Academic Affairs

Library Services

Since the Library is operating virtually during the fall semester, the traditional face-to-face research assistance provided to students had to be reimagined. Although the Library has had a live chat function on its webpage since 2012, the service did not reach its full potential until all classes went remote in March 2020. Chat traffic surged during that time and has remained high during the fall semester with 1,132 chat sessions initiated on library webpages since August 17. Students can also chat directly with a librarian from the landing page within Blackboard. Additionally, the chat tool was expanded to include widgets on the Academic Support Center and multiple Enrollment Services webpages. Librarians assist with staffing those chat queues as well.

One way the chat tool has been used is to replicate the traditional face-to-face research interactions students had with librarians on campus. For the fall semester, some faculty created assignments requiring students to chat or book an appointment with a librarian for research assistance. English 110 classes taught by Elizabeth Baldridge and Melissa Grunow included a web article assignment which not only required students to learn about web and library database resources via a Zoom session with Amy Glass (Research & Instruction Librarian), but also to chat with a librarian. Since the Library’s chat assistance is available 24/7, students were able to work on their assignment at a time convenient to them. Once the chat session was completed, they received a transcript of the conversation via email so they could review them later. Several of Elizabeth Baldridge’s students commented about the benefit of this assignment to their instructor. A few of their comments are highlighted below:

- “I think that the library session was helpful. It really helped me learn how to find credible sources. I also really liked the chat with a librarian feature. I used it several times while writing my web article. The librarian that helped me, answered my questions and even took the extra time to find some sources that go along with my topic.”

- “I took a risk by using the sources from the library database. I could never figure out how to use them before, and I never really thought it was that great until I learned how to use it. I feel good about it now.”
“I just wanted to let you know how much I enjoyed and benefited from our Library instructional session. I took notes, and I am glad I did because they helped me remember all the excellent information. Noodle Tools is a gem, and Mrs. Glass was full of valuable information on creating my login and navigating, creating the citations. The application was super easy, and in no time, I had the correctly listed sources for my Hero Speech on Ruth Bader Ginsburg for Communications 110. It was amazingly fast and straightforward and helped to have the application right in the library menu. I have also referenced my notes regarding databases. When kicking around ideas for our next paper, the Academic Argumentative, I looked at the Opposing Viewpoints to gather information for both sides of the argument. I now use the pushpin when searching and saving the information for later review. Thanks to the informational meeting, I am more confident, and I know the different databases and how to access and chat with the library staff when I need help or guidance.”

**Academic Support Center**

This fall, The Academic Support Center (ASC) has been offering three separate workshops that include information about online learning, test anxiety, and individualizing study techniques. Professional tutors Martha Gamble, Tracy Walper, and Roberto Zorob conduct the workshops online. Right after the workshop, students self-report their knowledge of the topic on a scale of 1 to 5. This semester, students self-reported an increase in understanding from an average of 3.07 before the workshop to 4.66 after the workshop, an increase of 34 percent.

ASC staff check-in with the students two weeks after each presentation to see if they have implemented the goal they set at the end of the workshop. The student comments below are a representation of some of the benefits they have received from applying the workshop information:

**Improving Online Learning**

- “I print out a new weekly schedule every Sunday and plan my week out accordingly. I am still struggling with motivation, but I am still getting my work done. The textbook mapping has helped me quite a bit especially since I just had my first round of exams.”

- “Yes, I definitely have been more specialized in reading my textbook. I only have a textbook for one of my classes, but even within that course I have noticed a difference.”

- “I have made changes! I know schedule time for things to better organize my days & make time for studying.”

- “I seem to be doing well, I took my second Anatomy and Physiology test yesterday and got an A!”
Conquering Test Anxiety

- “I actually had a test last week and I did do the breathing and giving myself positive reinforcement. I felt more confident and did not feel the anxiety taking the test.”
- “Yes, giving yourself sufficient time to prepare for a test really helps. It also helps to know how and what to study.”

Using Your Learning Style

- “I have definitely used this technique with my tests. I use it often with my anatomy class where the content is mostly memorization. I go through terms and then take a short break to let all of the information sink in. It has really helped reduce my stress!”
- “I have a red stress ball that I squeeze while studying and also have it during my tests. I have passed my last two lecture exams with an A and a high B. I also took my math proficiency exam today and I passed with 100%!!!”
- “Yes, both of these strategies have helped with improving my quiz grades!”

