BRIDGE/ICAPS OPEN HOUSE

Reflections and SMART Goals



Our "SMART" Goals for the Bridge/ICAPS Open House

Specific

Measurable



Our student survey in 12/2023 demonstrated limited awareness of our programs. We focused on marketing to our current GED students

85% of GED students were interested in Bridge programs from survey. 100% attending open house signed up to receive more information. 20% have met with our Transitions team so far to discuss next steps.

Our Goals for the Bridge/ICAPS Open House, cont'd

Achievable

Relevant



We achieved informing attending students on Monday morning and evening classes of our Bridge classes. We missed students attending Tuesday/ Thursday/ afternoon classes.

Students were happy for the opportunity to discuss pathways. When they see the possibility of earning a credential and/or degree, they are motivated, resulting in improved retention and goal achievement.

Our Goals for the Bridge/ICAPS Open House

Timely



The open house was timely because it provided information as students were passing GED tests and feeling confident about their capabilities. It was untimely because we don't have a Bridge course scheduled yet in the summer. It was untimely for some GED students who only have one test to complete. They need to focus on just GED. It was untimely in that not all classes were included, due to scheduling.

MARKETING: FLYERS OF EVENT AND BROCHURES: OUT/TO STUDENTS AND COMMUNITY PARTNERS

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About Us Get Started!

The ICC Adult Education Bridge program gives students the opportunity to prepare for their GED while learning about industry skills and training and prepare for the transition into ICC programs.



Our program features career pathways that include manufacturing, healthcare, entrepreneurship, and information technology fields that are in demand in



Contact Ann Eads



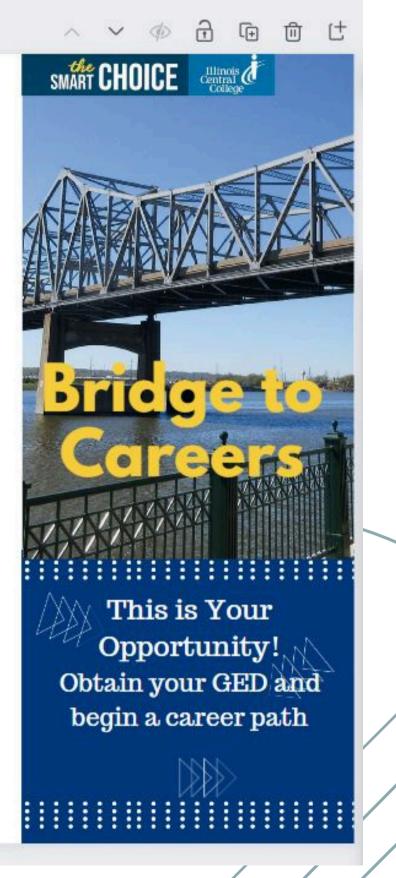


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INSTRUCTOR'S COMMENTS

"The tutor support network is GOLD for them. For example, Cathy Hardy, is the absolute BEST for the Medical Terminology course. Her support study on Thursday mornings will help students not only with the mental / emotional support that they require to gain the confidence to thrive but also the academic support for the course.

Students NEED support and ICC offers this. I am proud to be a faculty member of ICC. I am thrilled to work with Cathy Hardy and see her expertise guide these students into future community professionals. "

SUMMARY REPORT.

 We will incorporate all comments from students, instructors, and administrators to improve future planning

 We will market on a greater scale in the beginning of the semesters to appeal to new students within the college and community

- We will be conscious of the timing of marketing to support students who are close to passing GED tests
- We will use the ICAPS
 Customized
 Communication Plan to
 market materials in the
 future; it allows us to
 market with respected
 branding that networks
 with Illinois ICAPS models

TAKEAWAYS:

- USE MARKETING TOOLS WIDELY TO ENGAGE NEW AND EXISTING STUDENTS: THE OPEN HOUSE CONCEPT IS JOYFUL AND APPEALING
- PROVIDE STUDENTS AND INSTRUCTORS WHO SHARE AUTHENTIC EXPERIENCES
- OFFER INTERACTIVE ACTIVITES AT EACH BOOTH
- SIGN-IN SHEETS: FOLLOW UP IMMEDIATELY AND OFFER TRANSITION

APPOINTMENTS

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