



Institutional Outreach Leadership Meeting Minutes

Wednesday, May 13, 2025, 9:00 AM - 12:00 PM @LTC

- Members present: Angel Maguire, Curtis Miller, Carrie Halbert, Erin Volk, Tiffany Cowger, and Tona Ambrose. Chris Forde was absent, attending the Top of the Class event in IN and Megan Black was also absent, attending a Dual Credit MPA meeting at Fairfield High School.
- Ex-officio members present: Brandon Weger, (Teams) Cassandra Goldman, Ryan Wilborn, Jamie Carman, Carrie Hallam. Amber Malone was with Chris Forde.

WELCOME - Tona Ambrose

- IECC Division Meeting Minutes Review - please read and look for collaborative opportunities:
 - [Student Affairs](#)
 - [Business Ops](#)
 - [Academic Affairs](#)

EX-OFFICIO UPDATES:

- Brandon:
 - Data update - applications/summer and fall registrations/targets/other. Brandon displayed data and Power BI reports.
 - Meta Majors update - 25 of the 30 are now complete.
- Cassandra:
 - Housing Affiliation Agreements and First Year Student Housing Requirements - Reminder and Updates: Beginning in Fall 2025, IECC will require all full-time, out-of-district first-year students living farther than 100 miles from the campus to reside in college-affiliated housing unless an exemption applies. This policy aims to leverage the benefits of college-affiliated residency for first-year students.
 - Student Advisory Board - please promote/encourage students to apply.
 - Getting Started/Pathways Class/First Year Experience - demo will be ready and shared at the June SEPC meeting.

- NSO Details/10 Day Events - these are ready and will be posted soon.
- Jamie Carman:
 - Registration and CRM Advise Update - continuing to promote summer/fall registration and will begin working with EM on Walk-in-Wednesdays. Training all advisors on the CRM Advise texting platform, including faculty early alerts and retention. Working on a "communication calendar", which is something we have talked about for a long time, and this will coordinate all of our messages going out to students.
- Ryan W.:
 - Working with EM on a CRM communication plan for Walk-in-Wednesdays and 2025 high school graduates and assisting Jamie with CRM Advise comm plans, too.
- Carrie:
 - Signal Vine Update - have identified the few people who still use Signal Vine and have worked out a plan for them to go under the TRIO UB SV contract - will prepare a final communication to go out to all of IECC noting that Signal Vine will no longer be used. Carrie will also add this to the next SEPC agenda as an IT discussion item.

MARKETING - Chris Forde (gone today presenting at Top of the Class, IN)

- Best Decision Ever Campaign: You'll be seeing photos of our faculty, staff, and alumni posing with their best decision ever signs on our social media throughout the summer, and also videos of our students. Cameron Ireland has been working on a Best Decision Ever landing page where we're going to drop off our digital ads for the campaign.
- Annual Report: Next big project is the Annual Report Magazines for all colleges.
- Marketing Meeting: The MarCom team is meeting on Friday to talk more strategy for the Best Decision Ever campaign, and the annual reports. Friday is National Pizza Party Day, so going to celebrate the 2024-25 academic year over lunch.
- Top of the Class - Chris is speaking/presenting today at this event, Amber is attending as well, and promoting our IECC summer online classes.
- New 2025-2026 Goal Updates

TRIO UPWARD BOUND - Tiffany Cowger

- 2024-25 academic year close out:
 - 90% applied/going to college, state of IL average is 48% and national average is 67%, so this is outstanding.
 - % of seniors going to IECC in the fall: LTC: 38%, OCC: 59%, WVC: 70%
 - Tiffany will bring a report in June of where each student is going, outside of IECC.
- STEM Update:
 - Carrie Winter Grant – Received \$10,000. (requested \$19,400)
 - Mary Heath – Did not receive funding. (requested \$20,000)
 - Johnsie Fiock – Received \$25,000. (requested \$25,000)
 - Wolfe Foundation – Received \$10,000.
 - Updated Quote – KI (\$53,591.38) this quote is good until May 22nd
 - \$8,591.38 still needed to reach the original amount, however, Tiffany will reduce the amount she had planned to spend on furniture and go ahead and proceed with the project.
 - There is one more grant that Tiffany will pursue - a T-mobile grant that Amber Malone shared with her.
- Upward Bound Summer Program
 - 100 students enrolled - June 2nd - July 11th, 2025
 - Will take a Summer TRIO Trip – Cincinnati, OH
 - 79 students/11 staff
- [FY 26 Skinny Federal Budget](#) Proposed Reduction Update
 - Advocacy is the strategy (Stay the course)
 - Toolkit – www.coenet.org to stay informed.
 - Administration, Stakeholders, Students/Parents, Staff reaching out to state politicians and staying educated on updates and advocacy efforts.
- New 2025-2026 Goal Updates

