Academic Affairs
Business, Legal, and Information Systems

With spring semester and commencement behind us, as we begin a busy summer, the Business, Legal, and Information Systems department would like to share some of the highlights from their faculty and students last spring. The following are the successes that BLIS is happy to pass on:

- Professors Kim Hawthorne and Kevin Wells both received their second master’s degree this past May 2021. Congratulations to both of them. They completed these degrees while teaching in a pandemic and getting the new NET Lab up and running!
- ICC paralegal graduate Scott Jacobs just notified us that he successfully finished law school! Good luck to Scott in his upcoming career of practice of law!
- ICC paralegal graduate Lydia Wagenbach just reported to us she received a full ride scholarship to Bradley University. Good luck to Lydia at Bradley!

Student Success

Athletics

Final Update for Spring 2021 Sports:

**Men’s Baseball**
- Record of 24 wins and 30 losses
- Finished 5th place in the MWAC Conference (15-17)
- Earned #5 seed in region 24 Tournament

**Women’s Softball**
- Record of 18 wins and 18 losses
- Ranked in the NJCAA for most of the season
- Hosted and defeated Spoon River College in the first round of region 24 Tournament, two games to one
- Advanced to the Region 24 Final Four and finished 3rd place

**Men’s Soccer**
- Record of 7 wins and 3 losses
- Ranked #14 in the NJCAA National polls
- Earned #1 seed and won the Region 24 Tournament
- Lost to #8 ranked Iowa Lakes Community College in District Tournament
Women’s Soccer
- Record of 4 wins, 3 losses and 1 tie
- Finished the season in 2nd place in the Region

2021 Spring Semester Athletics Season:
- Overall, ICC Athletic Teams (8 Total) played 188 games in 114 days between January 29 and May 22, 2021
- Hosted 89 home games
- Hosted four different sports post-season games and or Region 24 Tournaments
- Also included for spring, were 25 post-season games and eight NJCAA National Tournament games

ICC Youth Sports Camps and leagues are back to in person this summer.

**Enrollment Services**
- Just like in the spring, any student may request a bookstore charge to assist with purchasing books for the first day of class
- All eligible financial aid for summer students will be verified after census day and will receive any refunds
- All spring graduates have been reviewed and conferred

**Transfer Center**

Elizabeth Godinez, Transfer Center Coordinator, has continued to build and strengthen ICC’s professional relationships with our four-year institutions.

In Progress Deliverables:
- Working to complete the Illinois State University (ISU) Elementary Education Agreement which will serve students who plan to transfer into the College of Education at ISU
- In June 2021, plans to host a Transferology workshop to share how to use the recruiting features within the website.
- Continues to work with Bradley University to create specific transfer agreements between ICC and Bradley’s College of Engineering for students planning to major in Mechanical, Civil, Industrial, Manufacturing, Computer/Electrical, Chemical, and Biomedical Engineering
- Partnered with Western Illinois University (WIU) to create specific agreements between ICC and WIU students planning to major in education, psychology, music, criminal justice, and computer science
- Worked with Southern Illinois University in creating multiple new articulation agreements for ICC students who plan to transfer into Radiologic Sciences
• Plans to create a Transfer Advisory Board which will include several colleagues to discuss specific transfer initiatives and activities that will assist when working with transfer students

**Student Life**

Student Life has discovered many ways to keep the students involved this summer!

**May 20:** SKD (Sigma Kappa Delta) held their last meeting for the Spring semester and elected new officers. The 2021-22 officer team is as shown below. During the summer, SKD is going to virtually plan for the upcoming semesters.

- Raena Holloway, President
- Sarah Bougie, Vice-President

**June 14-15:** Ten students held a virtual interview with New York Times bestselling author, Harlan Coben to contribute to the FSE (First Semester Experience) project. The FSE project will highlight students and their time at ICC while providing incoming students an opportunity to gain useful insights.

**June 24-27:** PBL (Phi Beta Lambda) will virtually participate and compete in the NLC (State Leadership Conference). Members are excited to compete and interact with students on a national level.

**June 30:** Student Life and Campus Housing will sponsor a Peoria Chiefs game with students.

**July 13:** Student Life and Campus Housing will have an outdoor event at Campus Housing which will include a pool party, tie-dying, and a basketball tournament.

