**Academic Affairs**

**Leadership Meeting**

Academic Affairs held a Leadership Meeting on October 8. This was the second meeting of the year with all deans and faculty leaders (Program coordinators, Teaching Chairs, Academic Services, Forum leaders) in attendance in a virtual and in-person meeting. We discussed Enhanced Budget Requests and its process, Student Success data in our decision-making, and the state of instructional modalities in our current and future schedules.

**Professional Development**

Academic Affairs began its year-long professional development program in September with Academic Services hosting programs focusing on Open Educational Resources and Library Services Support. In October the Arts and Behavioral Sciences department is presenting a series on Diversity, Equity, and Inclusion in the Classroom.

**Arts and Behavioral Sciences**

Dr. Kari Schimmel has been selected as the Associate Vice President of Planning & Institutional Effectiveness. She has been an invaluable leader as the Dean of Arts and Behavioral Sciences, and her work leading the Advising Redesign has been exceptional. Thank you, Kari, for all you do for ICC and its students – we will miss your leadership and charm in Academic Affairs.

After consulting with the ABS department, it was determined the interim dean position should be filled by an internal (to ABS and ICC) candidate. Given where we are in the semester and academic year, Dr. Schimmel and Chuck Swaim, Vice President of Academic Affairs, called for interested people and then conducted brief interviews.

With this focus in mind, we are delighted to share Professor Bryan Asbury has accepted our invitation to serve as the Interim Dean of Arts and Behavioral Sciences. Please join me in supporting Bryan in this role, which was official Monday, October 4. Stay tuned for more information as we begin the process of finding our next exceptional leader for ABS.
Agriculture, Industrial, and Technology

Annual Power Show

The 45th Annual Power Show brought more than 250 high school students from 12 central Illinois high schools to the campus on Tuesday, October 12. The Power Show offers automotive-related contests, demonstrations, tours, and dealer/employer networking opportunities to students. Area car enthusiasts and students also participated in a small “car show” and put their cars on display. This year’s Power Show sponsors include Sam Leman Automotive Group, Uftring Auto Group, Toyota, Ray Dennison Chevrolet, O’Brien Toyota of Peoria, and Lighthouse Buick GMC.

Livestock Judging Team

Congratulations to the ICC Livestock Judging Team for a successful outing the last weekend of September at the AKSARBEN judging contest in Grand Island Nebraska. The sophomore team finished 3rd high team overall, including a 4th place finish in cattle, 5th place finishes in sheep and swine divisions, and 6th place finishes in goat and reasons divisions.

The team will travel to Kansas City to compete in the American Royal Livestock Judging Contest on Monday, October 18.

Behavior, Legal, and Information Systems

Culinary Alumni Recognized

ICC Culinary Alum Haylie Poirier, was recently awarded Student Chef of the Year by the Heart of Illinois Professional Chef’s Association. She was recognized for her high level of involvement in the chapter during 2020, including sitting on various committees, presenting an educational demonstration, and serving as Sergeant of Arms on the board.

The Chef of the Year award went to John Wald, also an ICC Culinary Alum. His accomplishments include winning the Annual Chili Cook-off, participating in fundraisers, and overall being an active and supporting member of the association.
Health Careers

Blood Drive

Health Careers is hosting an American Red Cross blood drive in Cedar Hall, C101 on Friday, October 22, 2021 from 9:00 AM until 2:00 PM.

Pictured left are members of Student Nurses of ICC (SNICC) members Jessica Damron (Left) and Brianna Aberle (Right), recruiting donors.

Humanities

Lecture Series

The Humanities Department is reviving the ICC "Between the Lines: Great Books, Great Discussion," our lecture series, in spring 2022. This program is a free, open-to-the-public lecture series presented by faculty members of the ICC English, Humanities and Language Studies Department. The goal of the series is to offer literary presentations that interest students and people in the community, as well as promote reading literacy and scholarly study.

Dates and campuses are forthcoming; series organized by Professor Jim Sullivan.

Student Success

Athletics:

On September 22\textsuperscript{nd} the Thome Fields Dedication was held. Mr. Jim Thome was very appreciative and said he wants to get back to the campus on a regular basis. He spoke with our athletes for about 20 minutes, providing a very inspiring message. He made positive comments on the grounds and athletic facilities and enjoyed the display case and field signage established in his honor.

Softball held their annual tournament to benefit St. Jude’s. They held a silent auction, collected donations, and also donated concession stand sales from one of the games to St. Jude’s.

Athletics currently has eight sports in season right now as Men’s & Women’s Basketball began practice this month. Highlights include:

- Men’s Soccer is currently (11-2) and ranked #15 the NJCAA National Rankings.
- Women’s Soccer earned their first NJCAA National Ranking this season earning a #24 ranking.
- Men’s Golf finished 3\textsuperscript{rd} place in the MWAC Conference Championships in Jasper, IN. Freshman Jeremy Ott finished with a 2-round score of (146) and in 3\textsuperscript{rd} place overall.
**Student Life**

Student Life is determined to provide students with engaging opportunities for a successful and enjoyable fall semester!

