

Celina Shands31:29

Welcome everyone! We are so excited that you joined us today.

Mary Kanter MS ACUE31:42

Mary Kanter MCC and CLC hello all

Jenny Siegfried (she/her)32:00

We are using Zoom Webinar for this presentation. You are muted and your video is off. Please use the Chat to communicate. Select "Everyone" in the Chat box to make sure your comment can be seen by all attendees. Thank you!

Jenny Siegfried (she/her)36:38

If you are having any technical difficulties, please send a message in the chat and one of our panelists will help you.

Jenny Siegfried (she/her)38:34

Yes, the slides will be uploaded to the Outreach campaign web page on the Excellence in Adult Ed website. The link will be shared shortly.

Maryanne Conlin40:54

Hi everyone! Please post any questions or comments here!

Arlene Santos-George-College of Lake County42:56

Can we make sure that pictures of students for the campaign be representative of the demographics of adult education students?

Rebekah Hillerman43:35

I need Spanish Language too!

Maryanne Conlin43:36

@Arlene - critical point! You'll see as we along that this is a top priority for us

Casia Holmgren43:56

Out program issues flyers, etc.

Maryanne Conlin43:57

@Rebekah - Por supuesto!

Julie Lieving44:00

flyers, email, Facebook, radio ads, Farmer's Market

Brett O'Brien44:01

I get referrals from other parts of our organization.

Margi McGowan44:01

Flyers, word of mouth, social media

mwolf@KCC.EDU44:07

Press release, email push, geofencing

Carol Feingold44:07

social media

mwolf@KCC.EDU44:18

Social media

Megan Jones (she/her)44:19

Text messages to potential students

Patti Wragg44:21

mail flyers, Facebook, word of mouth, email, webpage at college

Aleyda Munoz44:22

Flyers, social media, word of mouth

Suzanne Klauke44:32

social media, district website, flyers, word of mouth, etc.

Mandy Dwyer44:35

Word of Mouth, social media and google ads, local billboards.

Rita Adamitis44:37

Flyers, social media, calls to past students

Patti Wragg44:37

go to some community events

Mary Lloyd44:42

marketing, info sessions, flyers, postcards, radio ads, social media, word of mouth

Sarah McFarlane44:45

posters in businesses, Facebook, radio ads, we are placing banners at busy intersections *this is a new one for us

The Learning Center44:46

e-mail group text phone calls

Katriel Jean-Baptiste45:01

flyers, texting, information sessions, phone calls, flyers to partners and left at sites

Zoom3 Conference45:07

social media, passing the work in the community and flyers

Rebekah Hillerman45:11

Flyers posted at high traffic areas throughout our areas of teaching, word of mouth, Facebook.

Guadalupe Narvaez45:14

Guadalupe Narvaez/UIC Center for Literacy

Maria Mata45:15

our students recommend us to family and friends

Aleyda Munoz45:17

1,000 a day

Bryn Griffin45:21

hundreds

The Learning Center45:30

300 a day

Mandy Dwyer45:31

Each individual? 300+ a day

Mary Kanter MS ACUE45:31

5000 per day

Patti Wragg45:31

500 per day

Brett O'Brien45:32

500/day

George Tomlinson45:36

definitely in the 1000s

mwolf@KCC.EDU45:37

Hundreds

Sherri Kulawinski45:44

2000 a day

D. Gonzalez World Relief45:44

50000

Tricia Wagner45:44

660,000

Ann O'Leary45:45

over a thousand

Bryn Griffin45:45

I'd say double what was previous

Cesar Lara45:55

wow wow

Aleyda Munoz46:07



Frederick Mitchell46:17

yes, double wow

Maria-Diana Gutierrez47:41

Adult Education at South Suburban College has a social media page. We send out flyers. We also print flyers and post at local stores and churches. Many of our teachers text or have Whatapp and post links to register.

Celina Shands48:12

Thank you for weighing in on your outreach methods!

Celina Shands49:39

What challenges have you experienced in your programs around students' decision making processes? What are their barriers to enrollment?

Brett O'Brien50:16

Scheduling is a problem. If they work during the day there are no classes at night.

Aleyda Munoz50:28

Transportation, childcare, long hours working schedules

Celina Shands50:33

Yes Brett; that has been problematic

Rita Adamitis50:45

Taking care of parents or children; work hours changing; transportation

Celina Shands50:54

Yes Aleyda: they are juggling multiple priorities

Celina Shands51:01

Thank you for weighing in Rita

Mary Kanter MS ACUE51:23

Transportation and childcare can be effectively be addressed with online options

Rebekah Hillerman51:43

I would like to be able to job site adult assessments to the adult learner.

Naomi Ramage51:59

I love having this step-by-step process laid out!

Margi McGowan52:00

Some students are fearful of in-person instruction.

Celina Shands52:01

Mary 4 sure - - online can assist to overcome

Tricia Wagner52:03

Students might reject the "need." They want improvement - access to skills, credentials, and opportunities, but they may not recognize how acute their need is / how long growth might take.

