



## Illinois Community College Board (ICCB) Adult Education & Literacy Statewide Outreach Project

### WHAT:

The ICCB is leading a statewide campaign and capacity building initiative to support adult programs, community colleges, school districts and community organizations with student recruitment. A collaborative effort between multiple partners, the initiative includes a highly strategic digital campaign to raise awareness about the value of adult education coupled with communication tools and assets to support enrollment efforts at the local level. Online professional development sessions will help build capacity and sustainability and support schools in adopting the campaign successfully. Technical assistance will be provided to programs with low enrollments. Additionally, the outreach project will include research and recommendations for strengthening referral processes from WIOA partners and K-12 school districts.

### WHY:

Like much of the nation, adult education programs in the state of Illinois have experienced steep declines in student enrollments which have gotten progressively worse each year from 2018 to 2020. The pandemic has forever changed the way in which we need to recruit students to our programs. The expertise joining our team will ensure that our state shifts into highly effective outreach strategies such as using data to build targeted messages that engage prospective students, digital advertising, social media and an advertising toolkit that is easily customizable for each school's local campaign.

### WHO:

This initiative is led by the Illinois Community College Board in collaboration with:

- **Full Capacity Marketing, Inc.** - a national marketing & communications firm who specializes in workforce and education student and adult learner campaigns; responsible for marketing strategies, toolkits, campaign deployment and ROI, and development of webinars that align with desired learning outcomes.
- **(ALRC) Adult Learning Resource Center** - will be working directly with FCM and coordinating feedback from stakeholders about the campaign elements and professional development learning outcomes and evaluation.
- **(ICSPS) Illinois Center for Specialized Professional Support in Partnership with the Adult Education Professional Development Network** - ICSPS and SIPDC will provide direct technical assistance and hands on support to identified programs. ICSPS/SIPDC will work in coordination with FCM to build capacity and sustainability as well as research and recommend strategies for an integrated comprehensive referral system.
- **Advisory Committee** – comprised of local representation from the schools and the professional development network to advise on key milestones in the project.

### WHEN:

Planning begins September 2021 with rollout of research and planning in October 2021.

### WHERE:

Capacity building events will be held online with potentially limited onsite technical assistance.

*Regular updates about the initiative will be sent to the field.*