**September 24:** The Fashion Club held its first meeting as a new student organization and members are planning to host a fashion show in November.

**September 25-26:** SGA (Student Government Association) hosted Senator Elections and eleven students were elected.

**September 28:** Campus Housing hosted a fire safety program and cookout.

**October 8-9:** Members of PTK (Phi Theta Kappa) virtually attended the Regional Leadership Conference.

**October 12:** Members of PBL (Phi Beta Lambda) volunteered for the Midwest Food Bank in Morton.

**October 16:** Members of PBL (Phi Beta Lambda) participated in the Fall Leadership Conference at Olivet Nazarene University. Raena Holloway represented both the ICC chapter as President and state chapter as Vice President of Membership.

**October 18:** Members of Rotaract hosted an information table for World Polio Day.

**October 21:** Members of CAB (Campus Activities Board) and Campus Housing will be hosting an outdoor movie night featuring *Hocus Pocus*.

All new students will receive messaging through Target X encouraging them to complete the online New Student Orientation program.

**Marketing**

**Fall Campus Visit Days** was a priority project this month, creating and executing marketing & communications for the 7-event series that began on October 1. Prospective student audiences were targeted with postcard mailers, emails, texts, social media ads, digital signage and mailings to high school counselors and community business organizations (CBOs). icc.edu/visit

**Vehicle wraps** were unveiled for two new passenger vans and a bus. Marketing and Facilities worked together this past summer on quotes and design with installation in September.
FAFSA and Scholarships for the 2022-2023 academic year opened on October 1. Marketing created digital messages sharing that important date during September.

Spring 2022 Enrollment: The shopping cart opened on October 4 with registration opening on November 1. Marketing created social media, emails, & digital signage messages to ‘get ready’ for these important dates, encouraging students to meet with an advisor and start planning to keep their goals on track.

The website redesign heavily involves the Marketing department. This month’s focus was on finalizing design and content layout for the program pages, which will be critical for unrolling program-specific marketing in the future.

Promotion for Student Life activities is now being created by student employees in the Marketing department to unify ICC branding across campus. Projects completed this month included: Student Life brochure, Food Drive, Campus Activities Board, CRU Life, Student Senator Nominations and SGA Elections. These projects typically include bulletin board flyers, table tents, posters, social media, a web calendar event, and email communication.

Special Events conducted this month: TGIF Employee event, Landscape & Garden Day, Agriculture, Diesel & Horticulture Showcase, and Thome Fields Dinner & Dedication. A special recap video of the Thome event is available for viewing at https://bit.ly/2X5cj5P.

Other projects completed in September included: Diploma mailing and media notices for summer graduates, announcement of summer Dean’s and President’s List, Athletics schedule poster designs, promotion of Transfer Center Table Visits, and a campaign to encourage students who are completing program requirements to apply to graduate.
ADMISSIONS

Admissions held one official recruitment event, the *Agriculture, Diesel & Horticulture Showcase* and saw over 230 people. This event was exceptionally successful, with many external vendors and industry professionals there to talk with students. The Admissions Office also entertained an additional 15 individual visits.

- Recruiters engaged with walk-in appointments, nearly 400 incoming calls, and made almost 170 outgoing calls.
- Information Desk took nearly 525 calls and returned over 100 calls to prospective families.

MARKETING OUTREACH

<table>
<thead>
<tr>
<th>Current Students</th>
<th>Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 emails for 48,820 touches</td>
<td>9 emails for 18,716 touches</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee Emails</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 emails for 21,000 touches</td>
<td>2 for 126 touches</td>
</tr>
</tbody>
</table>

PRESS RELEASES/NEWS TOPICS/INTERVIEWS

Illinois Central College President Dr. Sheila Quirk-Bailey Appointed to Governor’s Commission on Workforce Equity & Access

Illinois Central College Remains a Critical Piece to Regional Economy & Source for Job Creation, According to New Study - *WMBD*

Thome Fields Dedication – *MSN, PJStar, WMBD, WEEK, WCBU, EP Times, Galesburg, 1470WMBD, & more*

ICC Agriculture, Diesel, and Horticulture Showcase – *WEEK, HOI*

ICC Landscape & Garden Day

ICC Announces Presidents & Deans List – *Couriers*

ICC Announces Summer 2021 Graduates – *Couriers*

ICC Announces Fall Campus Visit Days – *WMBD, WEEK*

‘Be Anything’ Career Fair Shows Kids Job Paths – *WEEK, HOI*

A High-Quality Culinary Education – *Peoria Magazine*

MEDIA EXPOSURE FOR THE MONTH

![Media Exposure Chart]

