTE month press release.

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

- UB Annual Performance Report (APR) – submitted/results were excellent.
  - Objectives - GPAs, standardized tests, persistence, retention, graduation
- January 17 Workshop including multiple sessions and FAFSA help.
  - 100 Students Registered
- Interviews next week for WVC Academic Counselor position
- February 22 – TRIO Day - will be marketing this.
- Spring College Trip will be to USI. Tona asked Tiffany about bringing students to visit IECC campuses this summer – will see if this can work.
- Summer Courses - met w/Erin & Megan to align these to the DC 3TYD Program.
  - Meeting soon with Amber/Carrie H. to discuss a smooth summer registration process.

## **OTHER UPDATES - Ex Officio Members Updates:**

- Brandon: Data update, Spring registration update, fall enrollment.
  - Fall 2024, ↓9.74% headcount, ↓9.35% credit hours.
  - Fall to Spring registration rates, 2024: 82%, 2025: 84%, Goal is 85% BEFORE Christmas Break in December 2025.
- Cassandra:
  - Millikin Transfer Visit on Thursday, February 27 - Marketing internally: theater/music, ADs/coaches, nursing, clubs, need volunteer drivers.
  - Student Advisory Board - enhancing engagement, creating theme nights on each campus.
  - Timely Care - now that Holly OBrian is gone, promoting the TC free, online M-F sessions for students, faculty and staff, and the TALK NOW

feature that is available 24/7. To promote awareness, there will be “registration competitions between colleges” to get students registered for Timely Care and prize drawings for students who do.

- New Student Orientation (NSO) was rescheduled 3 times due to the winter weather/school closures, so numbers were small, but the event was beneficial and successful.
- Pathways Class will become a First Year Experience Course in Fall 2025 - working on building this now with a proposal for all first-year students having to take it. Proposing this at the January SALT meeting.
- There have been slight revisions to the Student Code of Conduct due to Title IX changes.
- Amber: Working on Academic Calendar for next 2-year cycle (2027), IECC Application Demo - postponed until February, New Drivers Ed course registration process now complete with 10 students enrolled. This is non-credit.
- Jamie Carman: Advising team moved from AALT to SALT and nursing advisors are now part of the entire advising group, next Friday CRM Advise is being demonstrated at the advising meeting.
- Ryan: Will have a CRM dashboard to share at the next meeting.
- Carrie: Thank you to Dual Credit - Megan/Erin because the DC application process is going better than ever before with fewer high school students calling IT for help and support. Tona asked Carrie and Jamie if they would come prepared to the next meeting on Feb 12th to talk about Signal Vine/texting. Our contract expires this summer, and we must let the SV rep know by the end of April what we plan to do moving forward.

**Nothing at this time to take/move to the February SEPC meeting agenda.**

**Next IO Leadership Meeting: February 12th, 9-12 PM at OCC in the Banquet Rm**

- **Spring 2025 Meetings:**
  - March 12th, 9-12PM at WVC
  - April 9th, 9-12PM at FCC
  - May 14th, 9-12PM at LTC