Academic Affairs

Arts and Behavioral Sciences

Online Welded Art Exhibition

Professor of Art and Teaching Chair of the Art Program for Illinois Central College, Jennifer Costa, was featured in the International Institute of Welding's 2021 Welded Art Exhibition under the category of “Educator as Motivator”. Her work was selected along with other artists from around the world.

Jennifer is fascinated by form and function with the two working in unison, one sometimes outweighing the other, but still working together. In terms of the process of creating welded functional pieces, sometimes the design comes first from something that she has sketched in her sketchbook, and sometimes the design occurs when she looks at the materials that are available around her. The Jackson Table especially was inspired by all the small scrap pieces of metal that she had laying around that she deemed still useful but didn’t know what for. The table essentially grew around the scrap pieces that she had cut up and welded together to make a solid(ish) surface. There are gaps in between the pieces of metal, however, when welded together, they are flat, and items can be placed on the surface. This surface is what the rest of the table evolved around. The legs are cast aluminum from scrap aluminum and the apron was also pieced together from scrap steel.

Agriculture, Industrial, and Technology

Agriculture Department Simulators

The Illinois Central College Agriculture Department recently added three high-tech simulators to enhance student learning. Similar to airplane or medical simulators, this equipment allows ICC students to experience real-life, hands-on training while in the safety of a classroom setting. One simulator mirrors an agriculture sprayer/applicator used by area agricultural service businesses and organizations and another is a combine used in harvesting crops. The third is a bovine birthing simulator.
Grant Grebner, ICC Agricultural Professor states, “This equipment provides students with an opportunity to gain important skill sets needed by area employers. The actual equipment costs hundreds of thousands of dollars each, and these simulators allow students to operate this equipment year-round without incurring that limiting cost. Many students interested in studying agriculture have little on-farm experience or background, so these simulators are a great way to allow students to closely explore and operate something entirely new to them in a safe environment while not risking the actual, costly equipment. Something as simple as driving the equipment down a narrow roadway can pose risk to people and property. These simulators eliminate that risk but still allow students to gain necessary training. The birthing simulator allows various calf birthing presentations to be studied and how to assist with delivery of a calf without risking animal health or welfare.”

Business, Legal, and Information Systems

Recognition

BLIS held an informal get together in June for our early retirees and years of service award recipients. We love to get our picture taken!

Student Success

ICC Athletics

With the summer coming to an end and the Fall semester right around the corner the ICC athletic department is working to get back to a more normal 2021-22 athletic seasons. This summer the ICC athletic department offered two girls basketball camps, four girls volleyball camps, a week of boys’ basketball camp, four weeks of baseball skills camp, a month of high school varsity volleyball league, a month of junior varsity high school volleyball league, and a month of high school girls basketball league.
Regular Fall sports with Volleyball, Men’s Soccer, Women’s Soccer, and Golf are beginning pre-season conditioning and practices as August starts up. Regular season competitions will begin for these four sports in late August. Fall scrimmage seasons for Softball & Baseball will be beginning when the Fall semester begins in mid-late August.

The ICC athletic department also hosted two New Athlete Orientations virtually this summer. These orientations offered important information for new student-athletes coming to campus for their first semester. Information about registration, scholarships, housing, class schedules, athletic training, code of conduct, and social media were discussed and explained. There was also a question-and-answer portion with current ICC instructors and former ICC athletes and their parents.

Student Financial Services

- Efforts continue to reduce barriers for our students. The department continued to process and post the Tuition Relief Credit of $465 for eligible students.
- Additionally, efforts continue to clear outstanding balances for student so that all students may enroll for fall
- Lastly, implemented a new bookstore charge process for all students that is easy and online – over 200 submitted within the first 48 hours!

Advisement

ICC advisors assist students with academic planning and setting goals, selecting a program based on students’ skill set, selecting, and scheduling courses, transferring requirements and career/employment options.

Starting in September of 2020, student success advisors received monthly on-going trainings with Inside Track to develop professional student, coaching techniques. These trainings included topics around The Five Elements of Coaching, Review/The Focus Areas/ Effective Listening / Transparency: Role Clarity & Transitions, Review/Managing Upset Students: The Clear Framework/Finding Core Values to Build Lasting Student Motivation/Putting It All Together.

