Academic Affairs

Academic Services Development Updates

Academic Services continues to work on long-term projects that focus on faculty development and providing students accurate information, such as a student-friendly schedule and an online catalog. The first project is a pilot of an online proctoring exam-based software package. Five faculty volunteers and their students are completing training to deploy Proctortrack software in an online testing environment, with the objective to learn more about faculty needs relative to online proctoring, and what this method can and cannot do for faculty and students.

The second project is centered on faculty professional development available for all full-time and adjunct faculty. Through the Quality Matters training vendor, faculty can enroll in the Teaching Online Certificate (TOC) program. Comprised of seven workshops that provide critical online teaching skills, as well as insights of the student experience which contribute to improved learning online, the Teaching Online Certificate validates an instructor's mastery of online teaching.

The third project focuses on continued integration of ICC’s course schedule, room schedule, event planning, curriculum and syllabi template, and online catalog development, using Coursedog software. Coursedog integrates with PeopleSoft, ICC’s Student Integration System. This software will be implemented over the course of two-years and provides seamless integration of multiple processes for faculty, students, academic deans, and staff. ICC is on-target to use the course scheduler product first, followed by the online catalog development product. In addition, Renee Prunty, Specialist, Course and Curriculum, has been invited to participate in the Illinois Community College Board’s (ICCB) test group for the Illinois Community College Information System (ICCIS) Web, ICCB’s new online submission tool. This state initiative is intended to provide a seamless process in reporting approved programs and courses ICCB.

The fourth project is sponsored through Library Services and focuses on Open Education Resources (OER) development. Leganto is software being deployed to faculty to assist them with easily incorporating Library, OER, and web resources in Blackboard. This software also allows the Library to digitize physical materials and deliver them seamlessly to students. A pilot group of ten faculty are using the software this Fall. Introductory and in-depth training sessions are being conducted by Library staff this Fall to prepare for additional faculty use of Leganto during the Spring semester. Academic Services staff are also participating in additional professional development to move forward with the OER platform. Library staff Jessica Bastian, Librarian - Electronic Resources, and Cate Kaufman, Director – Library Services, and Stacy Gehrig, Officer, Curriculum, Scheduling, and Assessment, recently attended the OER (Open Educational Resources) Course Markings virtual workshop that was provided by the Open
Education Network. During the workshop, there was information provided on how community colleges have labeled OER on their course schedules as well as relevant institutional and state legislature mandates.

During the Week of September 21, Ethan Hedemann, Coordinator, Academic Support Center, and Tia VanHester, International Program Director, completed the ADKAR Change Management for Managers, and Wanda Hunt, Academic Scheduling Data Analyst, completed the ADKAR Fundamentals of Change Workshop. These workshops allow various stakeholders throughout Academic Services to implement proven strategies to engage key stakeholders in changes taking place across campus due to COVID-19 and beyond. Both workshop opportunities were provided to ICC administrative personnel through the Title III grant.

The Teaching & Learning Center (TLC) continues to offer faculty and staff support each day on an individual basis in response to technology-related training needs and questions. In addition to this ongoing, individualized support, the TLC will offer two structured trainings during the remainder of the Fall 2020 term. This past summer nearly forty faculty successfully completed TLC's inaugural version of Online Blackboard Training to learn more about available Blackboard tools, and as a means of enhancing their students’ online learning experiences. This online Blackboard training will be offered again during the final eight weeks of the Fall term as a means of helping faculty better prepare for remote course delivery during the Spring term. Magma Publication's 20-Minute Mentor Commons was very well received by participants of the summer Blackboard training. Six newly developed topic offerings from 20-Minute Mentor Commons, along with opportunity for discussion, will be offered by TLC staff throughout the remainder of the Fall term.

**Student Success**

**Financial Aid:**

Current students have been receiving information about filling out their FAFSA for 21-22 beginning on October 1, 2020. The Financial Aid team has been working on changes that will assist in awarding students their financial aid in April 2021, with the goal being to have everything ready by February. The priority date for Financial Aid will be the same as the Scholarship deadline which is on March 1, 2021. We believe this will align better for students.

**Enrollment Processes:**

Enrollment Services and Enterprise Systems have met to review and test the latest enrollment system for students. This is an upgrade to the MyICC login and will have more functionality. We currently use Highpoint Mobile. The new system is called Highpoint Campus Experience (HCX). We have had this product for some time and are excited to finally be able to implement it for students.
Staff is currently working through PDF tutorials on how to use the new registration system more efficiently as we look to open the shopping cart on October 30, 2020. Spring registration begins on November 2, 2020.

A college-wide team has been working to implement four additional departments with the current Chatbot (Ocelot). Ask Cosmo has been available for Financial Aid questions and we are currently extending it to other enrollment areas at the College.

