



Institutional Outreach Leadership Meeting Minutes

Wednesday, March 12, 2025, 9:00 AM - 12:00 PM @WVC

- Members present: Curtis Miller, Carrie Halbert, Chris Forde, Tiffany Cowger, Tona Ambrose. Megan Black, Erin Volk, and Angel Maguire participated via Teams.
- Ex-officio members present: Brandon Weger and Amber Malone. Ryan Wilborn, Jamie Carman, and Carrie Hallam participated via Teams.
- Absent: Cassandra Goldman

WELCOME - Tona Ambrose

- IECC Division Meeting Minutes - Please review monthly [AALI](#), [BOLI](#), [SALI](#)
- 2024-2025 Goal Updates/Progress for all IO team members during April meeting
 - May meeting - plan to share new/updated 2025-2026 goals
- "The 618" Coworking Space Project at LTC (1 of 4 Tentative IECC Projects) - USDA Rural Business Development Grant/IECC SBDC and Crawford County Development Association Partnership - \$99.5K grant submitted Feb 28, 2025. Plan to use an underutilized building on LTC's North campus for a coworking space to support startups, local businesses, and entrepreneurs/entrepreneur classes at LTC, as well as CEO, advisory groups, and the CCDA, who made a commitment of \$50,000 to the Project.
- [LTC/CMH Community Health Coaching Program](#) announcement - Summer 2025 Launch. Will look to replicate this pilot program at all other IECC campuses.

EX-OFFICIO UPDATES:

- **Brandon Weger:**
 - IECC CRM Report: Update on new enrollment data through March 2025, highlighting 850 distinct applicants for the summer and fall periods
 - Recorded 185 applicants in the last 30 days and noted 49 applicants within the last seven days.
 - Enrollment Trends: Emphasized that understanding enrollment trends is crucial for effective enrollment management strategies.

- Factors such as financial aid deadlines, scholarship deadlines, and campus events directly influence application spikes as well.
 - Meta Majors/Guided Pathway Analysis: Provided a detailed breakdown of applicant data by college and analyzed the top 15 academic pathways. Noted the strong popularity of programs in nursing, radiography, and business administration. Discussed the need to support these high-demand programs by addressing potential capacity and faculty staffing challenges to maintain quality and accessibility.
- **Cassandra Goldman**, absent, but provided a report:
 - Millikin Day - February 27, went very well. Seven IECC students attended.
 - Will continue to build out this 2+2 articulation partnership and strengthen for students' benefit.
 - Student Advisory Board updates - open for new members in 2025-2026.
 - Announced new 2025-2026 IECC Student Trustee (WVC) Mireya (pronounced "Mariah") Rose.
 - Getting Started/Pathways Class/First Year Experience update - working with Academic Affairs to build classes for the 2025-2026 course catalog
- **Amber Malone**:
 - Drivers Ed Summer Cohorts now open for registration. This is non-credit.
 - Common App update - continuing to explore this for IECC, as well as all of the details and costs.
- **Jamie Carman**:
 - Registration/advisor update and CRM Advise update.
- **Ryan Wilborn**:
 - Continues to assist/collaborate on CRM work with Amber, Brandon and Curtis. Working on a CRM dashboard to enhance tracking enrollment and application data.
- **Carrie Hallam**:
 - Signal Vine Update - working to transition to using only CRM systems for texting students. TRIO UB will continue with their independent SV contract. Carrie and Alex Cline scheduled to talk to the IECC SV rep so see if smaller packages/contracts are available for those few

groups at IECC who still use this texting platform. IECC SV contract set to expire in June, 2025.

TRIO UPWARD BOUND - Tiffany Cowger

- STEM Lab Update:
 - Carrie Winter Grant – Received \$10,000 (requested \$19,400)
 - Mary Heath – Did not receive funding (requested \$20,000)
 - Johnsie – Will be reviewed in March (requested \$25,000)
- TRIO UB Students College Admissions to-date:
 - LTC: 85% FAFSA completion; 92% of applicants applied to college; 23% of seniors are set to attend IECC in the fall with 46% enrolled in summer classes.
 - OCC: Both FAFSA and application rates stand at 91%, with 55% of seniors planning to attend IECC in the fall and 59% taking summer classes.
 - WVC: Reports 85% FAFSA completion, 92% application rate, and 62% of seniors both attending IECC in the fall and enrolled in summer classes.
- National TRIO Day – February 22, 2025 at OCC
 - Nearly 100 students attended at OCC.
 - Following a message about KINDNESS – students got into groups and developed a charity including:
 - VISION, MISSION, and a 1 – year plan with \$1 million budget, and had 1 minute presentations:
 - The event featured interactive presentations and group activities focused on kindness and charity, which were very well received by both students and staff.
- TRIO Grant Proposals:
 - TRIO Talent Search - IECC has had this in the past, grant cycle is opening soon - will take to SEPC for approval to pursue this grant again for IECC.
 - UB Expansion - looking at serving other/additional school districts.
- Upward Bound Fundraiser Initiative - exploring consideration of local sponsorships and fundraising opportunities to support TRIO scholarships.
- Spring Trip - Murray State, in April, 78 students are scheduled to participate.

