

**Zoom Chat**  
**Outreach Webinar 4**  
**January 27, 2022**

**Jenny Siegfried (she/her)**30:14

If you need to phone in for audio

Dial: 312-626-6799

Webinar ID: 831 6271 0945

Passcode: 925375

**Ivan Frenner**30:47

I'm Ivan Frenner. Creative Director for Full Capacity Marketing. Honored to be presenting the Toolkit today.

**Laura Sherwood**31:33

If you need a PD certificate for today's webinar, please email Laura Sherwood at [lsherwood@cntrmail.org](mailto:lsherwood@cntrmail.org).

**Celina Shands**31:36

Welcome everyone! So excited about this webinar.

**Kathy Olesen-Tracey**31:45

<https://hechingerreport.org/the-dire-consequences-of-fewer-people-going-to-college-for-them-and-for-society/>

**Jenny Siegfried (she/her)**41:37

Check to make sure your program information is correct in the ICCB Provider Locator tool: <https://iccbdsrv.iccb.org/adulted/index1.cfm>

Update your information. Click here: <https://form.jotform.com/202385665326055>

**Griselda Piedra**43:51

I see Billboard Artwork, are we able to use funding for Billboard marketing and would ICCB have discounting prices for us?

**Celina Shands**45:35

@Griselda - - we did not include statewide billboards in the state campaign. We did an entire webinar about why we went digital instead but will review this at the end of the webinar.

**Celina Shands**46:31

And.....we included billboard artwork in the toolkit as it was a request from the field.

**Griselda Piedra**46:47

Thanks for the clarification!

**Kathy Olesen-Tracey**46:49

Outreach and recruitment are allowable expenses in the AEFLA budget

**Celina Shands**47:04

Thanks Kathy for the info....

**Meg Dawczak**54:04

Hi! Will these ads be available in other languages? Thank you!

**Ivan Freaner**54:12

Applications that you can use to edit the toolkit are: Adobe InDesign, Adobe Xd, Adobe Acrobat (Free), Figma, or talk to your local vendor. Most vendors, print shops, printers, digital agencies have these programs.

**Celina Shands**54:46

@Meg: We designed these in a manner so that you can drop in translation and messages that would be applicable in your area.

**Meg Dawczak**55:02

Thank you!

**Celina Shands**55:08

The tools are very flexible.

**Celina Shands**01:04:13

What are you all planning to do in terms of local advertising? Digital, print, billboards, etc - - it would be great to know what you are planning....

**Natalie Orwig**01:05:39

I'm not familiar with the Illinois Adult Ed Facebook page. Can you provide a link please?

**Natalie Orwig**01:06:19

Thank you

**Maryanne Conlin**01:06:48

State Campaign Facebook Page <https://www.facebook.com/Illinois-Adult-Education-Your-Path-Your-Future-100169365894764>

**Natalie Orwig**01:07:06

We've been putting most of our money into Facebook ads/boosted posts. We find newspaper does not help much in our area. We also post a lot of flyers locally throughout our district.

**Christina Manchen**01:07:16

We plan to use digital and print

**Celina Shands**01:07:56

@Natalie - thank you for your input. We will cover flyers in the last webinar (grassroots efforts).

**Susan Feltz**01:08:20

We use digital and print advertising

**Maryanne Conlin**01:08:29

@Natalie - you may want to try running some actual ad campaigns. They perform much better than boosted posts and can be targeted very tightly.

**Celina Shands**01:08:42

@Christina - - excellent! I hope the toolkit items will support your efforts in digital and print.

**Aryelle Cook**01:09:09

We have been mostly using flyers and WOM but we're hoping to update those methods this year.

**Maryanne Conlin**01:10:13

If you use flyers, you are in the perfect situation to try some of the tools in this kit. Where do you hand out flyer?

**Natalie Orwig**01:10:25

So we will not be able to edit the ads without the Adobe program?

**Celina Shands**01:10:35

@Aryelle - - yes, moving into a more digital approach is very effective during this pandemic era.

**Jenny Morgan**01:11:14

The "Learn English" signs say "online or in the classroom". Are there ones that have one or the other option? Our ESL classes are currently only offered in the classroom.

**Natalie Orwig**01:11:34

Thank you

**Celina Shands**01:11:43

@Jenny - - Ivan is going over how to take out any text you want to change

**Celina Shands**01:11:59

Yes, you can change any text you see here.

**Griselda Piedra**01:13:44

Would a non-profit also be able to get the FREE license of this adobe design program? Or any chance the ICCB can get us a license to each org?

**Daniel Gonzalez**01:14:26

Same Question as Grasiela Piedra....Following.....

**Celina Shands**01:14:46

There are free tools. Ivan will review in a moment.

**Natalie Orwig**01:16:03

@Maryanne We post flyers in local businesses, community organizations, about any place that has a bulletin board and will allow it. It takes time to get them posted, but we find they work. We use tear-off phone number/website info tabs for potential students to grab and take with.

**Kathy Olesen-Tracey**01:16:32

If any program needs a letter of support or something like that, let me know

**Liza Khalil**01:16:38

Would these templates work in Canva? We use a free version of it for our advertising materials

**Celina Shands**01:17:40

@Liza - - a good question for Ivan about Canva - - will ask him in a moment.

**Maryanne Conlin**01:18:51

Great @Natalie - those are great flyer ideas! You may want to consider adding a QR code to some posters ( obviously where the audience is appropriate)Keep your eyes open for those places where you post flyers, that might also have a display case or signage where you might be able to put up a poster to reinforce the flyers

**Maryanne Conlin**01:19:14

@Liza - YES - you can use Canva! We actually do

**Griselda Piedra**01:20:02

That's great! We use canva.

**Shamir Brown**01:20:13

The Canva folder would be good.

**Natalie Orwig**01:20:28

@Maryanne Great suggestion. We have some departments at the college that rely heavily on QR codes. This would be a great addition to our flyers.

**Liza Khalil**01:20:37

That's exciting about using Canva! Thank you

**Jenny Siegfried (she/her)**01:25:32

Register for Webinar 5 on February 3rd here: <https://cvent.me/a84L2g>

**Natalie Orwig**01:26:25

These webinars are so helpful. Thank you to all for sharing and helping us with this!

**Jenny Siegfried (she/her)**01:26:29

You can stay up-to-date on the campaign, view recorded webinars, and register for the next webinars in the Outreach series here: <http://www2.iccb.org/excellence/ael-outreach-campaign/>

**Jenny Siegfried (she/her)**01:27:23

Please complete an evaluation of today's webinar:  
<https://forms.gle/wJDG14VHNF3Lr9nj8>

**Laura Sherwood**01:27:35

If you need a PD certificate for today's webinar, please email Laura Sherwood at [lsherwood@cntrmail.org](mailto:lsherwood@cntrmail.org).

**Susan Feltz**01:28:56

Thank you all for great information

**Griselda Piedra**01:28:57

Thanks so much for all of this!

**Celina Shands**01:29:14

Thank you all! Looking forward to the next two webinars and reviewing the rest of the toolkit items.

**Jan Lewis**01:29:22

Thanks from Ginger at Shawnee Community College!

**Jenny Siegfried (she/her)**01:29:22

Please complete an evaluation of today's webinar:  
<https://forms.gle/wJDG14VHNF3Lr9nj8>

**Ivan Frenner**01:29:34

Thank you All! It is an honor to be a part of this journey.

**Monica Molina**01:29:48

Thank so much for all.

**Timothy Klagues**01:29:59

Thanks.