ENROLLMENT MANAGEMENT - Carrie Halbert and Curtis Miller

- Campus Based Recruitment Teams (CBRTs) - organizing and meeting at every campus with agendas and recorded, monthly meeting minutes starting in June.

- Campus Tour Sign-Up Process - uniform district-wide, shared process, along with working to create a registration process online where students can sign up for dates already established.
- Campus Ambassadors Update - 12 total ambassadors have been “hired” and will receive “last pay” tuition waivers, with the exception of two returning students who will receive the same 16-credit waiver as last year.
- Community Ed - Summer offerings are open and Curtis is monitoring registrations at all four campuses. Kept with the current paperwork registration process, but will move to online CRM style registration for next summer. Working now on 2025-2026 offerings and the goal is to have two CE classes in the fall and two in the spring at each campus.
- CRM Updates - working with Ryan W. on ongoing communication plans and 2024-2025 event follow-ups
- IECC Walk in Wednesdays - July 2, 9, 16, 23, 2025, planning, promoting, tracking at all campuses.
- Strategic Plan for neighboring IN schools - tracking registrations for IN students who attended IECC events this year and collaborating with marketing again for the 2025-2026 digital marketing campaign targeting specific IN high schools.
- New 2025-2026 Goal Updates

DUAL CREDIT - Erin Volk and Megan Black

- MPA Review Booklet/Appointments with school admins - now until the beginning of June, will submit MPAs to the BOT for Chancellor Gower's signature in July.
- Dual Credit Orientations - scheduled and promoting to high school students. In person and virtual options and these will be recorded/posted online so students and parents can access the information at any time.
- Upcoming collaborative meeting with EM and also Brandon to discuss Dual Credit data Reports.
- DC Course Reviews - just started and going well. Goal is to complete all current dual credit high school teacher reviews by the end of spring 2026.
- ROE Future Teacher Summit - held May 1st at LTC, facilitated a DC session and used a portion of our Dual Credit Grant money to provide lunch

(grant ends June 30, 2025) nearly 100 future educators attended, both current high school and college students.

- New 2025-2026 Goal Updates

ADULT EDUCATION - Angel Maquire

- Number of Graduates thus far - 67, and 46 are [AMOC](#) and 21 Traditional
- Number currently enrolled - 261.
- Closing out the FY25 AEFLA Grant - meeting bi-monthly with Bonnie to evaluate and update all Adult Ed grants.
- End of Semester Activities: Program Reviews, Instructor/Staff support meeting scheduled at the end of the week and no classes June 6 - July 7.
- Upcoming AE Teacher Retreat - June 13, Angel is working to plan this PD
- Graduation Date/Invitations/RSVPs will be sent - July 18, TLB WRC, 6-8pm
- [FY26 Federal Skinny Budget](#) Meetings - Update - meeting with Roger Eddy Scheduled for Friday, as well as other state leaders to advocate for AE.
- [University of Illinois Lincoln Legacy Teaching and Learning Conference](#) - May 19/20 - CETL sponsoring a group of 12 from IECC to attend and Angelique will be facilitating/presenting a session - Let Technology and Innovation do the Talking: Bridging the Gap between Foundational Education, through Guided Pathways to the Workforce!
- New 2025-2026 Goal Updates

Next IO Leadership Meeting: June 11, 9-12 PM at OCC

- July 9, 2025, 9-12PM at WVC
- August 8, 2025, 9-12 PM at FCC
 - Aug 13 IECC Workshop
 - Aug 14 Faculty Workshops
 - Aug 19 NSO
 - Aug 21 First Day of Classes
- September 10, 2025, 9-12PM at LTC
- October 8, 2025, 9-12PM at OCC
- November 12, 2025, 9-12PM at WVC
- December 3, 2025, 9-12PM at FCC? TBD Christmas Party :)