Student Success

Student Life

Student life has been working with Campus Housing to offer virtual events for students and were advertised through social media. Some of those events included:

- Paint your own mug
- Mind reading show
- Pumpkin carving/painting
- Paint night

Student organizations have also held virtual meetings to go over updates for the Student Life handbook, as well as to discuss involvement as a group. Several student organizations have been active this semester, for instance SAFE recently hosted a pumpkin recycling event, and members of Phi Beta Lambda and Phi Theta Kappa attended virtual leadership conferences.

New Student Orientation went online mid-July and nearly 200 students have participated and have completed the program. Student involvement in the program is continuous, and each first-time student is sent a personal email inviting them to attend. Student Life has been working with the host company, Innovative Educators to make improvements for next semester, including adding specific student audience population modules.
Student Life

- As we near the end of the semester, Student Life continues to stay busy! Due to Covid-19, all events, activities, and programs are being held virtually.
- October 17: Members of Phi Beta Lambda (PBL) attended a leadership conference.
- October 22: Student Life hosted a virtual paint night with Veronica Stalter as the painting instructor.
- October 27: The Student Government Association (SGA) and Campus Housing co-sponsored a fall themed paint night. Participants were able to join the SGA executive members and Campus Housing, via Zoom, and show off their artistic talents with pumpkin painting.
- November 2: The Student Association for the Environment (SAFE) offered pumpkin recycling, where individuals were able to safely drop off pumpkins to be recycled for compost.
- November 6: Phi Theta Kappa (PTK) held their induction ceremony.
- Student Life is continuing to work hard on New Student Orientation (NSO) for the best outcomes. Currently, Student Life is working with the company to add specific student audience modules, such as early college, athletes, and international students.

Marketing

Financial Aid (FAFSA) and ICC scholarship applications opened on October 1, so promotional messaging was updated on social media, digital entry signs, website, and other communications to encourage students to apply early.

To promote the Virtual Visit Days, Marketing sent poster packages and emails high school counselors and community-based organizations. Nearly 20,000 prospective students were reached by a trifold mailer, weekly emails, texts, targeted digital ads, and a heavy social media campaign. Digital entry signs, web promotion and printed ads also promoted these events.

Marketing worked collaboratively with the Educational Foundation to promote and host this year’s virtual Community Celebration on Oct. 22. The event was live streamed on YouTube, Facebook, and the webpage with 2,000+ views across platforms. Over 600 celebration boxes were mailed to scholarship students and supporters. Marketing created the event program which can be viewed online at icc.edu/communitycelebration.
In preparation for the opening of Spring Enrollment, Marketing utilized email, text, social media, and other digital ads to encourage students to meet with advisors, build their schedule and enroll early.

Marketing assisted in sending the bi-annual RAVE MyAlert test notification to all students and employees via text, email, and voice message. Marketing also assisted with Oct. 9 Town Hall and Oct. 23 All-College Update virtual events.

ADMISSIONS

Virtual Visit Days launched on Oct. 12 with admissions reps hosting live sessions with prospective students. The virtual events featured interactive panels with current students and faculty, and a live Q&A session. After the first five events, a comprehensive analysis was completed on the Virtual Visit Day email invitations. The analysis examined factors affecting email opening rates, such as length of subject line, personalization, length of content and more. This information will be used to increase future email opens and click-through rates.

- October events: 8 sessions over three weeks
- Breakdown: 5 academic and 3 general sessions
- Upcoming November & December events: 7 academic and 2 general sessions
- For a complete schedule of Virtual Visit Days, visit [icc.edu/visit](http://icc.edu/visit)

MARKETING OUTREACH

<table>
<thead>
<tr>
<th>Current Students</th>
<th>Prospects</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 emails for 66,328 touches</td>
<td>9 emails for 92,814 touches</td>
<td>6 emails for 14,377 touches</td>
</tr>
<tr>
<td>15,000 texts, 7,500 calls</td>
<td>9,766 texts</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee Emails</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>13 emails for 19,500 touches</td>
<td>6 emails for 14,377 touches</td>
</tr>
<tr>
<td>1,500 texts, 1,500 calls</td>
<td></td>
</tr>
</tbody>
</table>

PRESS RELEASES/NEWS TOPICS/INTERVIEWS

Transforming Lives, the Workforce, and the Economy - [Peoria Magazine feature article](http://peoria-magazine.com)
ICC Receives Grant for Innovative Bridge and Transition Program - [CIProud, WEEK](http://picloud.com)
ICC Names Christopher S. McCall as 2020 Distinguished Alumnus
[ICC Highway Construction Career Program Accepting Applicants for its Next Class - CIProud](http://picloud.com)
ICC Wins National ACCT Charles Kennedy Equity Award - [ICCTA](http://iccta.org)
ICC Announces Virtual Visit Days - [WEEK, HOI ABC](http://wEEKabc.com)
ICC Automotive Program Receives Vehicle Donation from General Motors – [WEEK](http://WEEK.com)
SOCIAL MEDIA

October content on social media included campus and classroom photography, college news, and promotion of FAFSA/Scholarships, Community Celebration and Virtual Visit Days.

