

Jenny Siegfried (she/her)34:42

If you need to phone in for audio

Dial: 312-626-6799

Webinar ID: 868 8442 3240

Passcode: 246814

Jenny Siegfried (she/her)36:00

Please ask your questions in the chat. The slides and webinar recording will be available on the Excellence website next week. Thank you!

Jenny Siegfried (she/her)37:23

Please complete this Jotform to ensure your program information is up-to-date for the ICCB Provider Locator:

<https://form.jotform.com/202385665326055>

Kathi Lee42:18

When I got to the form to review the jot form what is the ICCP program ID?

Kathy Olesen-Tracey43:04

Your Program ID is on your grant agreement.

Megan Jones52:49

Program ID also appears on DAISI login if your grant agreement isn't easily accessible.

Valorie Harris52:58

Please share the launch page website. Thank you! 😊

Mandy Dwyer54:09

I'm so glad you'll be using multiple Social Media formats! We reach across some, but adding another right now (WhatsApp, for example) is a bit daunting per program.

Maryanne Conlin55:16

Here is the url for the just launched website <https://yourpathyourfuture.org/>

Maryanne Conlin56:28

@Mandy - yes, it is very sophisticated and complex. We have a team of certified digital marketers who live and breathe digital!

Megan Jones56:39

Who is doing the follow up for students who don't know what program they want?

Maryanne Conlin57:01

@Megan - stay tuned...getting to that!!

Rachel Hasdak01:02:41

Maybe this was mentioned already, but will everything be multilingual? For example - multilingual ads and forms where they can choose their native language to fill it out

Celina Shands01:03:17

@Rachel - Yes! everything is multi-lingual - from translation of website to ads - so it matches the demographics we are targeting.

Daniel GONZALEZ01:03:57

agreed Rachel.

Rachel Feldhaus01:05:00

Will these slides be sent out along with the video of this session? Thank you

Rachel Feldhaus01:05:22

Yay! thank you

Megan Jones01:07:22

Do you have a sense of how many leads we can anticipate?

connie moon01:08:31

will our community college appoint someone to be responsible for these follow ups.

Tricia Wagner01:08:52

Is there guidance available as to how we should handle leads? For example - beyond making an initial connection, are there suggestions on whether students should receive certain email communications at certain intervals?

Griselda Piedra01:10:05

Would we be able to see what the ads look like? I think it would be great for us to know which ads are working. Imagery and wording that maybe we can utilize, too.

connie moon01:10:42

thank you

Griselda Piedra01:11:28

That's great! Thank you!

Virginia Garcia01:11:42

Do you guys use your path and your future as a hashtag at all?

Griselda Piedra01:13:18

Love it!

Jenny Siegfried (she/her)01:21:50

You can see the Webinar 1 slides and recording here:
<http://www2.iccb.org/excellence/ael-outreach-campaign/>

Tricia Wagner01:25:42

Will each program's spreadsheet identify the segment that the student aligns with?

Jenny Siegfried (she/her)01:27:18

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Jenny Siegfried (she/her)01:28:46

Register for the January 20th webinar here: <https://cvent.me/44M23q>

Lisa Manalisay01:29:04

Are all webinars scheduled for 1:00 p.m.?

Laura Sherwood01:29:29

Yes, all webinars are from 1 - 2 pm.

Jenny Siegfried (she/her)01:31:07

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>

Nathan Wheeler01:32:19

So the ICCB will be running digital ad campaigns targeted at our district, we follow up with leads, and we run local campaigns if we want?

Jenny Siegfried (she/her)01:32:26

Please complete an evaluation of today's webinar:

<https://forms.gle/CGJgVPy3saxCfRwRA>

Jenny Siegfried (she/her)01:32:54

If you need a PD certificate for today's webinar, please email Laura Sherwood at lsherwood@cntrmail.org.

Kathy Olesen-Tracey01:33:25

Please share your takeaway from today

Nathan Wheeler01:33:39

Thank you!

Megan Jones01:33:50

Do you recommend one mode of communication for follow up over another?
For example, text, phone call or email?

Griselda Piedra01:34:02

Thank you! I loved everything and looking forward in implementing this in our outreach, too!

Timothy Klagues01:34:29

Thanks.

Celina Shands01:34:53

Thank you Griselda and others!

Jamil Steele01:34:53

Takeaway: Prepare Staff for rapid response and success!

Celina Shands01:35:08

Good takeaway Jamil!

Daniel González01:35:15

Great info

Kim Marisa Kunce01:35:59

Outreach is a team effort!

Laura Sherwood01:36:04

Please complete an evaluation of today's webinar:

<https://forms.gle/CGJgVPy3saxCfRwRA>

Margaret McGowan01:36:16

Our program needs more staff!

Natalie Orwig01:36:21

Follow up. Follow up. Follow up. Repeat.

Kathy Olesen-Tracey01:36:27

Thanks all!!! I need to run to another meeting. I am grateful for ALRC, FCM, and SIPDC / ICSPC for all this hard work! Celina and Maryanne - well done!!

James Flaherty01:36:34

Are Citizenship Classes listed as a possible AE option in the ads?

Jenny Siegfried (she/her)01:37:04

Sign up for the PDN Pulse to get weekly announcements from the PDN:

<https://rebrand.ly/pdnlist>