**July 26-28:** A member of PBL will attend the ICCCTSO (Illinois Coordinating Council for Career and Technical Student Organizations) conference. By attending, they will network with state officers from a variety of organizations and will gain knowledge to share with ICC.

**July 28:** Student Life and Campus Housing will be sponsoring a Peoria Escape Room with students.

Student Life and Campus Housing are excited to offer on-campus events to students and are planning fall events as well.
Marketing

Commencement was the premiere event for Marketing in May. Celebration boxes were mailed to nearly 400 graduates. The new Drive-Thru Photo event on Friday night was greatly enjoyed by over 150 people who attended. Event photos are available at https://bit.ly/3iru5sg. The virtual ceremony on Saturday, available at icc.edu/commencement, was viewed by over 2,000 people.

- My ICC Story: Graduates were sent an email and mailer to get their feedback and tell us about their ICC experience. This info will be used in future marketing.
- Official Diploma packages are being prepared and will ship out in late-June.

Fall Registration opened in early May, so creative messaging changed to “Register Now” across all mediums: digital signage, emails, texts, social media, digital/print ads, web content, billboards, Google/YouTube video ads, Spotify ads and mailed postcards. Two new TV commercials were developed, available to view at youtube.com/iccedu. Both commercials feature ICC students – one of traditional age and the other an adult learner.

With most summer classes beginning June 1, there was also an aggressive push for Summer Registration across all mediums.

During May, a High School Grads campaign was executed via targeted digital ads, high school geofencing, and billboards.

Promotion began for the new Smart Start academic boot camp. Marketing implemented postcards, emails, and social media to a targeted list of high school seniors and counselors as well as community partners. This continues through June.

Summer Visit Days (see below) promotion started with a tri-fold mailer to 20,000 prospective students, along with digital/print ads, digital entry signs, billboards, texts, social media, emails, and information sent to high school counselors and community-based organizations.

Marketing also participates in the College’s COVID Opening Transition Team, meeting weekly to discuss/plan events and support with communication as needed.
ADMISSIONS

The Admissions office saw increased activity during the month of May. Admissions representatives met with 25+ people on campus and fielded nearly 2,400 calls (incoming and outgoing). Most calls were regarding Summer Enrollment.

Admissions is actively planning recruitment events for both summer and fall. The **Summer Visit Days** kicks off in June with each event focusing on a specific academic area(s). Prospective students will take a limited campus tour where they can visit tables and talk with faculty and students.

**Summer Visit Days**
- Thursday, June 10 - General Studies
- Tuesday, June 15 - Culinary Arts
- Thursday, June 17 - AIT / Workforce
- Thursday, June 24 - Health Careers

More information and registration at [icc.edu/visit](http://icc.edu/visit).

MARKETING OUTREACH

<table>
<thead>
<tr>
<th>Current Students</th>
<th>Prospects</th>
<th>Employee Emails</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 emails for 21,974 touches</td>
<td>13 emails for 14,320 touches</td>
<td>10 emails for 15,000 touches</td>
<td>2 emails for 161 touches</td>
</tr>
</tbody>
</table>

PRESS RELEASES/NEWS TOPICS/INTERVIEWS

- Illinois Central College to Celebrate Commencement with In-Person & Virtual Events - [ClProud](http://ClProud)
- First-Ever Double-Degree Cohort to Graduate Peoria Public Schools & Illinois Central College – [HOI ABC, ClProud, WEEK; WEEK interview](http://HOI ABC, ClProud, WEEK; WEEK interview)
- Illinois Central College Graduates Turn Their Tassels in Virtual Commencement - [ClProud](http://ClProud)
- ICC to Host Summer Visit Days – [Stay Happening, Courier papers](http://Stay Happening, Courier papers)
- Truck Driver Shortage – [WCBU, WEEK, WMBD; WCBU, WEEK, WMBD interviews](http://WCBU, WEEK, WMBD; WCBU, WEEK, WMBD interviews)
- Community College Enrollment Decline – [WMBD interview](http://WMBD interview)
- Crib to Cradle Initiative – [WCBU interview](http://WCBU interview)
- Apprenticeship Programs – [WCBU interview](http://WCBU interview)
SOCIAL MEDIA

Content featured Commencement activities, Cosmo (mascot) makeover series, end of the spring semester, student stories, and classroom photography. Virtual Commencement was live streamed on both Facebook Live and YouTube.

