**Academic Affairs**

**Scheduling Retreat**

Academic Affairs, under the leadership of Dr. Swaim, Interim Vice President of Academic Affairs, sponsored a scheduling retreat focused on a *Quality Assurance Approach to Ensure Student Success Through Scheduling*. During this 2-day retreat, participants engaged in activities such as determining student need, engaging in data review, identifying critical scheduling components, planning steps, and developing metrics for quality assurance.

The first day of the retreat focused on the development of the 2020 Spring Schedule. The primary participants were the six Academic Deans and representatives from Academic Services. The internal group participated in round-table discussions with representatives from Enrollment Services and Student Services.

The second day of the retreat was led by Dr. Judith Marwick, who has 31 years of leadership experience in higher education and whose work includes student success initiatives such as multiple measures for student placement, effective scheduling practices, high school/college partnerships, and case-managed academic advising structures. The second day of the retreat focused on designing a student completion schedule. This included discussion and development of strategies to ensure students have the courses they need to complete their intended credential.

**Student Success**

**Access Services**

Access Services has faced some unique opportunities to increase student success in a virtual environment. Access Services is available M-F including two evening each week for both in-person and virtual services such as testing and advising. Students are responding very favorably to virtual meetings by phone, email and video via Zoom, Skype, Teams, and Google Meets.

**Access Services Informational Videos**

With the assistance of the Marketing Department, Access Services created an informational video of services available to students for the fall term. The video provides an overview of Access Services and the process students follow to apply for these services.
**Student Accommodations**
Students are able to submit accommodation requests online through Access Services webpage. Students can apply for accommodations 24/7 365 days of the year and are able to have accommodations in place within 1-2 business days.

**Advisement**
General advisement and registration services are now available remotely through Skype, Zoom, Phone and/or email.

**Accessible Testing**
Access Services provided training for faculty on how to run exams with accessibility through Examity proctoring, as well as in-house proctoring.

**Mask-related Issues**
Access Services resolved numerous student requests related to the mask-wearing requirement while on campus. These requests included exemptions for mask wearing and student concerns who were unable to understand speech with faculty wearing masks for in-person courses. Access Services coordinated interpreter services at the Pekin campus to provide learning support for an in-person health career program.

**Student Life**

With the Fall semester kicking off, Student Life has been quite busy! Because of Covid-19, all events, activities, and programs are being held virtually.

**Student Life Activities:**
- The Student Life Department launched NSO (New Student Orientation). Invitations to NSO are sent weekly via email. There have been almost 200 students participating in NSO, in which all feedback has been positive.
- The Student Life Department hosted the Student Life Expo, where student organizations were able to post videos via Flipgrid for recruitment purposes.
- The Student Life Department is working with Campus Housing to provide additional events for students.
  - September 17, the Student Life Department and Campus Housing cosponsored a decorate a mug activity via Zoom.

**Student Government Activities:**
- The SGA (Student Government Association) is holding Senator Elections at the end of this month.
- September 17, the SGA held a coffee chat, where students were able to join the executive board members with any questions, concerns, and/or for simple conversation.
- September 17, the SGA held a Zoom meeting for Constitution Day, where students were able to participate in a Constitution quiz to check their knowledge on the Constitution, in which they had a chance to win prizes and ICC (Illinois Central College) apparel.
Marketing

The Fall 2020 enrollment push was aggressive through early August with more urgent messaging “Now Is The Time” and extended service hours. Custom audiences were targeted through weekly emails, texts, digital ads and geofencing, and social media ads. General advertising included radio, tv, digital and static billboards and print ads. There was weekly contact via emails and texts with recent students to increase retention.

At the end of August, messaging shifted to promote the expanded offering of 12-week courses that began after Labor Day. Custom audiences were targeted through weekly emails, texts, digital ads and geofencing, social media campaigns, digital billboards, and print ads.

Marketing assisted the Reopening Team in creating and communicating the Student Guide to Campus Access and the Employee Guide to Campus Access. These guides detailed the requirements for health reporting, face coverings, and procedures after a COVID-19 exposure or absence, college support services and hours, building access, travel restrictions and more.

ADMISSIONS

<table>
<thead>
<tr>
<th>Type</th>
<th>Fall 2019 Headcount</th>
<th>Fall 2020 Headcount</th>
<th>Headcount Change</th>
<th>Headcount % Change</th>
<th>Fall 2019 Credit Hours</th>
<th>Fall 2020 Credit Hours</th>
<th>Credit Hour Change</th>
<th>Credit Hour % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTIC</td>
<td>1,623</td>
<td>1,455</td>
<td>-168</td>
<td>-10.4%</td>
<td>19,352</td>
<td>16,669</td>
<td>-2,683</td>
<td>-13.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type</th>
<th>Fall 2019 Hrs/Stu</th>
<th>Fall 2020 Hrs/Stu</th>
<th>Hrs/Stu Change</th>
<th>Hrs/Stu % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>FTIC</td>
<td>11.92</td>
<td>11.46</td>
<td>-0.47</td>
<td>-3.9%</td>
</tr>
</tbody>
</table>

MARKETING OUTREACH

Current Students
- 19 emails for 109,721 touches
- 20,153 texts

Prospects
- 24 emails for 97,189 touches
- 20,223 texts

Employee Emails
- 11 emails for 16,500 touches

Community
- 2 emails for 427 touches
PRESS RELEASES/NEWS TOPICS/INTERVIEWS

Illinois Central College Announces Expanded 12-Week Class Offerings
ICC Culinary Arts Receives Exemplary Status on Re-Accreditation
Illinois Central College Names Bill Hébert Jr. as New Vice President of Student Success
Illinois Central College Launches New Equity Initiative ‘ICC GEER Project’

SOCIAL MEDIA

The content for August was focused on essential information for the start of the fall semester, admissions, student services extended hours, and 12-week course promotion. Photo posts featuring students in hybrid courses, such as art, automotive and culinary, received great 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>August 2020</td>
<td>1957</td>
<td>↑129,417</td>
<td>↑13,699</td>
<td>↑4552</td>
<td>↑48</td>
<td>↑269</td>
</tr>
<tr>
<td>vs. August 2019</td>
<td>↓2404</td>
<td>86,219</td>
<td>13,060</td>
<td>2958</td>
<td>14</td>
<td>74</td>
</tr>
</tbody>
</table>

Boosted posts and social media ads rotated on Facebook and Instagram, targeting specific audiences with fresh messaging around the start of the fall semester.