<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>October 2020</td>
<td>1803</td>
<td>↑60,310</td>
<td>↑13,751</td>
<td>↑7,177</td>
<td>↑90</td>
<td>↑285</td>
</tr>
<tr>
<td>vs. October 2019</td>
<td>↓2523</td>
<td>46,857</td>
<td>13,142</td>
<td>1276</td>
<td>34</td>
<td>265</td>
</tr>
</tbody>
</table>

High engagement was driven by the Community Celebration live event. Students and campus photos also continue to push positive organic engagement across all social media platforms. Photos of the campus autumn colors photos and ICC jazz band were particularly popular.

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>Followers</td>
</tr>
<tr>
<td>October 2020</td>
<td>↑66</td>
</tr>
<tr>
<td>vs. October 2019</td>
<td>14</td>
</tr>
</tbody>
</table>

Increased posts and unique content drive both Instagram and Twitter.

<table>
<thead>
<tr>
<th>LinkedIn</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>Impressions</td>
</tr>
<tr>
<td>October 2020</td>
<td>↑72</td>
</tr>
<tr>
<td>vs. October 2019</td>
<td>11</td>
</tr>
</tbody>
</table>

The live-streamed Community Celebration on YouTube boosted views and watch hours. New on LinkedIn, CCE courses are being promoted for professional development.

Administration & Finance

Human Resources

Final preparations were under way in October for the November 1 implementation of Kronos. Employees and Managers were able to participate in virtual training sessions the weeks of October 19 and 26. Recordings of training sessions are available on ICCNET. Additional training will be available in November.

The Remote Working SOP was presented to Strategic Forum members on October 22. The details of this policy and SOP are available in the Employee Handbook and the SOP section on ICCNET.
Executive Cabinet reviewed and approved the Pre-Boarding and Onboarding New Hires SOP. This SOP is available for review on ICCNET.

**Benefits, Leaves, Risk and Safety**

Health Insurance open enrollment is underway. Eligible employees may enroll or make changes to health insurance enrollment until 11/30/20.

Flexible Spending account open enrollment is underway. Eligible employees may participate in pre-tax enrollment of a flexible spending account for eligible out-of-pocket health care and/or childcare costs. For the first time, open enrollment is through online election. Open enrollment ends on 11/30/2020.

There is widespread fraud being committed against IDES and unemployment in general across the country. ICC is currently contacting employees where fraudulent claims have been submitted. This communication to employees includes detailed instructions on how to report fraudulent activity.

**Organizational Learning**

Human Resources hosted the Devin Hughes, “Finding Gratitude in the Face of Uncertainty? Inoculating Your Brain Against Anxiety and Stress" event on October 30 via Zoom. This event was well attended and received positive feedback. The seminar is recorded and available on ICCNET.

Human Resources hosted an all employee sexual harassment virtual seminar on October 16. Emily Bothfeld from attorney’s Robbins Schwartz conducted the seminar.

**Facilities Services**

The Library and Administration Building HVAC/AHU replacement project is on schedule with a substantial completion date of December 31, 2020. Facilities is also working 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. Awaiting design & cost estimates.

Project Status - We have installed all 76 Sidewalk lighting fixtures.

Project – Exterior Lighting Fixture Upgrade - Facilities has been working on a project to replace all outdated non energy efficient exterior lighting fixtures at the East Peoria Campus on all roadways, parking lots and sidewalk lighting. New fixtures are all LEED and substantially more energy efficient.

We replaced 77 - 1000W fixtures with 430W LEED fixtures and 158 - 250W fixtures with 109W LEED fixtures reducing our energy consumption by 50%. Our maintenance savings should be significant less with the new lamp life of 50,000 hours (equivalent to running almost 6 years continuously) additionally the new fixtures do not have ballasts which cost approximately $75 when replaced.

Energy Savings & Rebate - The estimated energy savings annually is approximately $63,000 ICC received $44,969 in rebates as a result of purchasing these fixture upgrades.