**Student Life**

As we have officially completed the midterm of this semester, Student Life continues to stay busy! Because of Covid-19, all events, activities, and programs are being held virtually.

- SGA (Student Government Association) has begun holding Spirit Days. During these Spirit Days, students are encouraged to show off their ICC (Illinois Central College) apparel by snapping and posting pictures and tagging the SGA handle.
- On Wednesday, September 30, CAB (Campus Activities Board) held a magic and mind reading show.
- On October 9 and 10, members of PTK (Phi Theta Kappa) attended a conference.
- On October 17, members of PBL (Phi Beta Lambda) will be attending a leadership conference.
- On October 22, Student Life will be hosting a virtual paint night with the painting instructor being an ICC alumnus.

**Workforce and Diversity**

ICC has been funded by the Illinois Community College Board to implement a new innovative bridge and transition program. The *Gateway to Medical Laboratory Technician Careers Program* will further advance ICC’s goal to increase its ability to connect targeted populations with STEM postsecondary education and high-wage, high-demand careers.

The global pandemic and a growing aging population has brought about an unprecedented demand for medical laboratory technicians in the areas of biomedical testing and analysis. Workforce shortages and skills gaps have been reported by both private and public employers seeking to build capacity in response to the Coronavirus and increasing healthcare demands from older adult populations.

According to the Bureau of Labor Statistics, overall employment of clinical laboratory technicians is projected to grow seven percent from 2019 to 2029, faster than the average for all occupations. *Emsi* Career Coach reports the median salary for MLT’s in the Peoria Region is $24.69/hour or $52,000/year.\(^1\) This is more than 40% above the living wage for Peoria and Tazewell counties. Highly experienced MLT’s can earn up to $73,095.

---

\(^1\) Emsi Career Coach, https://icc.emsicc.com
The Illinois Central College Gateway to Medical Laboratory Technician Careers Program will answer the call from regional employers to prepare area residents to attain the necessary postsecondary education and credentials to fill these in-demand, high-wage jobs. The program will target and serve 25 unemployed, underemployed, and underrepresented adults for entry into the college’s Medical Laboratory Technician Associate Degree Program.

The ICC Gateway to Medical Laboratory Technician’s Careers Program will engage participants in 160 hours (over 8-weeks) of bridge program training designed to prepare them for entry into the ICC Medical Laboratory Technician Associate Degree Program.

The program will consist of four phases:

**Phase I:** Assessment, Career Pathways, and Participant Readiness for College Coursework in the Medical Laboratory Technician Associate Degree Program; Participants will engage in a variety of assessment activities utilizing tools such as Accuplacer and Emsi Career Coach\(^3\) to determine academic levels and career interests and aptitudes.

**Phase II:** Life Skills Development, Academic Skills Development in Reading, Math, and Science, Customized Instruction, Career Exploration, Coaching and Planning, Essential Skills Training. Participants will receive academic and other skills development education and training as needed to prepare them for the STEM degree program and career of a Medical Laboratory Technician. Academic gaps have been prevalent among low-income, first-generation, and minority students. The bridge program will boost their ability to become program eligible and better prepare them to succeed in chemistry and other science and math-based courses associated with the MLT program.

**Phase III:** Industry Specific Knowledge and Skills. During this final phase, participants will learn about the responsibilities of a Medical Laboratory Technician, closely review the associate’s degree curriculum and certification details, tour and observe area medical laboratories, participate in workshops and presentations by medical lab technicians and employers and formulate a plan to meet all the requirements for program enrollment and success. OSHA training and certification will be offered to participants during this phase. Efforts will be made to connect participants with ICC MLT program alumni in meaningful ways throughout the duration of the program period.

**Phase IV:** College Enrollment. During this phase, participants will be enrolled into the ICC Medical Laboratory Technician Associate Degree Program. This will significantly increase their ability to enter the field in a promising and in-demand career that earns a family sustaining wage.

Program partners include local employers and community-based organizations. Participants will receive a stipend during their participating in the bridge program.

The program runs from October 1, 2020 through September 30, 2021. The program has been funded at $100,000.
Marketing

Promotion for the **12-week course offerings** continued through early September. Custom audiences were targeted through weekly emails, texts, digital ads and geofencing, social media campaigns, digital billboards, and print ads.

Marketing conducted strategic planning work in September to ensure a successful launch on October 1 for upcoming events and campaigns: **FAFSA and ICC scholarship applications, Virtual Visit Days**, and the Educational Foundation’s virtual **Community Celebration** event. All three of these projects have an aggressive social media and email campaign, as well as mailers, digital entry signs, texts, and a variety of printed ads. For the Community Celebration, a series of videos were also created with student testimonials on the impact of their scholarship.

