



Institutional Outreach Leadership Meeting Minutes

February 12, 2025, 9:00 AM - 12:00 PM via Teams due to the inclement weather

- Members present: Rodney Ranes, Angel Maguire, Curtis Miller, Carrie Halbert, Chris Forde, Megan Black, Erin Volk, Jennifer Jennings in place of Tiffany Cowger, Tona Ambrose
- Ex-officio members present: Brandon Weger, Amber Malone, Cassandra Goldman, Ryan Wilborn, Jamie Carman, Carrie Hallam
- Guest: Dr. Alani Frederick

WELCOME - Tona Ambrose

- IECC Division Meeting Minutes Review
- Goal Updates/Progress - each leader plans to report on goal updates in March
- Special Guest:
 - Dr. Alani Frederick - Health Professions Updates/App deadlines/Other
 - Rad Tech application deadline Feb 15 with 24 spots, and 50 apps received to date. Will waitlist some and work with Enrollment Management to redirect others to phlebotomy, medical coding or med asst. after which students can reapply next year. Dr. Frederick will email a list to Carrie Halbert and Curtis Miller who will call students the first week of March.
 - Taking up to 30 Nursing students at each of the four campuses with apps due on March 1st, Carrie and Curtis will work with Dr. Frederick and also call to redirect students in this area after March 17th.

ADULT EDUCATION - Rodney Ranes/Angel Maquire

- This is Rodney's last meeting - Tona thanked him for his service to IECC and Adult Education leadership.
- Digital Literacy Grant - funded and underway.
- Innovative Bridge and Transitions (IBT) Grant - funded and underway.
- Alternative Methods of Credentialing (AMOC) updates - partnership program with ROE, 34 students graduated via AMOC since July 1, only 50 in total in the state of Illinois and IECC has 34 of these graduates.
 - Amber inquired about how this appears on a student's transcript - Angel will email Amber the information/documents.
- Staff attending IACEA conference March 5-7, Springfield, IL, Danyelle, Jeremy Brush (ROE), and Angel will present on AMOC.
- AE transition plan in place, pending Board approval of new Program Director

DUAL CREDIT - Erin Volk and Megan Black

- Dual credit handbook - being updated with a more student-centered focus, will ask for help proofing and then take to April SEPC as an informational item.

- Model Partnership Agreement (MPA) document - will begin to set May appts with all 16 school leaders to review MPAs and propose a two-year contract - last year's MPAs were for one year. Will take to April SEPC to discuss.
- Happy Half Hour PD/Dual credit instructor training meetings in March and April
 - 30-minute virtual workshops for teachers on various DC topics
- Dual Credit Data Report - Brandon
- DC Grant Update - submitted 3rd Quarter Narrative and Financial Report on January 31 for the FY 2024 Access and Equity in Dual Credit Project

ENROLLMENT MANAGEMENT - Carrie Halbert and Curtis Miller

- Updated/Proposed EM Job Descriptions (will take to March SEPC):
 - Director of Enrollment and Community Outreach - Curtis
 - Director of Student Engagement and Recruitment - Carrie
- School Counselor Workshop Update - had 12 counselors on Feb 6th, major discussions regarding AMOC with Danyelle Ayers.
- CRM Updates - Curtis and Ryan Wilborn

<p>Upcoming events/ activities:</p> <ul style="list-style-type: none"> ● WVC Ag Acquaintance Day - 02/11, 100 students, sponsored by Farm Bureau, will collaborate with FB and use CRM next year ● Spring Career Fairs - Jamie C. volunteered to attend also: <ul style="list-style-type: none"> ○ Mattoon: March 7 ○ Knox County: April 10 ● Health Professions Day/WVC Cadaver Day - 02/21/25 over 500 students registered from multiple Illinois and Indiana HSs 	<ul style="list-style-type: none"> ● FFA Career Fair at RCHS ● Fine Arts Day at OCC, 02/26 ● Twin Rivers Career Day/LTC Mar 6, 7th & 10th graders, Mar 6 ● Sullivan, IN, 10th graders LTC Campus Visit Mar 6 ● PaCE Workshop April 22 ● LTC Senior Start April 8 ● Flora HS OCC/FCC Visit Day April 8 for 9/10 graders ● FAFSA Nights ● WWW - July 2, 9, 16, 23, 30 - Planning to begin in March
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- 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 district-wide planning meeting for mid-March - 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 2025-2026 Goals/Collab weekly meetings with Brandon

MARKETING - Chris Forde

- Medical Coding ONLINE program promo communications strategy in March
- Virtual Tour Demonstration & Training IECC Sessions, Feb 14, 19, 25, as well as SEPC demo and IECC Divisional meeting presentations

- Virtual Marketing Mixers - Feb 7 went well - 35 attenders/Professional Signatures
 - March 7, Branding and April 4 Social Media
- February 28 Marketing Professional Development Day at WRC
- Best Decision Ever campaign to kick off in March with yard signs, mailings, social media blitz, and other strategies.
- Phones - proposal for each campus to have a cell phone to use for social media posts by students, for events, "student takeovers", etc. to keep personal cell phone usage to a minimum.
- 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 - Jennifer Jennings (covering for Tiffany)

- January 17 Workshop Update - 92 students attended
- STEM Lab Update - \$10K Winter grant, awaiting others
- College Admissions Update - 92% applied to college
- TRIO Day – February 22, 2025, 105 students registered from 12 High schools
- Spring Trip in April, going to Murray State
- Summer Program - registration update: will visit ISU, EIU, LTC, St. Mary's, take 4 online classes, one F2F class and take a cultural trip in July

OTHER UPDATES - Ex Officio Members Updates:

- Brandon: Data update - 25 day drop report
- Cassandra:
 - Millikin Transfer Visit on Thursday, February 27 - need another driver
 - Student Advisory Board update, meeting regularly
 - Timely Care/Talk Now - "college registration competitions" update to increase IECC awareness and usage of this mental health resource.
 - Getting Started/Pathways Class/First Year Experience Course update
- Amber: Drivers Ed Cohort 2 registration open. This is non-credit.
- Jamie Carman: CRM Advise Update
- Ryan: Will have a CRM dashboard to share at the next meeting
- Carrie: Signal Vine Update - looking to phase this service out and researching something that could replace this texting ability for those who do not use CRM Recruit or CRM Advise.

Next IO Leadership Meeting: March 12th, 9-12 PM at WVC

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