<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>May 2021</td>
<td>↓ 2,955</td>
<td>↓ 116,416</td>
<td>↑ 13,857</td>
<td>↑ 6,037</td>
<td>↑ 49</td>
<td>↑ 423</td>
</tr>
<tr>
<td>vs. May 2020</td>
<td>3,684</td>
<td>164,935</td>
<td>13,624</td>
<td>5,900</td>
<td>48</td>
<td>121</td>
</tr>
</tbody>
</table>

*May 2020's numbers were extremely high due to virtual commencement taking place at the height of the pandemic.

Many posts were dedicated to promoting Commencement activities. Other top posts for engagement were Dr. Rita Ali winning the Mayoral election, DPET truck donation, D2 Graduates, Educational Foundation Yard Signs video, Cosmo makeover campaign, and campus photography.

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Posts</th>
<th>Followers</th>
<th>Engagement</th>
<th>Engagement</th>
<th>Tweets</th>
<th>Impressions</th>
<th>Followers</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2021</td>
<td>↑ 41</td>
<td>↑ 1,840</td>
<td>↑ 957</td>
<td></td>
<td>↑ 40</td>
<td>↓ 16,700</td>
<td>↓ 2,990</td>
<td>↓ 18</td>
</tr>
<tr>
<td>vs. May 2020</td>
<td>36</td>
<td>1,700</td>
<td>604</td>
<td></td>
<td>38</td>
<td>30,000</td>
<td>3,026</td>
<td>42</td>
</tr>
</tbody>
</table>

Boosted posts targeted specific audiences for fall registration and Summer Visit Days.

<table>
<thead>
<tr>
<th>LinkedIn</th>
<th>Posts</th>
<th>Impressions</th>
<th>Engagement</th>
<th>Engagement</th>
<th>Views</th>
<th>Watch Hours</th>
<th>Subscribers</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2021</td>
<td>↑ 32</td>
<td>↑ 36,849</td>
<td>↑ 982</td>
<td></td>
<td>3,452</td>
<td>524.3</td>
<td>↑ 414</td>
<td>↑ 58,858</td>
</tr>
<tr>
<td>vs. May 2020</td>
<td>37</td>
<td>14,600</td>
<td>211</td>
<td>↓ 3,800</td>
<td>↓ 708</td>
<td>211</td>
<td>19,900</td>
<td></td>
</tr>
</tbody>
</table>

A :15 Google video ad began in late May targeting traditional-age demographic for Fall registration. A similar video ad for the Adult Learner demographic began in June.

ICC TikTok account has 82 followers with over 400 views in May. This platform continues to be an area for growth and creative expansion to reach the younger demographic.
## Facilities

### Monthly Project Status Report CDB Projects - June 2021

<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>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>Inspection Complete - A&amp;E Awarded - In Design - Bid</td>
<td>Bid Opening Occurred February 19, 2021 - Awaiting CDB to AWARD - Estimated Construction Start - Summer 2021</td>
</tr>
<tr>
<td>Workforce Sustainability Center</td>
<td>New Construction to support Workforce Training/Replace Dirksen Bld.</td>
<td>CDB/Life Safety/EDA/CC</td>
<td>DKA</td>
<td>$11,500,000</td>
<td>Project In Design</td>
<td>EDA &amp; CDB Reviewing Bid documents and process</td>
</tr>
</tbody>
</table>