*Source: ICC Social Media and Newsroom Reports, September 1, 2021 - September 30, 2021*
PHOTOGRAPHY / VIDEO

Photography included classroom visits to Communications, Radiography, Mass Communications, Surgical Tech, Dental Hygiene, Economics, Agriculture, Engineering, & Livestock Evaluation, in addition to capturing campus events such as Landscape & Garden Day, Thome Field Dedication, student events, One Book One College staged photos, Campus Visit Days and the Agriculture, Diesel & Horticulture Showcase. Student Ambassadors also started taking photos for social media content. Athletics photo shoots (headshots and team photos) were also completed for baseball, softball, and men’s and women’s basketball.

Videography included the creation of the TGIF video, filming and editing promos for the Fall Campus Visit Days, United Way’s 100th Birthday celebration video and various TikTok videos. Marketing also completed video editing for the Town Hall, All-College Update and Dialogue Sessions.

SOCIAL MEDIA

Primary focus of social media content was 12-week class enrollment, Welcome Week, back-to-school student activities, the newly reopened Coffee Lounge proudly serving Starbucks, Canteen Dining Hall, face mask and vaccination updates, classroom photography, and promotion of the many special events happening at ICC.

New content is being developed on a weekly basis to highlight the “Faces of ICC” to feature students and the different programs available at ICC. So far, these posts are receiving excellent organic engagement.

<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>Sept. 2021</td>
<td>1,662 ↓</td>
<td>72,768 ↓</td>
<td>13,981 ↑</td>
<td>3,258 ↑</td>
<td>43 ↓</td>
<td>526 ↑</td>
</tr>
<tr>
<td>Sept. 2020</td>
<td>1,900</td>
<td>45,055</td>
<td>13,727</td>
<td>6,494</td>
<td>48</td>
<td>359 ↓</td>
</tr>
</tbody>
</table>

Organic engagement was particularly high on campus photography posts, classroom photography (Surgical Tech, Communications, Dental Hygiene), and student success stories. Facebook and Instagram ads ran, featuring Fall Campus Visit Days and Agriculture, Diesel & Horticulture Showcase, generating good engagement and web clicks.

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Twitter</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>Followers</td>
<td>Engagement</td>
<td>Tweets</td>
<td>Impressions</td>
<td>Followers</td>
<td>Mentions</td>
<td></td>
</tr>
<tr>
<td>Sept. 2021</td>
<td>31 ↓</td>
<td>1,936 ↑</td>
<td>695 ↑</td>
<td>24 ↓</td>
<td>11,500 ↓</td>
<td>3,024 ↓</td>
<td>26 ↓</td>
</tr>
<tr>
<td>Sept. 2020</td>
<td>38</td>
<td>1,786</td>
<td>514</td>
<td>30</td>
<td>15,100</td>
<td>3,025</td>
<td>101</td>
</tr>
</tbody>
</table>
Onboarding of four new student ambassadors will help ICC further develop an authentic presence on TikTok and other non-traditional social media channels, creating student-driven content.

**Workforce and Diversity Division**

**Corporate and Community Education**

Truck driver training simulators were installed the week of October 5 and training commenced with instructors. These simulators will help the program open many possibilities such as training in multiple weather conditions and environments. The simulators are actually more difficult than driving a real truck plus they reinforce CDL standards. All use is documented for post-drive review by students and instructors. Not only will their use allow the program to save on costs associated with semi-truck maintenance but will also allow us to train more students with data-driven personalized instruction.

The cannabis education program is underway! The first advisory committee meeting was held and the first Cannabis 101 class will be held on November 4. This class will discuss the many opportunities within this new and quickly growing industry. Dispensary operations training will begin in the spring.

**Administration & Finance**

**Childcare Update**

**General**

- Childcare Student Services Specialist position had a successful search and the person begins on October 18, 2021. A training schedule has been developed to ensure a smooth transition into this new role.

**Center Re-Opening**

- The center officially opened on August 2. Current enrollment is 31 children with a breakdown below.
  - 13 children of students (8 full-time, 5 drop-in)
  - 10 children of faculty & staff (9 full-time, 1 drop-in)
  - 8 public children (8 full-time)

- Enrollment has been opened up to all public families who expressed interest in the center.
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 27 students that have applied to the voucher program as of October 12. 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).
- Of the 27 students who have applied, 7 have been submitted to Accounts Payable for payment to the centers. Four students are currently working through CCAP or the Enhanced Referral process. Five no longer need assistance or did not enroll after applying. Eleven have not responded to multiple outreach attempts. These students will be contacted again by the new Childcare Student Services Specialist.

