Celebration of Learning

The spring semester of 2021 was kicked off with the Celebration of Learning. Over 350 employees viewed the presentation live, while many more will watch later on YouTube (https://youtu.be/1e0aY27Timg). A variety of topics were covered including updates from the Strategic Planning Teams, professional development for employees, the budget outlook, and an overview of project management tools for the College.

Dr. Quirk-Bailey shared her vision for the upcoming semester and reminded employees to give themselves, and others, grace during these stressful times. She reiterated the importance of what the College does every day and the many lives being changed. It was an inspiring way to start the new semester and the new year.

Academic Affairs

Business, Legal, and Information Systems

The Business, Legal, and Information Systems department is working to implement the Netlab, recently approved by the ICC Board of Trustees. The Netlab will allow students to access on-campus equipment from remote locations.

BLIS has received most of the equipment over the past two weeks, and Professors Kevin Wells and Kim Hawthorne have been working with their partner support to get it up and running. The BLIS staff and professors are hopeful that by week 2 the Netlab will be functioning with students on a small scale with the ability to add more as the semester moves forward.

The BLIS department would like to extend a huge thanks to Dan Robinson for his assistance on helping with outside connections from the college.

In addition to the purchase of Netlab, BLIS has also just reactivated the VMWare IT Academy which will give students options for support and potential new classes in the future. A big thanks to the ICC Board of Trustees and the ICC administration for their support!
Arts and Behavioral Sciences

The ICC Graphic Design program is happy to share the success of one of their graduates! Emily Hartter graduated with an Associate in Arts Degree from the ABS Graphic Design program in 2017, and has recently opened her own business, Faire Coffee in Washington, IL.

Ms. Hartter created all the design work for her new business in her design portfolio class at ICC and was awarded *Best in Category: Graphic Design* at the 2017 Student Design and Photography Juried Show. Her success and new business were highlighted in an article published in the Peoria Journal Star this month. The following is a link to the PJ Star article: https://www.pjstar.com/story/business/2021/01/04/young-washington-entrepreneur-opens-coffee-shop-her-hometown/4111667001/

Academic Services

Dr. Vance Martin from the University of Illinois who currently serves as Executive Policy Advisor for Accessibility, University of Illinois System, Board of Trustees Office, provided a professional development opportunity for faculty during ICC’s Celebration of Learning week. Dr. Martin presented a keynote address to Academic Affairs focusing on accessibility in the classroom.

Following Dr. Martin’s keynote address, faculty panelists Professor Jen Hopp, Professor Doug Peterson, and Ms. Terri Ingles, Coordinator of Access Services, actively engaged in a panel discussion focused on the aspect of accessibility in online courses and the changes and shifts in education, particularly online, because of COVID. Dr. Martin has worked extensively with 2-year colleges in the state of Illinois.

Student Success

Counseling Department

Year “2020” was riddled with challenges across the College, and the Counseling Department was no exception. As a result of the pandemic, the counseling staff quickly converted their services to tele mental health services via a HIPAA (Health Insurance Portability and Accountability Act) compliant platform. The staff engaged in continued education related to tele mental health and researched best practices. Counseling forms such as the “Informed Consent” and “Release of Information” had to be converted to online formats with e-signature capabilities. These virtual services have continued and have been highly successful. During the Fall 2020 semester, the counseling department had 977 student contacts, made 357 phone calls, and sent 1,693 emails.
Additionally, the counseling department offered psycho educational opportunities via zoom, such as RA (Resident Assistant) training on suicide awareness and prevention, RN (Registered Nursing) Orientation presentation on “Wellness and Stress Management”, and a presentation to ICC Athletes on “Managing Stress and Anxiety during Covid-19”.

Lastly, the counseling staff created a video series called “Stress, Anxiety, and Covid-19”, consisting of eleven videos on how to cope during these challenging times. The video series is available on the counseling department website at [www.icc.edu/students/student-services/counseling](http://www.icc.edu/students/student-services/counseling), along with a current list of local, state, and national resources for mental health concerns.

