



## Institutional Outreach Leadership Meeting Agenda

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**Wednesday, June 5, 2024, 9:00-11:00 AM at TLB WRC and via Teams**

**Those present:** Tiffany, Rodney, Tona, Erin, Ryan, Chris, Roger, Angel, Carrie, Brandon, Casandra, Andrea,

### **WELCOME - Tona:**

- Reminder: June 5 Goals/Process (Need Dual Credit, Marketing)
- Next IO **Workshop** – Aug 7, 9:00-10:00PM - WRC
  - IO Leadership Meeting will be 10-2PM, then workshop, both @ WRC.

### **TRIO - Tiffany:**

- **TRIO STEM Lab (housed at OCC) Update** – Met recently with Chris Simpson regarding the lab and Chrissy Martin has partnered with them for this project – using three different Upward Bound grants. Working also in collaboration with the U of I Extension.
- **Summer Program Highlights** – 70 students are taking classes daily (interview skills, coding, social-emotional learning, area internships, etc.) at OCC from 12 different high schools – have had several drops, so this is lower than in the past, Tiffany is investigating this. Recognition banquet is July 5<sup>th</sup>. Challenges – majority of staff are new – Jamie Barbre was amazing at connecting students with internships. Summer UB cultural trip to Chicago July 9-11<sup>th</sup> - visiting Loyola University and Illusions Museum, Museum of Science and Industry – Blue Man Group, John Hancock, Gangster tour, Navy Pier, a fly over experience, sea boat tour, aquarium, German restaurant, and Gianni's Pizza.
- **Enrollment** – Students who participate in UB and then enroll at IECC – numbers are lower this year, so will work as a team to encourage more students to participate in the Summer Bridge program which allows students to take classes and waives up to 6 credit hours.
  - Bridge Data – 2023-2024:
    - 24/46 = 52% of graduates enrolled for summer BRIDGE classes (3-6 credits at any IECC campus)
      - LTC – 6/15 = 40%
      - OCC – 10/16 = 63%
      - WVC – 6/15 = 40%
- **Summer Registration** – despite thorough and intentional registration/onboarding efforts, looking at better ways to onboard new students for the Summer Bridge

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program. Carrie Hallam takes the calls at the Help Desk – common frustrations recorded. Carrie and Tiffany will collaborate on ideas and Cassandra will reach out to Tiffany, too. More to come at the July meeting.

#### **MARKETING - Chris Forde:**

- **Annual Publications** – crunch time. Rounding home on the magazines. 4 different magazines – one for each campus with shared content. Sending off to print next week – expected date of delivery – mid-July.
- **Virtual Tours/Website** – Working with enrollment management team to put this together. Taking 360-degree photos and will have an Interactive tour – will have videos about specific programs, student testimonials, etc. Preston Ireland is also helping to create new campus maps to go on the website. This is great for potential students, especially those who do not live near an IECC campus.
- **CRM Email/CETL Video** – Cameron is working with the enrollment management team on this project. Embedded GIF files. Video for CETL – info on each campus.

#### **ENROLLMENT MANAGEMENT - Andrea Loll:**

- **Walk-In Wednesdays** – Andrea sent out the processes to all campuses for Walk-in Wednesdays – first one is June 26<sup>th</sup>, next one July 10<sup>th</sup>. Tables set up with swag and making sure students have applied in our system – will offer advising appointments, Financial Aid info, campus tours, etc. When students leave they should be fully registered/enrolled. Will come back together at the end of the summer as a group and evaluate this process.
- **CRM application data** – Cameron is working on templates. Ryan W. found a product defect within the communication system in *Recruit* and he will help enrollment management with this going forward Ryan will template this as a “trial account.” EM sending our weekly communications.
- **Dual Credit & EM meeting outcomes** – met with Erin Volk and Megan Black - developing a collaborative plan to work together for communication process. Marketing requests will be coming out soon. There is a formalized process now with recruitment and for transition.
- **Summer CRM activity**– working within the CRM to create all 2024-2025 calendar dates for recruiting events for next year – will also send to guidance counselors.
- **Medical Coding at IECC** – Exploring this program to advertise and market as a fully online program – potential launch at the end of June. Andrea, Tona, Paul, and Jay meeting about details. More to come.
- **IECC # Apps with targets (by college):**
  - FCC 271/225, LTC 418/400, OCC 520/500, WVC 416/400 - Total 1625/1525
  - Cassandra is working on Int'l numbers and we will get those for July

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- These numbers have significantly increased in just the last few weeks. Some of the TRIO students do apply if they are taking DC courses. Carrie said from a Help Desk standpoint, late registrations are higher and CRM – delayed registrations are noticed. Wabash had over 50 submitted and created and marked complete. Brandon said Summer and Fall terms are marked and there are 169 summer apps.