Student Success Advisors receive monthly Quality Development Meetings with Inside Track and personalized coaching support and training throughout the academic year. They have been meeting regularly with an Inside Track Coach to role play using acquired coaching techniques, and he/she is provided with feedback on their learned coaching skills. After so many sessions, SSA’s can earn their Inside Track Student Coaching Certification.

Congratulations are in order for the four (4) student success advisors (Molly Reed, Tara Lindsay, Karen Giesler, and Janine Donahue) who have earned their Inside Track Student Coaching Certificate. More Student Success Advisors are working to complete requirements for certification.

Six Lead Student Success Advisors have been hired to oversee the following Career Clusters:
• Ag, Food, Natural Resources & Architecture/Construction + Manufacturing + TDL – Nikisha Wright Anderson
• Arts/AV / Communication – Rob Willett
• Business Management & Administration + Finances + Hospitality & Tourisms + IT – Trisha Alexander
• Government & Public Administration + Human Services + Law, Public Safety, Corrections & Security + Education & Training – Pam Miller
• Health Sciences – Bridget Kelly
• Science, Technology, Engineering & Mathematics – Karen Gielser

Lead Student Success Advisors will be working to learn their assigned programs and build faculty/student relationships. Also, Lead SSA’s will be invited to attend departmental meetings.

Two Advising Standard Retreats were held on May 26, 2021, and June 23, 2021. Agenda items included: Advising Student Appointments, Advising Notes, Advising Organizational Chart, Measuring Success, Standard Operating Procedures (SOP’s).

The Student Satisfaction Survey gives a glimpse into the students’ experience with advising and shows how satisfied students are with our services in Academic Advising.

*Did the advisor give you help related to the primary reason for your session?*

**OVERALL:**
TREND:

How satisfied are you with your advising session?

OVERALL

- Not at all satisfied
- Not very satisfied
- Somewhat satisfied
- Mostly satisfied
- Very satisfied
TREND

How satisfied are you with advising at ICC in general?

OVERALL
Student Life

Student Life is excited to welcome students to the Fall semester and has created many engaging opportunities for students to access resources!

**July 12-August 6:** During the “Smart Start Boot Camp,” educators and a variety of guest speakers provided the incoming students with valuable information for success in the upcoming semester. The “student mentors” were able to connect with each participant and hope to plan a social event to check in on how their first few weeks of classes went.

**July 22:** Student Life and Campus Housing sponsored a Peoria Escape Room with students.

**July 26-31:** A member of PBL (Phi Beta Lambda) attended the ICCCTSO (Illinois Coordinating Council for Career and Technical Student Organizations) conference and the FBLA-PBL SLW (Summer Leadership Workshop). The member of PBL networked with state officers and is looking forward to a great membership year at the College.

**August 14:** “Class Schedule Tours” were provided by Student Leaders.

**August 16:** “Ask Me Stations” were available to assist students.

**August 17:** Students could visit “Ask Me Stations” and/or stop by for a taco and learn about how to get involved during “Let’s Taco Bout Campus Activities Board & Student Government Association.” Students also had the opportunity to check out the interactive display of “One Book, One College: All of us should.”
August 18: Students could stop by for a variety of food items and gain information about the programs offered at the College during the following events:

- “Get the Scoop on the Transfer Center”
- “Be a Smart Cookie with Advising & Success Coaching”
- “Stay Calm & Have a Snack with Counseling & the Food Pantry”
- “Pop Over to Meet the Campus Housing Staff”

August 19: A “CityLink Info Table” was available for students to learn of benefits. Students also stopped by for lunch and to socialize during the “Cookout at Campus Housing.”

August 20: During the “Social Shindig” event, students have the opportunity to enjoy pizza and board games at the Campus Housing Clubhouse.

August 25: Student organizations will have tables set up to encourage students to explore their interests and get involved during the “Student Organization Showcase.”

Marketing

Once the $465 Tuition Relief program was announced via press release and on the web, all communication and advertising messages were quickly altered to include this new incentive for fall registration. [icc.edu/tuitionrelief](http://icc.edu/tuitionrelief)

**Fall Registration** promotion continued with updated messaging “in-person classes are back” on billboards, digital ads, digital entry signs, texts/emails, and social media.

