

**Patti Wragg**30:21

Patti Wragg, Kishwaukee College, Director, Adult Ed

**Maria-Diana Gutierrez**30:55

Hello. M. Diana Gutierrez. Manager of ESL at South Suburban College

**Carmela Ochoa**33:13

Carmela Ochoa, ABE/ASE Coordinator at Moraine Valley Community College

**Griselda Piedra**33:57

Hi all! Griselda Piedra, Community Relations Manager at PODER in Chicago

**Kathy Olesen-Tracey**36:39

We are getting leads during the awareness campaign. This exceeds our expectations - and remember the Halo effect, some people will come directly to you without going through this process.

**Kathi Lee**37:59

Is this a google doc?

**Ginger Harner**38:53

@Kathi Lee, it's a Google Sheet

**Kathi Lee**39:36

Thanks how will we be receiving these? Shared? Or sent?

**Kathy Olesen-Tracey**40:22

You will all receive an email with a link to your specific leads sheet

**Ginger Harner**40:54

You'll get an email with the link to this sheet, and from what I understand, your generated leads will be recorded directly on to your sheet.

**Tricia Wagner**41:15

How are the leads disseminated between multiple providers within an area?

**Maryanne Conlin**43:34

The leads, as they come in are entered into a Google sheet - there is an algorithm in the sheet that automatically transfers the lead to each program's sheet one a program is assigned by the Hotline team

**Corinne Benedetto**45:23

@Maryanne: just clarifying that leads may be assigned to multiple providers depending upon the algorithm?

**Maryanne Conlin**46:01

Tricia - we are running ads across the state - the goal is to ensure that all programs get leads - If you find you are not getting enough leads- you can type a BIG note just on an empty line on your sheet - we check the sheets weekly - so I'll see it and try to direct more ads in your area.

**Maryanne Conlin**46:52

@Corinne - yes - we will try to assign 2 providers ( 3 in Chicago)

**Tricia Wagner**47:51

Thanks for that detail!

**Sue Barauski**47:58

Like the Hotline operation now, each Lead, based on their zip code, will receive contact info for 2-3 programs in that area; with consideration also for what type of class the Lead is looking for.

**Maryanne Conlin**49:00

You also most likely have a local access channel that you can also send a press release

**Tricia Wagner**49:19

Our College marketing department maintains connections to media - they're a wonderful partner in any efforts related to interfacing with the media.

**Maryanne Conlin**50:07

@Tricia- that is a great resource for you. We will have a few tools you can share with them in the toolkit

**Tricia Wagner**51:56

Cool.

**Cindy Lock**53:57

Yes, Tricia - same here. Our Community Relations department at our college actually requires us to vet all print and digital releases through them.

**Tricia Wagner**54:41

Same here, Cindy. We wouldn't reach out to the media independently of our Marketing Department.

**Maryanne Conlin**54:46

What Michele is explaining now is like "using an outline" that you teach your students. If you have an outline of what your story is - having that outline before the email goes out will help you actually get a story published

**Maryanne Conlin**58:56

Human interest stories tend to be good stories. A couple of challenges we have run into though is: The student does not want to

have their photo taken/name used - the student has limited time to meet a reporter. So, check up front!

**Megan Jones**01:01:01

Will there be any coordination to ensure multiple programs aren't contacting the same reporter with the same press release?

**Michelle Jimenez**01:03:09

For those who have Community Relations Department, that is awesome. Definitely makes the process easier.

**Michelle Jimenez**01:04:49

@Megan - I am not aware of coordination efforts at this point. However, if a reporter receives multiple releases, that is not necessarily a bad thing...it may pique their interest.

**Sue Barauski**01:05:35

Coordination of contacts with reporters could be done through each APC

**Cindy Lock**01:07:00

Yes, our Community Relations will even write up the story and get it "press ready" and send it to area media. I would think anyone in a community college would have similar departments/offices. Might be good to get them on board early in the process of this Adult Ed. campaign in our respective areas.

**Megan Jones**01:08:47

Waubensee Community College has a similar partnership with Techmer PM, a local manufacturer that pays its employees to attend our on-site ELA class. It's a great employee benefit that helps them recruit employees in a very tight job market.

**Sarah Goldammer**01:10:04

Thanks for sharing your valuable program, Megan! That sounds awesome.

**Sarah Goldammer**01:10:53

Sarah Goldammer [sgoldam@siue.edu](mailto:sgoldam@siue.edu) for information and assistance on training and employer partnerships

**Celina Shands**01:11:10

Thank you Sarah - - awesome info!

**Jenny Siegfried (she/her)**01:22:23

Register for Webinar 6 on February 10th here:  
<https://cvent.me/a84L2q>

**Laura Sherwood**01:22:39

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

**Maryanne Conlin**01:22:53

<https://yourpathyourfuture.org/campaign-toolkit/>

**Jenny Siegfried (she/her)**01:24:44

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

**Celina Shands**01:24:47

Thank you all!

**Maryanne Conlin**01:24:52

Any other questions?

**Monica Molina**01:25:16

thank you very much

**Jenny Siegfried (she/her)**01:25:35

Please complete an evaluation of today's webinar:  
<https://forms.gle/mJXkHgdCTvi91fHJ9>

**Laura Sherwood**01:25:49

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

**Jenny Siegfried (she/her)**01:28:03

Again, please complete an evaluation of today's webinar:  
<https://forms.gle/mJXkHgdCTvi91fHJ9>

**Jenny Siegfried (she/her)**01:28:32

Webinar recordings, slides, and more information can be found here:  
<http://www2.iccb.org/excellence/ael-outreach-campaign/>

**Celina Shands**01:29:33

Thank you everyone for your participation. 🙌

**Maryanne Conlin**01:29:53

Thank you everyone! Love how engaged everyone is!

**Griselda Piedra**01:30:07

Thank you everyone!