- **LTC Admissions rep position** – interviewing/hiring still in process.

**DUAL CREDIT: Erin (Megan was teaching College for Kids classes at FCC today)**

- **MPA/3TYD** – Finished meetings with all 16 high schools and will be brought to the June BoT meeting for signatures. These are set on a 1-year contract, will revisit schools again next year and hope to move to a 3-year cycle. Brandon is working on data reports for each high school to share the total number of classes/money saved/etc. And we will give this information to schools, their Borads, and a press release will be put out. Will also highlight the importance and quality of dual credit. Megan/Erin - Directors of Dual Credit – Megan is teaching College for Kids classes.
- **September 17 DC Teacher Summit** – ICCB Grant received for DC and will use some of the money to host a Summit with high school Type A instructors (70), IECC Faculty, Admin, and Guidance Counselors, as well. Building a bridge for support and assessment, syllabi unification. Ensuring rigor, etc.. Roger Eddie is assisting with coordination. Ensures rigor of content.

**ADULT EDUCATION: Rodney**

- **July 19 AE Graduation** at WRC, 6-8pm– Requesting marketing to take pictures and asking for support from other departments.
- **Recruitment Days** updates for AE – Strategic and coordinated recruitment – scheduled days for this alone where the office is closed, and all staff are targeting strategic areas. Welcomes input and contact information for this.
- **Change in IECC Adult Ed positions** - Hayden will be leaving this summer, making updates and changes to current Coordinator position - this will be posted soon and will be titled Coordinator of ICAPS and Instruction. Welcoming feedback.
- **Waiting to hear on funding for FY25** – concentration on numbers in data Employment, MSGs, Credential rates – OCTAE is requiring the state of IL to hit the required numbers and if not, the entire state will be placed on a corrective action plan and strongly encouraging SSN numbers to be obtained for all students for tracking purposes. Discussion to report asylees and immigrants - Banner and DAISI support are needed to compile this.

**OTHER UPDATES:**

- **Ex Officio Members Updates:**

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- **Casandra:**
  - **New Students** - working on tracking indicators and for students who have at least one – first gen, low-income, etc. - will place that student at a high risk or high needs category. Carrie said the Getting Started tutorial has been very beneficial to help students with a strong start and for roster purposes.
  - **Holly's mental health summit** went well last week. Working on Student – Peer to peer like leader positions - Would like to have one student per campus to be hired by the end of this summer, ready to go for fall. Shifting focus and will follow what is happening during the first 10 days – what is each campus doing during the first ten days.
  - **College and Career presentations – June 21<sup>st</sup> – FCC Alum –** Healthcare professions and working with Business and Industries for more speakers in different areas of interest and using synchronous classrooms (reserving and organizing the SLH process needs some more work and communication – is there a process district-wide?) will use a classroom on all four campuses. Roger offered to help with the SLH process.
  - **New student advisory board** – district-wide – Student Trustee will be the president for this. The qualifications for this board are very open – traditional and non-traditional, part-time, evening, returning, etc. Restructuring on campuses with student organizations. Fun and exciting time! The new International Director is starting soon, and Casandra will be helping with this. She is scheduling visits. Tona – NJCAA has an advisory council. Could use this as an example – collaborate on this.
- **Ryan:**
  - Created a new recruitment category and another records. focused Argos dashboard – this will be like a one-stop shop. The IT help desk is piloting this and will be presented to Amber next week.
- **Brandon:**
  - Comparing current fall to last fall data. Ryan has some concerns for this fall, in-district numbers are good, out-of-state, and out-of-district are behind – working on returning athletes for these numbers. International is a separate category.
- **Tona:**

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- Need to adjust monthly meetings to coincide with SEPC/BoT deadlines – look at the following options – poll will go out later today and will determine standing day/time moving forward:
  - 2nd Tues, 9-11AM, July 9, Aug 13, Sept 10.... **WRC**
  - 3rd Tues, 9-11AM, July 16, Aug 20, Sept 16 (17 DC Summit), .... **LTC**
  - 2nd Wed, 9-11AM, July 10, Aug 14, Sept 11.... **FLOW**

**CLOSING:**

- Next Meeting – July 10, 2024, 9:00-11:00 AM via TEAMS
  - Submit agenda items no later than Friday, July 5, 2024.

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