Rebranding for the Children’s Center was completed, and support pieces were produced with the new logo to promote the Center’s reopening: rack card, targeted email, web update, letterhead template, and social media. [icc.edu/children](http://icc.edu/children)

Marketing push for the fall GoGuide was completed in July. This project included targeted emails, postcard mailing, digital flipbook, web updates and a CBO package mailing. [icc.edu/go](http://icc.edu/go)

In additional to fall registration push, current and prospective student communication focused on the reopening of the Children’s Center and the Fitness Center, the on-site vaccine clinics, and student worker opportunities.
Last-minute marketing push was implemented for programs seeing low enrollment numbers for fall: **GM-ASEP** and **Health Information Technology**.

Marketing also assisted the Educational Foundation on the **Tee Off For Learning Golf Outing**, debuting a new logo, brochure, signage and more.

The **One Book One College** program also received a new branded look from Marketing. This project included a new logo, rack card, web update, tabletop sign and pull-up banner.

Marketing is in the process of hiring for several positions: Creative Manager, Communications Coordinator, Events Coordinator, PT Graphic Designer, as well as a handful of student employees.

**ADMISSIONS**

Admissions hosted a series of **Enrollment Days** for over 20 prospective students and their families. Each visit featured a testing, meeting with an academic advisor, limited campus tour and enrolled in classes. The office hosted over 50 individual visits for prospective student many were for students wanted to enroll for this fall and some wanted to enroll for future terms. The phone was also busy with the Admissions office entertaining over 1025 calls and the Information desk nearly 1000 phone calls.

**MARKETING OUTREACH**

- **Current Students**
  - 2 emails for 11,488 touches
  - 1 text for 2,872 touches

- **Prospects**
  - 12 emails for 16,024 touches
  - 2 texts for 32,048 touches

- **Employee Emails**
  - 7 emails for 10,500 touches

- **Community**
  - 2 emails for 7,293 touches

**PRESS RELEASES/NEWS TOPICS/INTERVIEWS**

- ICC Open on Saturdays, August 7 & 14
- ICC Receives Donation from Trinity Compassionate Care Dispensaries for Cannabis Programming
- ICC to offer Tuition Relief this Fall to Students with 12+ Credit Hours
- Investing in the Local Workforce – *Peoria Magazines*
- Local Colleges not Mandating COVID-19 Vaccine, but it is Highly Encouraged – CI Proud.com
SOCIAL MEDIA

July was dedicated to fall semester promotion, student stories, content strategy, preparing new content, and program development. The social media team also focused on hiring new student ambassadors to eventually help gather content and grow the digital audiences.

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Page Views</th>
<th>Post Reach</th>
<th>Fans</th>
<th>Engagement</th>
<th>Posts</th>
<th>Website Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2021</td>
<td>↓1,774</td>
<td>↓77,006</td>
<td>↑13,899</td>
<td>↓2,808</td>
<td>↓26</td>
<td>↓381</td>
</tr>
<tr>
<td>vs. July 2020</td>
<td>2516</td>
<td>161065</td>
<td>13,685</td>
<td>3,959</td>
<td>40</td>
<td>409</td>
</tr>
</tbody>
</table>

* July 2020 had more FB ds run during the month than this 2021 thus creating the higher numbers and rates.

Social Media Posts like Trinity Cannabis Donation press release, Ashley’s student success story, new Health Careers manakin simulator, and the boosted Fall Enrollment generated good engagement. Classroom photography posts on DPET and RN Bridge were also high-performing posts.

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Posts</th>
<th>Followers</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2021</td>
<td>↓21</td>
<td>↑1,867</td>
<td>↑542</td>
</tr>
<tr>
<td>vs. July 2020</td>
<td>29</td>
<td>1,767</td>
<td>535</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Tweets</th>
<th>Impressions</th>
<th>Followers</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2021</td>
<td>↓29</td>
<td>↓13,100</td>
<td>↓3,011</td>
<td>↓7</td>
</tr>
<tr>
<td>vs. July 2020</td>
<td>34</td>
<td>16,500</td>
<td>3,025</td>
<td>11</td>
</tr>
</tbody>
</table>

Various Facebook and Instagram ads centered on fall enrollment. Two YouTube Google Video ad campaigns targeted traditional and adult students for the upcoming fall semester.