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Posts</th>
<th>Followers</th>
<th>Engagement</th>
<th>Twitter</th>
<th>Tweets</th>
<th>Impressions</th>
<th>Followers</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2020</td>
<td>↑37</td>
<td>↑1,782</td>
<td>↑560</td>
<td>↑34</td>
<td>↑16,500</td>
<td>↑3,021</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>vs. August 2019</td>
<td>7</td>
<td>1,520</td>
<td>164</td>
<td>9</td>
<td>13,100</td>
<td>3,008</td>
<td></td>
<td>↓66</td>
</tr>
</tbody>
</table>

A YouTube ad campaign ran through August 16 promoting fall enrollment to targeted audiences on both YouTube and Google-run games.

<table>
<thead>
<tr>
<th>LinkedIn</th>
<th>Posts</th>
<th>Impressions</th>
<th>Engagement</th>
<th>YouTube</th>
<th>Views</th>
<th>Watch Hours</th>
<th>Subscribers</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2020</td>
<td>↑34</td>
<td>↑24,889</td>
<td>↑412</td>
<td>↑25,100</td>
<td>↑224</td>
<td>↑229</td>
<td>↑105,000</td>
<td></td>
</tr>
<tr>
<td>vs. August 2019</td>
<td>7</td>
<td>18,017</td>
<td>259</td>
<td>312</td>
<td>6.6</td>
<td>169</td>
<td>3,200</td>
<td></td>
</tr>
</tbody>
</table>

A new video series launched in August that was shared on YouTube as well as on the ICC website (icc.edu/helpfulvideos). These videos provide quick important details on the most common student topics like Next Steps to Enrollment, Academic Advising, Testing, Technology Services, Library, Bookstore and more.
Administration & Finance

Facilities Services

A summary and status of current facility projects are as follows:

<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 Start - Spring/Summer 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tax Levy (Life Safety Funding Projects) Sept 2020</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>AHU Edwards/LA Building</td>
<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>
<tr>
<td>AIT Roof Replacement - North Section</td>
<td>Tear Off North Roof Replace due to excessive repairs and current leaks</td>
<td>Life Safety</td>
<td>APACE Design Architects</td>
<td>$600,000</td>
<td>Project Complete</td>
<td>Project Complete - Final Payment Submitted</td>
</tr>
<tr>
<td>Roadway Replacement PH 4</td>
<td>Mill and replace asphalt roadway &amp; parking lot surfaces. Peoria Entrance</td>
<td>Life Safety</td>
<td>Midwest Engineering Associates (MWEA)</td>
<td>$221,449</td>
<td>Canceled</td>
<td>Project Canceled</td>
</tr>
</tbody>
</table>

Human Resources

- Human Resources finalized the analysis of fall 2020 staffing plans.
- Human Resources began the evaluation and analysis of data for a possible Early Retirement Option.
- Kronos implementation continues with the setup of employee leaves (FMLA, etc.) and advanced scheduling. In addition, a sample group of employees is testing time clock entry. Goal for go live of the system is November 1.
Benefits, Leaves, Risk and Safety

- The department continues to spend a significant amount of time administering the COVID 19 symptom tracking system from Healthcheck 360.
- Tracking of employees utilizing the Families First Coronavirus Response Act (FFCRA) continues.

Educational Foundation

The ICC Educational Foundation Board and staff are proud to announce a new annual scholarship. The Sue Mescher Jelesnianski Memorial Scholarship was established by Justin Mescher, Sue’s son. Sue was a secretary at Justin's school and decided she wanted to pursue Information Technology. Justin was also interested in computers, so they both enrolled in night classes at ICC together while Justin was in high school. Sue used her education from ICC to transition into a 20-year career in IT, highlighted by 17 years at State Farm. In the late 1990's it was rare to see a female in IT. Sue broke down many barriers and was proud of the career she established and females she was able to mentor. The experience Justin and his mother shared at ICC is the reason Justin is currently in his 18th year in the IT field. Justin wanted to honor his mother’s memory with this scholarship to help females who are looking to transition into IT. He hopes by providing funding to start their education through ICC, they will follow in Sue’s footsteps.

The ICC Alumni Association is pleased to announce the 2020 recipient of the Distinguished Alumnus award. This award will be presented virtually on Thursday, October 22nd at the Foundation’s annual Community Celebration event. The honor of Distinguished Alumnus will be presented to Christopher S. McCall. Chris has exemplified great success in his field as an attorney. He has proven his commitment to our community, as he continuously provides humanitarian service and demonstrates interest and support of education and the College. Congratulations to Chris McCall.

Save the Dates

Mark your calendars for the 2020 Community Celebration on Thursday, October 22. Join us for a virtual celebration of all the ICC Educational Foundation scholarship recipients and those who invest in their futures. Contact the Foundation staff for addition event information and sponsorship opportunities at foundation@icc.edu. Invitations to this year’s virtual event will be mailed in September.