**Enrollment Services**

Bill Hebert shared a report at Strategic Forum on January 7, 2021. It showed credit comparison to last year at this time in terms of undergraduate. This time last year for our term goal, we forecasted a 10% shortfall in enrollment. Today, January 12 we are 1.3% short of that goal. Here are enrollment numbers beginning January 1 through January 12, 2021:

<table>
<thead>
<tr>
<th>Credit Comparison for Undergraduate</th>
<th>Term Goal for 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1, 2021</td>
<td>23% down 13.8% down</td>
</tr>
<tr>
<td>January 6, 2021</td>
<td>22% down 9.1% down</td>
</tr>
<tr>
<td>January 12, 2021</td>
<td>18.7% down 1.3% down</td>
</tr>
</tbody>
</table>

Bill is optimistic that we will surpass our 10% goal for many reasons:

- Staff is doing incredible work keeping on top of calls and emails
- Targeted emails going out to students daily
- Follow-up phone calls happening
- Tracking students and reaching out to those who have not yet enrolled
- Texting campaign
- Active Chatbot called “Ask Cosmo” is helping to triage questions
- “Live” chat
- Meeting students where they are and making sure needs are being met
- Subgroup looking at how we can get students in need the CARES Act funds
- Setting up students on payment plans
- Setting up student payment plans for those who still owe tuition for fall semester
- Enrollment Services providing extra opportunities for students to register on Saturday, January 9 and 16, 2021 from 8:00 a.m. to 1:00 p.m.
Athletics

We are pleased to welcome aboard our new Athletic Director, Rob Buss who began working at ICC on January 4, 2021.

We are also pleased to announce the academic accomplishments of our student athletes for Fall 2021. This remarkable accomplishment shows that our student athletes are engaged and focusing on being a student first.

- Volleyball Team GPA of 3.222
- Men’s Golf Team GPA of 3.268

Student Life

The second semester is here, and the Student Life Department is geared and ready to go!

- The Student Life Expo is available and allows student organizations to post videos via Flipgrid for recruitment purposes.

- This week the Student Life Department offered a number of activities for Welcome Days, including a paint night, a cooking demo, making your own vision board, and more.

- The Student of the Year (SOTY) Nominations are now open and are due Monday, March 1, 2021 by 4:30 P.M. For more information visit: https://icc.edu/faculty-staff/student-of-the-year-nomination/.

- The Student Life Department is hosting the Student Writing Contest. Students have the opportunity to write in one of the following categories: documented research paper, creative writing/short story, essay of 500 words or less on “How my community college changed my life (Paul Simon Essay Contest),” poetry/lyrics, or memoir. Prizes will be awarded in each category for 1st place ($75), 2nd place ($50), and 3rd place ($25). “Essay” category awards one winner only. Deadline to submit work is Friday, March 12 by 4:30 P.M. Submissions are to be emailed as a Word attachment to: writingcontest@icc.edu.
Workforce and Diversity

ICC continues to serve as a cosponsor of annual celebrations in honor of the Martin Luther King, Jr. Federal Holiday. The annual MLK luncheon, sponsored by Public Employees for Community Concerns (PECC) will be held virtually via a YouTube platform. The annual MLK Freedom March and MLK Commemorative Service and Leadership Awards Ceremony has pivoted to a vehicle parade and drive-in theater style program. This year’s theme is the Beloved Community.

2021 MLK Vehicle Parade, Drive-In Theater Service and Two History-Making Speakers

The world changed in 2020. And the Martin Luther King Freedom March and Commemorative Service is changing in 2021.

Speakers

The featured event, a conversation between guest speakers Romando Dixson and Joshua Gunn, represents history-making change at two of the region’s major, mainstream institutions. Dixson, executive editor of the Journal Star, and Gunn, president and CEO of Peoria Chamber of Commerce and CEO Council, are both the first Black men in their positions in Peoria.

For More Information

For more information, contact Rita Ali, (309) 256-3300 ritaalipeoria@gmail.com or Pam Adams, (309) 674-4825 or padams281@gmail.com.

Marketing

To end 2020, Marketing created a Year In Review Video to showcase the college’s highlights and accomplishments. Two versions were created, one for internal and one for the public, each with an introductory message from Dr. Sheila Quirk-Bailey. The video is available on ICC’s YouTube page.

A 2021 ICC Wall Calendar was also created as a holiday gift and sent to employees, community stakeholders, community business organizations, Foundation supporters, high school counselors and other partners. The calendar featured current students and shared why ICC was their Smart Choice.
Spring Enrollment was a heavy push at the end of the year with varied messaging via student emails, texts, social media, print ads, targeted digital ads and signage. Current student retention was the focus, but there was also targeted ads to the Applied Not Enrolled group.