<table>
<thead>
<tr>
<th>LinkedIn</th>
<th>Posts</th>
<th>Impressions</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2021</td>
<td>↓25</td>
<td>↑25,550</td>
<td>↑416</td>
</tr>
<tr>
<td>vs. July 2020</td>
<td>31</td>
<td>24,260</td>
<td>351</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>YouTube</th>
<th>Views</th>
<th>Watch Hours</th>
<th>Subscribers</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2021</td>
<td>↓644</td>
<td>↓55.5</td>
<td>↑424</td>
<td>↓39,990</td>
</tr>
<tr>
<td>vs. July 2020</td>
<td>44,500</td>
<td>203</td>
<td>219</td>
<td>64,743</td>
</tr>
</tbody>
</table>

* July 2020 had YouTube Ads that were targeting a broader audience. The 2021 ads targeted specific ages which created a lower engagement rate.

Administration & Finance

Childcare Update

General
- Marketing materials have been developed and communication regarding the onsite center, voucher program, and enhanced referrals has been sent to current summer students, students already enrolled in fall, as well as prospective students, not currently enrolled.
- Childcare Student Services Specialist position was posted and closed on August 1. Two candidates applied and screening is underway, with the goal of completing interviews within the next week.
Center Re-Opening
- The center officially opened on August 2. Applications have been steadily coming in over the last few weeks. Current enrollment is 18 children with a breakdown below.
  - 7 children of students
  - 8 children of faculty & staff
  - 3 public children
- More students are anticipated to enroll in the next couple of weeks once their schedules are determined.
- Public families who were previously enrolled have been allowed to enroll at this time, but the center will ensure they keep enough spots open for any students, faculty, or staff that want to enroll their children. There are currently 3 public families on a waitlist to get in if there is space.

Voucher Program
- Voucher Program has been approved with funding up to $100 / credit per semester with a max of $1,000 for the semester.
- There have been 15 students that have applied to the voucher program as of August 3. Outreach has occurred to all of these students to discuss next steps, depending on where they are in the process of securing childcare for their child(ren).

Enhanced Referral Services
- Meeting was held with CCC to discuss data gathering and reporting. CCC will provide reports to ICC on a monthly basis including number of referrals by zip code, how many were assisted by CCC in locating care, and CCAP funding data (including number that applied for funding, how many were approved, and how many were denied, along with reasons).
- CCC has developed an Enhanced Referral packet for any student, faculty, or staff that is referred to them or comes to them seeking assistance.
- Child Care Connection willing to train ICC staff to be able to assist student parents in completing CCAP application.

Student Outreach

June
- Contacted the students who indicated they had needs for childcare assistance in some capacity on the Spring 2021 survey. Emails were sent to both lab.icc.edu and personal emails if listed.
- There were 260 total contacts made. Emails were sent to 181 students, and phone calls were made to 79 students (voicemails left if no answer).
- The results were conversations with 69 students during the month.

July
- Followed-up with the 191 students that had not responded to June outreach via emails and phone calls.
• Sent Voucher Program, Enhanced Referral, and ICC Children’s Center information to these students.
• Very few of these students (10) responded to emails or answered/returned phone calls.
• Information was sent to those who indicated that they needed referrals or information regarding the voucher program (37 students). (See Voucher Program above for additional details.)

August

• Sent information on voucher program, enhanced referrals, and ICC Children’s center to all students who had indicated they needed assistance but had not responded to previous outreach (181 students). This outreach was in addition to the Marketing outreach that went to all students.

Feedback

• Many students stated they are waiting to decide on classes because they want to see who the instructors will be to choose which classes they want. I encouraged them to sign up for a section as instructors may not be assigned until classes are full, and some classes may be cancelled if there are not enough students enrolled.
• Many students have more than one child, one of which we are not able to take because they are not two years of age. These students were sent information about the Enhanced Referrals. I offered to send information about enrolling their two-five-year-old, but they prefer one location for their children.
• A few students preferred to have their children closer to home for transportation reasons. I sent these students information regarding the Enhanced Referrals.
• One student requested evening care for his school age children one night a week. I offered him the Enhanced Referral information.