Marketing worked with departments across the College to create a **Helpful Video Series**, an assortment of short videos that provide current and prospective students with information on the most frequently asked questions. Topics included Academic Advising, Library Services, Technology Support, Next Steps to Enrollment, Bookstore, Testing Services, and more. The videos can be viewed on the ICC YouTube channel or at **icc.edu/helpfulvideos**.

**ADMISSIONS**

The **Virtual Visit Days** schedule for fall was designed to attract both traditional students and adult learners by offering a variety of date and time options. Virtual Visit Days provide prospective students and their families the ability to stay safe at home while learning how to advance their future at ICC. Upon registration, participants receive a link to a 12-minute overview video about ICC. The 60-minute live event will include a brief review of the ICC video, Dean or VP welcome, interactive panels with faculty and students, next steps to enroll, and a live Q&A.

- Number of events: 17 sessions over eight weeks (Oct 12 – Dec. 15)
- Breakdown: 12 academic (each area offered twice) and 5 general sessions
- Six academic programs: Combining more career clusters to boost attendance
- Multiple days & times: Monday-Thursday & Saturday; 9 am, 10 am, 1 pm, 4 pm & 5 pm
- For a complete schedule of Virtual Visit Days, visit **icc.edu/visit**

**Gift Baskets** were created and delivered to High School counselors to wish them good luck in the new school year and provide ICC resources and contacts.
MARKETING OUTREACH
Current Students
2 emails for 16,177 touches
554 texts
Employee Emails
10 emails for 15,000 touches

Prospects
2 emails for 6,327 touches

Community
1 email for 73 touches

PRESS RELEASES / NEWS TOPICS / INTERVIEWS
Culinary Arts Adapts to COVID-19 – Peoria Magazine feature article
ICC & Regional Workforce Alliance Launch Regional Essential Skills Program Pilot: GPEAK – WMBD, HOI interviews
ICC & Midwest Community Colleges Join Forces with NRCS, Sign National MOU
ICC Board of Trustees Election Candidate Packets Now Available
Illinois Central College Receives ACCT Central Region Equity Award
ICC Automotive Program Receives Vehicle Donation from General Motors – HOI, WEEK interviews
Scrubbing Back into the Classroom: Nursing Education and COVID-19 – WEEK feature interview

SOCIAL MEDIA
Social media content in September included campus/classroom photography, student services updates, FAFSA/Scholarship application opening date, College news, promotion of the Virtual Community Celebration, helpful videos, and the Stay the Course encouragement campaign.

<table>
<thead>
<tr>
<th>Facebook</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Page Views</td>
<td>Post Reach</td>
<td>Fans</td>
<td>Engagement</td>
<td>Posts</td>
</tr>
<tr>
<td>September 2020</td>
<td>1900</td>
<td>↑45,055</td>
<td>↑13,727</td>
<td>↑6,494</td>
<td>↑48</td>
</tr>
<tr>
<td>vs. September 2019</td>
<td>2133</td>
<td>27,777</td>
<td>13,142</td>
<td>1203</td>
<td>17</td>
</tr>
</tbody>
</table>

Capturing photos of students in hybrid courses has been a primary focus this month and sharing these classroom moments on social media has driven organic engagement across all social media platforms.

<table>
<thead>
<tr>
<th>Instagram</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Posts</td>
<td>Followers</td>
<td>Engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 2020</td>
<td>↑38</td>
<td>↑1,786</td>
<td>↑514</td>
<td></td>
<td></td>
</tr>
<tr>
<td>vs. September 2019</td>
<td>23</td>
<td>1,538</td>
<td>238</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tweets</td>
<td>Impressions</td>
<td>Followers</td>
<td>Mentions</td>
<td></td>
</tr>
<tr>
<td>September 2020</td>
<td>↑30</td>
<td>↑15,100</td>
<td>↑3,025</td>
<td>↑101</td>
<td></td>
</tr>
<tr>
<td>vs. September 2019</td>
<td>11</td>
<td>13,500</td>
<td>3,006</td>
<td>40</td>
<td></td>
</tr>
</tbody>
</table>

Continual development of new video content continues to increase YouTube numbers.

<table>
<thead>
<tr>
<th>LinkedIn</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Posts</td>
<td>Impressions</td>
<td>Engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 2020</td>
<td>↑37</td>
<td>↑29,800</td>
<td>↑519</td>
<td></td>
<td></td>
</tr>
<tr>
<td>vs. September 2019</td>
<td>11</td>
<td>26,284</td>
<td>2329</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>YouTube</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Views</td>
<td>Watch Hours</td>
<td>Subscribers</td>
<td>Impressions</td>
<td></td>
</tr>
<tr>
<td>September 2020</td>
<td>↑601</td>
<td>↑97.5</td>
<td>↑230</td>
<td>↑4,300</td>
<td></td>
</tr>
<tr>
<td>vs. September 2019</td>
<td>255</td>
<td>6.7</td>
<td>171</td>
<td>3,000</td>
<td></td>
</tr>
</tbody>
</table>

An ad account for OTT ads was created which will allow ICC to place future ads on Hulu.
Administration & Finance

Facilities Services

Our major construction project, the LA Building HVAC/AHU replacement project is on schedule with a scheduled Substantial Completion Date of December 31, 2020.