MARKETING - Chris Forde

- Best Decision Ever Campaign:

- Launching soon! BDE Yard signs for all four colleges, t-shirts, digital ads, and BDE testimonials from students and staff. This will be the 2025-2026 theme.
- Welcome Packet for new students (Letter and onboarding info), discussing with EM and Amber (Admission and Records) best practice and potential upgrade.
- Updated Brand Book & Website:
 - Released a new, updated IECC brand book with enhanced graphics, style guidelines, and clear usage instructions to ensure consistency across all IECC campuses.
- April 4 Upcoming Marketing Mixer: Social Media
 - Feb SIGNATURES/March BRANDING - recordings on [CETL website](#)
- FLOW Annual Report Magazines:
 - The MarComm team has started to plan for creating the 2024-2025 annual reports, with a due date set for the first week of August.
- *Top of the Class* Indiana HS event in May, LTC will be the keynote speaker.
- IECC Graduation Programs - deadline April 14 for all colleges to allow for adequate time for corrections, approvals and printing.

ENROLLMENT MANAGEMENT - Carrie Halbert and Curtis Miller

- Change of status update - Pending BoT approval March 18, 2025:
 - Director of Enrollment and Community Outreach - Curtis
 - Director of Student Engagement and Recruitment - Carrie
- CRM Updates - to add to Brandon's report, breakdown of applicants by type (first-time, returning, transfer) and its implications on enrollment strategies.
- WVC Cadaver Day Update - 515 registered (20 IL/15 IN High Schools represented):
 - 135 Seniors, 260 Juniors, 68 Sophomores, 21 Fresh, 31 Unknown
 - 42 Have applied to IECC
- OCC Fine Arts Day - 87 Attended
 - 13 Have applied

Recent & upcoming events/activities: <ul style="list-style-type: none"> ● Spring Career Fairs: <ul style="list-style-type: none"> ○ Mattoon: March 7 ○ Knox County: April 10 ● OCC CTE Day March 26 	<ul style="list-style-type: none"> ● LTC Senior Start April 8 ● Flora HS OCC Visit Day Apr 8 ● PaCE Workshop April 22 ● ROE 12 Future Educator Summit
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<ul style="list-style-type: none"> • FCC Vocational Day March 27 • FCC Scholastic Bowl Apr 11 • FCC Lineman Rodeo April 12 	<ul style="list-style-type: none"> • Individual Campus Visits Set • FAFSA Nights/Other • High School Award Nights
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- Campus Ambassadors (Carrie)
 - Applications due March 14, will interview after
 - Plan to have 3 at each campus - waiver details TBD
- Walk in Wednesdays 2025:
 - July 2, 9, 16, 23, 30 - at all colleges.
- Update: Carrie/Curtis sending applicable faculty new applicant information - working on an automatic process within the CRM, but for now, will do this manually.
 - What happens when students apply for a program using the wrong campus? Work with Amber/Brandon.
- IECC Summer College for Kids - Curtis is planning a committee meeting for the end of March - will work with Chris and Cameron on updating the website.
- Strategic Plan for neighboring IN schools - collaborating with marketing and the digital marketing campaign to target specific Indiana high schools.

DUAL CREDIT - Erin Volk and Megan Black

- Happy Half Hour Dual Credit PD Training - starting today at 3pm.
 - 30 minute virtual training for DC teachers with different topics each month - Erin and Megan will facilitate these in March and April.
- Dual credit instructor REVIEW meetings - going well.
- Grant Updates - report for spending on instructional supplies and professional development was submitted. Planning best use of remaining balance.
- Dual credit handbook - updated, and no longer date specific for longer shelf life - going to April SEPC as an Informational Item.
- MPA visits - moving to a 2-year MPA pending approval at April SEPC
 - End of April/First of May School Visits to renew MPAs.

ADULT EDUCATION - Angel Maquire

- Welcome aboard Angel (in her new Program Director role)
- Grant updates: Literacy Grant, IBT, Digital
- Alternative Methods of Credentialing (AMOC) updates - continuing to collaborate with ROE 12 and now have 32 completers at IECC

- ICAPS Update - working to launch an ICAPS CNA and Broadband pathway, looking into OSHA in partnership with B&I.
- March IACEA Conference updates - Angel attending and presenting. COABE Conference/State Advocacy Presentation - end of March
- AE Program Director Transition plan - exploring grant parameters and working with Tona and HR to reorganize the AE team structure. Plan to take to May SEPC
- AE July Graduation date TBD - will hold at TLBWRC

Next IO Leadership Meeting: April 9th, 9-12 PM at FCC

- **Spring 2025 Meetings:**
 - May 14th, 2025, 9-12PM at LTC
- **Summer 2025 Meetings:**
 - June 11, 2025, 9-12PM at OCC
 - July 9, 2025, 9-12PM at WVC
 - **August 20, 2025**, 9-12PM at FCC (**OR Friday, August 8?**)
 - Aug 13 IECC Workshop, Aug 14 Faculty Workshops, Aug 19 NSO, Aug 21 First Day of Classes
 - September 10, 2025, 9-12PM at LTC