Food Services Update

Canteen Partnership

• Canteen had a soft opening on August 2 at the East Peoria Campus, offering free donuts on the first day and free coffee all week. A limited breakfast and lunch menu is being provided. All of Canteen’s employees hired (excluding management staff) are former ICC Food Services staff. Staff have communicated how happy they are to be back and happy to be with Canteen.

• Starbucks equipment will be installed the week of August 9.
• Canteen will be catering events for the Celebration of Learning and Welcome Week. The ICC Events Coordinator is working with Canteen to ensure the Catering menu meets the College’s needs.
• There have been delays for Canteen receiving equipment, such as the Point-of-Sale system, fountain soda equipment, and Starbucks equipment. Canteen has been in constant communication with ICC and made appropriate adjustments when needed.
• Canteen anticipates all equipment will be in place prior to the start of classes August 16.
• The Peoria Campus will be open on August 16.
Facilities

**Thomas Building** – The Thomas building transaction is complete and the cutover and transition to the Innovation Hub will be completed this month.

<table>
<thead>
<tr>
<th>CDB Projects</th>
<th>Project Description</th>
<th>Funding Source</th>
<th>Consultant</th>
<th>Budget - Estimate</th>
<th>Project Status</th>
<th>Project Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replace Architectural Panels &amp; Curtain Wall - Edwards Building &amp; Walk Over Bridge</td>
<td>Replace Architectural Panel &amp; Windows - New Signage</td>
<td>CDB/Life Safety</td>
<td>IDG</td>
<td>$650,000</td>
<td>Project Ready for Construction</td>
<td>Pre-Construction Meeting August 26, 2021</td>
</tr>
<tr>
<td>Bridge Repair Nature Court</td>
<td>Paint and Structural Repair - Nature Court</td>
<td>CDB/Life Safety</td>
<td>Midwest Engineering Associates (MWEA)</td>
<td>$250,000</td>
<td>Project Ready for Construction</td>
<td>Construction to Begin August 30, 2021 - Bridge closed appx 6 weeks</td>
</tr>
<tr>
<td>Workforce Sustainability Center</td>
<td>New Construction to support Workforce Training/Replace Dirksen Bld.</td>
<td>CDB/Life Safety/EDA/IDKA</td>
<td>$11,500,000</td>
<td>Project In Design</td>
<td>Out for Bid - Bid Opening August 20, 2021</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2021 - Tax Levy (Life Safety Funding Projects) August 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Description</td>
</tr>
<tr>
<td>Pavement Resurfacing Phase 4</td>
</tr>
<tr>
<td>Renovate/Replace Pedestrian Bridge East Peoria</td>
</tr>
<tr>
<td>Roof Maintenance Recat/AIT &amp; PAC</td>
</tr>
<tr>
<td>Elevator Upgrades</td>
</tr>
<tr>
<td>Resurface EMS Bay</td>
</tr>
<tr>
<td>Security Camera Upgrade</td>
</tr>
<tr>
<td>Misc. Projects Under 100K</td>
</tr>
</tbody>
</table>

*Monthly Project Status Report CDB Projects - August 2021*
The ICC Educational Foundation Board of Directors and staff would like to thank all those who supported the Tee Off For Learning Golf Classic. This first time collaboration of the ICC Educational Foundation, Peoria Promise and WTVP raised funds to support life-long learning in our community. The outing hosted over 88 golfers many who were new supporters of ICC. A special thank you to our title sponsor Mike Miller Hyundai for ensuring a wonderful event.

Save the Dates:

The ICC Educational Foundation Board of Directors and Board of Trustees annual reception is scheduled for Wednesday, September 15, 2021, following the Educational Foundation’s September board meeting. Dr. Quirk-Bailey will host this year’s event at her residence. Invitations will be sent in August.

Join the ICC Educational Foundation in recognizing those donors who have generously pledged their support to the Workforce Sustainability Center. A ground-breaking ceremony will be hosted on the East Peoria Campus on October 7, 2021, at 9:00 am. Invitations will be sent in September.

Mark your calendars for the 2021 Community Celebration on Thursday, October 28. Join us for a celebration of all the ICC Educational Foundation scholarship recipients and those who invest in their futures. Contact the Foundation offices for more information at foundation@icc.edu. Invitations will be mailed in September.