Facilities Energy Project Interior Electrical – Upgrade 4 ft T8 florescent light bulbs to 4ft LEED Lamps using Ameren Instant Rebate Program

Project Status - We are 11% Complete with the Lamp Upgrade

Project - Interior classroom, office replace all 4 ft T8 florescent bulbs with equivalent LEED lamps. We have purchased through the Ameren Instant Rebate Program 13,240 4 ft LEED Lamps. Each lamp replaces a 32W lamp with a 14W lamp reducing energy consumption by 50%. We are also removing all ballasts when installing the new LEED lamps. Each fixture has at least one ballast that cost $32 to replace
We have just started this project and have converted approximately 250 lamps.

Energy Savings & Rebate - The estimated energy saving annually is approximately $22,800 The cost of the 13,240 LEED Lamps was $78,540. Each lamp cost $5.95 and the instant rebate was $6.00 per lamp so the lamps are provided by Ameren virtually FREE. ICC’s only cost would be to use our labor to install.
## Monthly Project Status Report CDB Projects - Nov 2020

<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 In Design</td>
<td>Project delayed due to COVID 19 &amp; Upcoming winter - The College is working with CDB. Awaiting 100% design from IDG. Estimated Construction Start - Spring/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/ICC</td>
<td>DKA</td>
<td>$10,000,000</td>
<td>Project In Design</td>
<td>Program Analysis Submitted to CDB for Review 5/5/2020. Estimated Construction Star 03/2021</td>
</tr>
</tbody>
</table>

## Tax Levy (Life Safety Funding Projects) Nov 2020

### Projected 2020

<table>
<thead>
<tr>
<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 6 old outdated AHU’s (Air Handlers) Units - Provide better temperature control</td>
<td>Life Safety</td>
<td>Midwest Engineering Prof. (MEP)</td>
<td>$2,800,000</td>
<td>Awarded CMI - In Construction</td>
<td>Construction Started - Substantial Completion Scheduled for 12/31/ 2020</td>
</tr>
</tbody>
</table>

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

### Projected 2021

<table>
<thead>
<tr>
<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>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></td>
</tr>
<tr>
<td>Reccoat Roofs to extend life</td>
<td>Life Safety</td>
<td>APACE Design</td>
<td>$824,000</td>
<td>Planning &amp; Scheduling</td>
<td></td>
</tr>
<tr>
<td>Modernize/Cab Upgrade Elevator #3 &amp;</td>
<td>Life Safety</td>
<td>Kone</td>
<td>$380,000</td>
<td>Planning &amp; Scheduling</td>
<td></td>
</tr>
<tr>
<td>Replace Concrete develop Greenspace - ADA Compliance</td>
<td>Life Safety</td>
<td>DKA</td>
<td>$1,000,000</td>
<td>Planning &amp; Scheduling</td>
<td></td>
</tr>
<tr>
<td>Resurface EMS Bay</td>
<td>Life Safety</td>
<td>In House</td>
<td>$71,000</td>
<td>Planning &amp; Scheduling</td>
<td></td>
</tr>
<tr>
<td>Upgrade current camera inventory technology</td>
<td>Life Safety</td>
<td>In House</td>
<td>$900,000</td>
<td>Planning &amp; Scheduling</td>
<td></td>
</tr>
</tbody>
</table>
Educational Foundation

The Foundation’s annual Community Celebration was held virtually on October 22, 2020. This year's theme was “Peace, Love, ICC.” The Foundation doubled this year's event impact. Traditionally the in-person event hosts 1,000 guests, while this year over 2,000 views have occurred via Facebook, YouTube, Marching Order, and the ICC website. The Foundation Board and staff were honored to continue our annual tradition of celebrating the scholarship recipients and those who invest in the future of our community college. This year's event netted over $45,000 in support of the ICC students, an increase of $15,000 over last year’s event. Thank you to all those who joined us in celebration of our students and donors!

If you know of a student who would benefit from an ICC Educational Foundation scholarship please advise them to visit icc.edu/scholarships to view scholarships remaining for the spring 2021 semester. In addition, the online scholarship application for the 2021-2020 academic year is available online now through March 1st. Please encourage those you know to apply for these wonderful opportunities!

Holiday stewardship activities are underway, as we recognize those individuals who generously give to the Foundation in support of ICC and our students. Thanksgiving activities include the Phone-a-thank-a-thon, where members of the Foundation Board of Directors call donors who have given more than $500 annually. These calls are simply a way to say “thank you” for supporting the College and our students. Around 1,500 holiday cards will be sent in early December to donors, alumni association members and friends of the Foundation. In addition, a holiday gift will be sent to the Foundation’s generous donors who have donated $1,000 or more this past year. All these activities are crucial to the Foundation’s stewardship and cultivation efforts.