

BRIDGE/ICAPS OPEN HOUSE

Reflections and SMART Goals



Our “SMART” Goals for the Bridge/ICAPS Open House

Specific

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

Measurable

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

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

Relevant

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 : PASSED OUT TO STUDENTS AND COMMUNITY PARTNERS



EARN YOUR HIGH SCHOOL DIPLOMA AND CAREER CERTIFICATES

Bridge to Careers Open House

April 29th
ICC North Campus Peoria
Arbor 112
11:00am to 1:00pm
5:30pm to 7:30pm



Welding Operator Certificates



IT Software and Hardware Foundation Google Certificates



Entrepreneurship with Microsoft Certificates



Healthcare CNA or Medical Office Certificates

- Information about free GED classes and testing
- Free food and giveaways
- Live demo with industry simulations
- Speak with instructors, current students, and business owners

For more information:
Call Ann Eads
Bridge/ICAPS
309-690-6877



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About Us

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 our area.



Get Started! Contact Ann Eads



309-690-6877

ann.eads@icc.edu

Illinois Central College
North Campus
Arbor 126



SCAN FOR MORE INFO

the SMART CHOICE Illinois Central College

Bridge to Careers

This is Your Opportunity!
Obtain your GED and begin a career path

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 ACTIVITIES AT EACH BOOTH**
- **SIGN-IN SHEETS: FOLLOW UP IMMEDIATELY AND OFFER TRANSITION**

APPOINTMENTS

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