In December, Marketing worked with Student Services to develop a multi-tier Texting Campaign that was executed with great response. Current students who were not yet enrolled for spring were the campaign target. Depending on their answer to the initial text, follow-up texts were sent to gain insight and offer help.

Initial Text: "Good afternoon! This is Illinois Central College. Do you plan to enroll in Spring 2021 at ICC? Please reply Y or N"
4,350 sent; 40% response rate (1,812)
- [If responded Y] Follow-up Text: "Do you want an ICC counselor to contact you?" 1,223 sent; 54% response rate (662)
- [If responded N] Follow-up Text: "Why are you not enrolling at ICC for Spring 2021? Reply G if Graduating; T if Transferring; C if due to Covid; or S if Stopping out. Thank you." 510 sent; 64% response rate (327)

Marketing aided Institutional Research by distributing two surveys to employees, gathering feedback on Town Halls and All-Campus Updates, and on-campus food service options. The annual GoGuide publication was also completed with promotional mailer.
ICC Marketing also received national recognition in December, taking home 5 awards (2 Gold, 1 Silver, 1 Bronze and 1 Merit) in the 2020 Education Digital Marketing (EDM) Awards.

Admissions

Virtual Visit Days for prospective students concluded in December. The virtual events hosted on Zoom feature interactive panels with current students and faculty, and a live Q&A session.

- December events: 5 sessions
- Breakdown: 4 academic and 1 general sessions

Marketing Outreach

<table>
<thead>
<tr>
<th>Current Students</th>
<th>Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 emails for 15,219 touches</td>
<td>5 emails for 40,039 touches, 10,592 texts</td>
</tr>
<tr>
<td>Employee Emails</td>
<td>Community</td>
</tr>
<tr>
<td>8 emails for 12,000 touches</td>
<td>6 emails for 22,785 touches</td>
</tr>
</tbody>
</table>
Press Release/News Topics/Interviews

ICC Awarded $1.2 Million in Statewide Workforce Equity Initiative Grant -CIProud
CI Hero: ICC freshman initiates supply drives for two area schools -CIProud
ICC Players Hoping Future Teammates Get to Play High School Season in 2021 -CIProud
Big Table Findings Highlight Diversity and Inclusion, Workforce Development -Peoria Public Radio
PHA Residents Can Earn Job Credentials Working on Taft Redevelopment Project -Peoria Public Radio

Social Media

Content in December included photography from around campus and in classrooms, promotion of FAFSA/Scholarship applications, spring enrollment push, and important end-of-semester information for students. Boosted Facebook posts on spring enrollment performed exceptionally well.

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th></th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Page Views</td>
<td>Post Reach</td>
<td>Fans</td>
<td>Engagement</td>
</tr>
<tr>
<td>December 2020</td>
<td>↑ 1812</td>
<td>↑ 63,551</td>
<td>↑ 13,751</td>
<td>↑ 4,491</td>
</tr>
<tr>
<td>vs. December 2019</td>
<td>1743</td>
<td>35,897</td>
<td>13,235</td>
<td>933</td>
</tr>
</tbody>
</table>

Illinois Central College was a local sponsor of the national award-winning Festival of Lights, so that event was also promoted on our social media, yielding growth and engagement on all social media platforms.

<table>
<thead>
<tr>
<th></th>
<th>LinkedIn</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Posts</td>
<td>Impressions</td>
</tr>
<tr>
<td>December 2020</td>
<td>↑ 34</td>
<td>23,132</td>
</tr>
<tr>
<td>vs. December 2019</td>
<td>24</td>
<td>↓ 24,636</td>
</tr>
</tbody>
</table>

YouTube watch hours were driven by the 2020 Year in Review video.
Administration & Finance

Facilities Services

The Library and Administration Building HVAC/AHU replacement project was substantially completed as of December 31, 2020. Punch list will be generated by mid-January. The project was executed well and was on-time and within budget.

Partnership with Straight up Solar & CTP-Power - considering a partnership to install Solar Covering on several parking lots and the Walkway from the CougarPlex to the Walk Over Bridge and on the roof of the new Workforce Sustainability Center. Awaiting design & cost estimates.

