





# Innovations and Examples of ICAPS Marketing

Developing innovative and effective ICAPS marketing tools, tips, and tricks hinges on collaboration. In this session, a successful alliance between ROE#33 Adult Ed and Carl Sandburg College share their insights and explore impactful marketing approaches.

Dr. Margaret K. Segersten - ROE #33 Becky Wade - ROE #33 Ellen Burns - Carl Sandburg College







### ICAPS Marketing

- Adult Education Overview Presentation
  - Lions, Rotary, and Kiwanis Clubs
  - County Human Services Council
  - County SummerFESTs
- Registration Presentation
- ICAPS Flyers
  - **Automotive**
  - **CNA**
  - CNC
  - Computer Support Specialist
  - Phlebotomy
  - Paraprofessional: In Progress
- Partnerships with Employers
  - Employment 101: Workforce Readiness
- Feature Friday
  - Gates Corporation
  - Resume Building
  - Recruitment 0

  - Testing Center Health Professions
  - **CTE Professions**



Faye Schulz, President of Kiwanis Club, with Becky Wade



Possible Financial Assistance

Career Counseling

Nov 17, 2023

U.S. Bureau of Labor Statistics (.gov)

#### ICAPS Certification Courses at Carl Sandburg College Include:

- -Certified Nursing Assistant (CNA)
- Automotive Technology
- +Computer Numeric Control (CNC)

#### Is ICAPS for me?

Employers in all industries across the state are seeking qualified employees. If you have the right support and skills, you can get a job within industries such as healthcare, manufacturing, or technology. ICAPS enrollment can make that happen.

We offer:

- Courses and support to achieve industry-recognized certifications
- Opportunities to gain new, employable skills or to enhance the current skills
- Guidance and job options that will work for your specific life situation





Programs throughout the state offer unique opportunities that combine core courses, critical training, and support services so individuals can enter the workforce successfully. Here are a few examples of students who have benefitted from the ICAPS program:

-Vielca has been working with Rachael, one of our ELL instructors in Monmouth while taking classes at Carl Sandburg College to become a Certified Nursing Assistant. She will be able to work as a CNA at any hospital or care facility in the State of Illinois.

 -Nathan completed the Regional Alternative Education Services (RAES) program in Galesburg. He was dually enrolled in the Automotive Technology ICAPS program at Carl Sandburg College. He appreciates the opportunity to have help paying for his schooling.

-Nadeige, from DRC Congo, Africa, speaks French and three other languages. During her English Language course work in Monmouth, she enrolled in the Certified Nursing Assistant Certification program. She has learned the difference between the metric versus imperial system. The ICAPS program is an effective way to move into meaningful and valuable employment. Enrollment is easy and each program offers unique benefits for those who perticipate. ICAPS is an academic support program that enables students to receive the help and skills they need to succeed. Our efficient and effective system connects individuals with specific, high-demand employment opportunities.

The future is bright! Visit roe33.net





Are you interested in combining your enthusiasm for the auto industry with technical skills? Do you have an interest in working in an automotive technology center, automotive dealership, or independent service center? If so, Carl Sandburg College's certificate program in automotive technology is an excellent fit!

- Classes available in the fall
- Automotive technology students learn the required skills through a combination of lectures and labs, including working in a live shop environment.
- Minimum
   Accuplacer
   Scores
  - Reading: 227
  - o Math: 226

Scan here or contact Becky Wade at rwadeeroe33.net to learn more!







## ASSISTANT

The Certified Nursing Assistant (CNA) course provides you with the knowledge, skills, and behaviors necessary to perform basic patient care in a variety of healthcare settings and to be a nursing assistant under the supervision of a Registered Nurse (RN) or Licensed Practical Nurse (LPN).

The demand has increased in the past five years for CNAs and is projected to increase by 9% between 2018 and 2028.

- Classes available in the fall, spring, and summer.
- Coursework includes learning basic nursing skills through lectures, simulation skills laboratory, and supervised clinical experiences at a long-
- Minimum
   Accuplacer
   Scores
  - o Reading: 227
  - o Math: 200

term healthcare facility.

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The <u>CNC Operator certificate</u> prepares students for entry-level positions in the machine tool area. The program addresses the need for trained workers in computer numerical control operations with skills in machine tooling and blueprint reading.

Computer-controlled machine tool operator (51-4011) shows an annual growth of 1.87% for the state and 1.93% for the college district.

- Classes available in the spring
   5:30- 9:30 PM Monday-Thursday
- This program requires an internship as a graduation requirement for both the Operator and Programmer certificates.
- Minimum
   Accuplacer
   Scores
  - o Reading: 227
  - o Math: 226

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If you are interested in pursuing a career in information technology, this program is your first step toward landing your dream job. When you train to get your Computer Support Certificate, you will gain knowledge and hands-on experiences in installation, configuration and troubleshooting of computing devices, as well as communication and critical

thinking skills.

- · Classes available in the fall
- Upon successful completion of the Computer Support
   Certificate program, you'll be prepared to take the CompTIA
   A+ and Microsoft Technology
   Associate (M.T.A.) certifications.
- Minimum
   Accuplacer
   Scores
  - · Reading: 227
  - Math: 200

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The MLT 100 Phlebotomy & Clinical Laboratory course provides the knowledge, skills, and affective competencies to perform venipuncture and capillary puncture for blood collection purposes competently and clinical laboratory procedures typically performed by healthcare professionals.

You will learn about clinical laboratory processes: Collecting, handling, and transporting specimens; CLIA-waived laboratory testing; quality control; and laboratory safety, as well as how to safely perform phlebotomy venipunctures and capillary punctures

- Classes available in the fall and spring
- Students will need a minimum of 20 blood draws to pass the class and 35 blood draws for a good grade.
- Minimum Accuplacer Scores
  - · Reading: 227
  - o Math: 200

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