### 2021 - Tax Levy (Life Safety Funding Projects) June 2021

<table>
<thead>
<tr>
<th>Tax Levy (Life Safety Funding Projects) Projected 2021</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>Pavement Resurfacing Phase 4</td>
<td>Mill and replace asphalt &amp; concrete roadway &amp; parking lot surfaces. Repair storm drains</td>
<td>Life Safety</td>
<td>Midwest Engineering Prof. (MEP)</td>
<td>$1,235,000</td>
<td>Planning &amp; Scheduling</td>
<td>Bid Opening June 9, 2021</td>
</tr>
<tr>
<td>Renovate/Replace Pedestrian Bridge East Peoria</td>
<td>Pedestrian Bridge has structural issues and needs replaced.</td>
<td>Life Safety</td>
<td>Midwest Engineering Prof. (MEP)</td>
<td>$175,000</td>
<td>Planning</td>
<td>Initially we looked into and bid the renovation of bridge - Bids came back in at $730k. Now looking to replace with Pre-Fab for Estimate About $650k-700K</td>
</tr>
<tr>
<td>Roof Maintenance Recoat/AIT &amp; PAC</td>
<td>Recoat Roofs to extend life</td>
<td>Life Safety</td>
<td>APACE Design</td>
<td>$824,000</td>
<td>Planning &amp; Scheduling</td>
<td>Work to start week of 6/7/21</td>
</tr>
<tr>
<td>Elevator Upgrades</td>
<td>Modernize/Cab Upgrade Elevator #3 &amp; 5</td>
<td>Life Safety</td>
<td>Kone</td>
<td>$380,000</td>
<td>Planning &amp; Scheduling</td>
<td>Working with Kone Elevator. Work to start end of Mid June 2021</td>
</tr>
<tr>
<td>Resurface EMS Bay</td>
<td>Resurface EMS Ambulance Bay</td>
<td>Life Safety</td>
<td>In House</td>
<td>$71,000</td>
<td>Planning &amp; Scheduling</td>
<td>COMPLETE</td>
</tr>
<tr>
<td>Security Camera Upgrade</td>
<td>Upgrade current camera inventory technology</td>
<td>Life Safety</td>
<td>In House</td>
<td>$90,000</td>
<td>Planning &amp; Scheduling</td>
<td>Awaiting material /parts delivery to do work in house</td>
</tr>
<tr>
<td>Misc. Projects Under 100K</td>
<td>Misc. projects under 100K</td>
<td>Life Safety Carry Over Funds</td>
<td>In House</td>
<td>$426,503</td>
<td>Planning</td>
<td>Currently Working in house</td>
</tr>
</tbody>
</table>
Human Resources

The department processed 39 stipends for Quality Matters Completion (2-ADM, 22 FT Faculty, 15 Adjunct Faculty)

The SURS Deferred Compensation Program (DCP) is ready for implementation. SURS will be communicating with members via mail regarding the program in early June. Employees may learn more about the DCP at www.surs.org.

Office hours for all HR on campus services are 8:00 am – 4:30 pm, beginning June 1. The department will observe summer hours (close at 2:00 pm) during June and July.

Executive Cabinet approved the Account Balance Notifications & Collections Process for Student Accounts Receivable and Employee Recognition Event SOPs on May 25.

Benefits, Leaves, Risk and Safety

Human Resources and SURS hosted a virtual retirement planning event for the Early Retirement Option participants on May 7.

The Benefits Department continues to monitor COVID-19 issues on campus through Healthcheck 360 and reports of cases.

Foundation

The ICC Educational Foundation Board and staff are proud to announce a new annual scholarship in support of the ICC students. Margaret Karl established the Gary M. Karl Trades Scholarship in memory of her husband. Gary was hired into the factory at Caterpillar at age 18 with only a high school diploma. He left their employment long enough to serve in the Vietnam War. Upon his return home, Gary continued his career at Caterpillar. During his 43 years of service, he pursued his engineering interests through self-determination, a constant drive to learn, and a strong work ethic. When he retired, Caterpillar dealers worldwide recognized him as the top expert in his field. Gary’s family hopes this scholarship will continue his passion for learning by allowing others the opportunity to explore certificate programs at ICC.

Over 500 ICC students have been notified of their selection for a 2021-2022 Educational Foundation scholarship. If you know of a student who is in need of assistance in meeting their educational goals, please refer them to scholarships@icc.edu. Students who missed this year’s scholarship application deadline may view remaining scholarships at www.icc.edu/remaining-scholarships.
Save the Dates:

The ICC Educational Foundation Board of Directors and ICC 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 mailed August.

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.