Facilities Energy Project Interior Electrical

Upgrade of 4 foot, T8 florescent light bulbs to LEED Lamps using Ameren Instant Rebate Program. Energy Reduction consumption by 50%. The estimated energy saving annually is approximately $22,800

EDA Projects Cares Grant Submittal Appx 1.85 mil – Awaiting Approval

Illinois Central College has put together a series of projects that will directly support various workforce educational programs. ICC has identified a number of current and emerging programs that require facility enhancements and has developed a plan to build and upgrade these facilities. The upgrades will focus on providing state of the art instructional spaces supporting a variety of programs to meet current and emerging workforce needs in our community. The various projects that we are submitting will provide improved facilities that will contain educational spaces and building components designed for change.

East Peoria Projects

- Welding Program Expansion (add 8 welding booths)
- Purchase 1-2 newer used Tractor Trailer for the Truck Driver Training Program
- Re-Pave Truck Driver Training Area
- Upgrade Site Lighting Truck Driver Training Area
- Provide Shelter for Truck Driver Training Students/Faculty

Pekin Facility Projects

- Provide a Fire Truck/Ambulance Storage Building for the EMT Program
- Provide A New Variable Frequency Drive for the Welding Program
- Provide for Exterior Upgrades to the Building (New Windows, Siding, Signage and Painting)
Human Resources

The Adjunct Advisory Committee, co-chaired by Michelle Bugos and Brian Fischer met on December 7, 2020. The committee discussed the Adjunct Compensation Program, implemented on August 1, 2020. In addition, the committee discussed the development of a survey of adjuncts in spring 2021 to collect opinions on compensation, onboarding, professional development, and general satisfaction.

The Pauley Group, search firm for the Vice President of Academic Affairs (VPAA) search posted the VPAA vacancy in late December. The search committee will begin review of applications in late February.
Executive Cabinet approved the Course Fees and Syllabus Review standard operating procedures (SOPs) in December.

Human Resources completed the minimum wage adjustments that were effective January 1, 2021. The Illinois minimum wage increased to $11 per hour and affected 9 staff members and 76 students.

**Benefits, Leaves, Risk and Safety**

ICC has begun the process of implementing a voluntary identity theft benefit through Norton Life Lock with an implementation date of February 1, 2021.

**Organizational Learning**

Plans were finalized in early January for the ICC spring Celebration of Learning (COL). The COL welcome session is on January 13, 2021 beginning at 8:30 am (via Zoom).

**Educational Foundation**

The ICC Educational Foundation Board and staff have committed to raising $500,000 in support of the new Workforce Sustainability Center. Donor prospects have been identified and will be contacted to schedule meetings. The Foundation is looking to build upon partnerships to see this project to fruition, while answering the needs of our regional employers with a trained workforce. A copy of the Case for Support brochure referencing the Workforce Sustainability Project is available in your packet. This brochure will be shared with those throughout the community, as we ask them to join ICC’s manufacturing movement. In addition, the marketing staff has created an excellent video to support the Foundation in securing philanthropic gifts in this virtual environment. The video is available at [icc.edu/wsc](http://icc.edu/wsc).

The ICC Educational Foundation scholarship application for the 2021-2022 academic year is available online now through March 1st at 11:59 pm. Please encourage those you know to apply for these wonderful opportunities. Applicants can apply by completing one online application at [icc.edu/scholarships](http://icc.edu/scholarships).

The nomination form is now open for the Distinguished Alumnus and Alumnus of the Last Decade awards. Nominees must exemplify great success in their fields, provide humanitarian service and demonstrate interest and support of education and the college. Outstanding alumni may be nominated by completing the nomination forms located at [icc.edu/alumni](http://icc.edu/alumni) by March 31st.

**Save the Dates:**

Mark your calendars for the 2021 Community Celebration on Thursday, October 28th. Contact the Foundation offices for more information at foundation@icc.edu. Invitations will be mailed in September.
A Conversation With

Romando Dixson
(Journal Star)

Joshua Gunn
(Peoria Chamber of Commerce)

1:30: Cars line up at Bradley University’s Romeo Garrett Center, 824 Duryea Pl.
2:00: Depart from Bradley to Manual Academy parking lot, 811 S. Griswold
2:30: Program featuring speakers and annual awards
(videotaped program on big screen, sound on the radio)

Co-Sponsors

Peoria Public Schools     WMBD-TV     WPNV-Radio (106.3)     Bradley University     Illinois Central College
Afro-American Firefighters Association of Peoria     Silver Star Chapter Order of the Eastern Star

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