Enhanced Referral Services

- CCC provides 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). There have been 4 Enhanced Referrals for the first quarter of the fiscal year.
- 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 is willing to train ICC staff to be able to assist student parents in completing CCAP application.
- The College is planning to meet with CCC to discuss options for greater outreach to connect students to referral services to increase participation.

Student Outreach

June

- Contacted the students who indicated they had needs for child care 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.

September
- Based on the fall survey, 42 students indicated they needed childcare assistance and outreach occurred to all of them. Initial outreach led to interactions with 8 of the 42 students.

October
- A second outreach attempt was made to the remaining 34 students from the fall survey who had not responded to the first outreach attempt.
- Outreach has occurred to remaining students on fall survey who indicated they have children but did not need assistance to let them know about the Voucher Program and Enhanced Referrals.
- Additional outreach will be done by the new Childcare Student Services Specialist.

Feedback
- 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. He was offered Enhanced Referral information.

Facilities

Facilities has several projects that were working on and that are in different phases of development:
- Renovate Courtyard - East Peoria – CDB Project - Design – Terra Engineering & DKA
- Nature Court Bride Rehabilitation – CDB Project - Construction – Knapp Construction
- Replacement of Architectural Panels Edwards & Walk over Bridge CDB Project - – Construction – IDG Engineering/ CAD Construction
- Edwards/Student Center Renovation CDB Project - – Design – DKA Engineering
- Workforce Sustainability Center CDB/EDA Project - - Award Bid – Construction – DKA Engineering/PJ Hoerr Construction
- New Pedestrian Walk Over Bridge – East Peoria – Design - MWEA Engineering
- Roof Recoating AIT/PAC Buildings – Construction - APACE Engineering/Kreiling Roofing
- Elevator Renovations – Construction – KONE Elevator
• EDA Grant - Workforce Upgrades - Awaiting Approval from EDA
• AG/Storage Shed – Design – DKA Engineering
• Pond Restoration/Reclamation – Design – Hitchcock Design Group
• Collaboration Classrooms/Group Study Room Upgrade - Design - DKA

CARES ACT Funded Facilities Enhancements:
• Rest Room Upgrades
  o Touch Free Paper Towel Dispensers
  o Touch Free Soap Dispensers -
  o Touch Free Faucets
  o Touch Free Flush Valves
  o Entrance Doors – Foot Pulls – Hands Free
  o Install Wave Technology Door Opening on Handicap Doors
• Building Upgrades
  o Installed Air Ionization Systems on Air Handlers – Academic Bldg, EP and Arbor Dental, Cedar & Birch Bldgs.
  o Install Wave Technology Door Opening on Handicap Doors
  o Installed Hand Sanitizer Stations all campuses

Facilities Energy Project Interior Electrical:
• Upgrade 13,400 - 4 ft. T8 florescent light bulbs to 4ft LEED Lamps using Ameren Instant Rebate Program. Energy Reduction consumption by 50%
• Project Status - We are 76% Completed with the Lamp Upgrade at all Campuses

<table>
<thead>
<tr>
<th>2021 - Tax Levy (Life Safety Funding Projects) October 2021</th>
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<tbody>
<tr>
<td><strong>Tax Levy (Life Safety Funding Projects) Projected 2021</strong></td>
</tr>
<tr>
<td>Pavement Resurfacing Phase 4</td>
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<tr>
<td>Renovate/Replace Pedestrian Bridge East Peoria</td>
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<tr>
<td>Roof Maintenance Recolat/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>
Foundation

The Educational Foundation is proud to offer new scholarship opportunities to the ICC students. The William L. Ingwersen Memorial Scholarship was established through the thoughtful planning of a member of the Dingeldine Legacy Society. Bill knew by creating a legacy that exists beyond his lifetime, he would be making a difference to the College, and most of all our students. As an educator at ICC, he understood firsthand the importance of earning a high school credential and encouraged those to not just complete their GED but continue their education. This scholarship is awarded to a student who demonstrates need and is pursuing a credential in the Education Program. Preference given to a student who has completed their GED program at ICC.

The Thomas Hranka Memorial Scholarship was established by Adam Hranka, Thomas’ son. Adam wishes to honor his father’s memory with this scholarship by providing funding to jump-start two students’ education. This scholarship is awarded to non-traditional students residing in Tazewell County who wish to pursue a degree in Business, Business Administration, or Communication Programs at ICC.

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 2022 semester. In addition, the online scholarship application for the 2022-2023 academic year is available online now through March 1st. Please encourage those you know to apply for these wonderful opportunities.

Save the Date:

The Educational Foundation’s annual Community Celebration will take place on October 28, 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 “Building Your Future,” encourages students to stay the course in uncertain times by building a foundation at ICC. Please join the ICC Educational Foundation for an evening of celebrating our donors and scholarship recipients. Celebration boxes will be mailed to participants a week prior to the event.