<table>
<thead>
<tr>
<th>Life Safety Projects - September 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CDB Projects</strong></td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>Replace Architectural Panels &amp; Curtain Wall - Edwards Building &amp; Walk Over Bridge</td>
</tr>
</tbody>
</table>

| **Workforce Sustainability Center** | New Construction to support Workforce Training/Replace Dirksen Bld. | CDB/Life Safety/EDA/ICC | DKA | $10,000,000 | Project In Design | Program Analysis Submitted to CDB for Review 5/5/2020. Estimated Construction Start 03/2021 |

<table>
<thead>
<tr>
<th>Tax Levy (Life Safety Funding Projects) September 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tax Levy (Life Safety Funding Projects) Projected 2020</strong></td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>AHU Edwards/LA Building</td>
</tr>
<tr>
<td>AIT Roof Replacement - North Section</td>
</tr>
<tr>
<td>Roadway Replacement PH 4</td>
</tr>
</tbody>
</table>
Facilities – Lighting and Energy Projects– The Facilities team is taking advantage of the Ameren Rebate Incentive Program to make various lighting upgrades throughout our campuses.

Project – Exterior Lighting Fixture Upgrade - Facilities has replaced all outdated non energy efficient exterior lighting fixtures at the East Peoria Campus on all roadways, parking lots and sidewalk lighting. The fixtures that we installed are all LEED qualified 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 effort is significantly reduced with the new lamp life of 50,000 hours (equivalent to running almost 6 years continuously).

Energy Savings & Rebate
The estimated energy saving 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 - 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.
Human Resources

Human Resources and Enterprise Systems are continuing to complete the Kronos implementation with a go live date of November 1. The project continues with time clock testing, leave management testing, development of a communication plan, and development of manager/employee training).

Human Resources communicated layoff notices to full time and part time staff impacted by the furlough since May. ICC Career Services and Career Link (through the Workforce Innovation and Opportunity Act (WIOA) program) provided resources and continued to provide resources including special virtual resource sessions. A few examples of services provided through Career Link (WIOA) program include:

- Comprehensive Assessments Services and resources related to high-growth careers, job opportunities and training opportunities
- Development and Individual Employment Plans
- Job listings and referrals
- Resume design services
- Career Planning & Case Management
- Financial Literacy Services

Employees eligible for the Early Retirement Option (ERO) received information about the program on September 30.

Benefits, Leaves, Risk and Safety

Department staff are beginning work on open enrollments for FSA and the Health Plan participants.

Organizational Learning

A two-day Title IX seminar was held on 9/17 and 9/18 for the Title IX Coordinator, Investigators, Cabinet Members, Hearing Officer, and Appeal Review Committee to learn about the new Title IX regulations and investigative procedure. This seminar was facilitated by legal counsel for Robbins Schwartz.

Planning is underway for a virtual seminar hosted by Devin Hughes. The event “Finding Gratitude in the Face of Uncertainty? Inoculating Your Brain Against Anxiety and Stress” is on October 30 at 10:00 am via Zoom.

Planning is underway for an all-employee sexual harassment virtual seminar, hosted by Robbins Schwartz. Emily Bothfeld, attorney from Robbins Schwartz, will be facilitating a Sexual Harassment seminar on Friday, October 16, 2020, from 2:00 - 3:00 pm. A Q&A session will be available from 3:00 - 3:30 pm.
Educational Foundation

The Educational Foundation’s annual Community Celebration will take place on October 22, 2020 at 6:00 pm at icc.edu/communitycelebration. Join us for a virtual celebration of all the ICC Educational Foundation scholarship recipients and those who invest in their futures. This year's theme “Peace Love and ICC,” encourages students to stay the course in uncertain times by pursuing their dreams at ICC. Please join the ICC Educational Foundation for an evening of celebrating our donors and scholarship recipients.

The ICC Educational Foundation Board of Directors and staff are proud to announce a new endowed scholarship for those students entering programs in art, communication: general and PR, graphic design, mass communication, multimedia, web developer, or web developer essentials. Simantel has proven itself as a leading industrial consumer-marketing firm, now they seek to be a leader of change by influencing equity within their industry. In an effort to increase diversity within their field, Simantel has chosen to establish the Simantel Scholarship at ICC. This scholarship will be awarded to African American students encouraging them to explore career opportunities in marketing. Scholarship recipients will not only receive a monetary award but will be provided opportunities to job shadow and be mentored by the professionals of Simantel.