Brett O'Brien52:25

I agree with that, Tricia.

Andrew Holm52:35

Many skip a lot of these steps - talk to a friend, get an idea, jump to trying to enroll...

Rebekah Hillerman53:21

I hope a poster we can post at local employer's work places for the hotline to become common information.

Bryn Griffin53:43

yes Andrew

Celina Shands53:45

Tricia - - yes, we have to make sure that they see the benefits/value of their time investment & how their lives will change if they engage with you.

Katriel Jean-Baptiste53:59

Transformative Learning Theory

Celina Shands54:18

Andrew - - are you at a college?

Andrew Holm54:44

Yes, in Adult Ed at Parkland College in Champaign

Christina Sedrel de Jong54:57

Challenge - students are motivated but have to choose between school and a paycheck so they leave out of survival needs

Rebekah Hillerman55:00

Applicable to their current needs as an adult, is how you reach them.

smbrown55:06

The principles shown were on-target, but they won't be held by a significant number of students who come to Adult Ed. We may have to help them understand how to build them.

Celina Shands55:40

You may find that college focused students are likely to jump into enrollment, while those at adult programs need a bit more hand holding. We have all types of programs on the call today....

Celina Shands56:19

Yes SM Brown - if I'm understanding your point, we need to help them with connection points/pathways.

Rebekah Hillerman58:34

Internet, childcare, and public transportation are none to very limited here in my counties.

Rebekah Hillerman59:04

Yes certificates!

Celina Shands01:01:19

Thank you Laurie - catch the recording!

Andrew Holm01:02:20

I really like that term... Struggler - fits so many in these difficult times!

Celina Shands01:02:57

Yes Andrew -- it's a terms we would not use in our outreach materials but you'll see how we use it to create effective messaging that cuts through the noise.

Rebekah Hillerman01:03:28

I agree Maryanne!

smbrown01:03:55

I think we all are going to need to share ideas about countering the new pandemic wages that have manifested: they are a huge counter to motivating a student to take on any education programming.

Celina Shands01:04:22

Yes SM: if folks have best practices that you are using to increase enrollments please share!

Maryanne Conlin01:05:56

There are so many key trends that we have to watch over the year and address!

Rebekah Hillerman01:08:13

Partnerships and resources can really help each other with marketing lists to be listed upon, such as this campaign really do work. Our Facebook area keeps us in locations for marketing to far out of our demographic area.

Patti Wragg01:08:19

That is the one I liked best too.

Rebekah Hillerman01:09:02

Being in the wrong target demographic area is a marketing waste.

Frederick Mitchell01:09:25

Is there a formatted approach to deal with the 'enablers' in the prospects' life that help them stay nested in whatever psychological zone they have rooted themselves?

Maryanne Conlin01:09:53

@smbrown - yea, we have been testing different messaging in the COABE Move Ahead with Adult Ed program on the "wages" issue and will use that in this campaign and share that with you.

Andrew Holm01:11:08

Your Path - indicates how... Your Future - indicates direction. Very positive, encouraging, and hopeful.

D. Gonzalez World Relief01:11:30

Anyone uses a free sms app that we could try?

Rend Lake College01:11:37

It's a very empowering message.

Rebekah Hillerman01:11:54

The statement about 5-12 contact messages and touch points should be used after the, I am interested in: contact.

Mary Kanter MS ACUE01:12:28

The word path confuses my low level ESL students. How to explain this.....?

Arlene Santos-George-College of Lake County01:12:52

Would you also have a mass media campaign like an advertisement in Univision? The Hispanic population watch tele novelas a lot!

Naomi Ramage01:13:23

D. Gonzalez, my program uses <https://talkingpts.org> (for mass messages) and Google Voice (for 1:1 convos) with prospective students.

Celina Shands01:13:31

Arlene: We are getting ready to share the mediums for the campaign in the media plan. Our recommendations for the budget that we have to work with

Celina Shands01:13:43

Thank you Naomi!

Mary Kanter MS ACUE01:13:59

A car graphic or the word road instead of path might help

Celina Shands01:14:17

Thank you Mary....

Rebekah Hillerman01:14:21

Can we have a share PDF type sheet to send to our partners to be posted on their website.

Celina Shands01:14:38

We are getting ready to talk about toolkit items!

D. Gonzalez World Relief01:15:05

Thanks Naomi

Mary Kanter MS ACUE01:15:46

Is the April - June a good time? Students can't enter the program until August and by then they need to be reached out to again

Rebekah Hillerman01:16:26

Will this ads be targeted to a new pattern for enrollment dates as Adult classes?

Michael Rose01:16:34

Agreed Mary, This is an issue for us as well. The number of hours needed to post-test makes it difficult for us to admit students at that time.

Mary Lynn Carver01:16:39

Mary, many programs offer summer courses.

Celina Shands01:17:27

Remember this is a statewide campaign that needs to support all programs to boost enrollments.

Mary Kanter MS ACUE01:17:42

Mary Lynn it has always been my experience that ESL students may not enter for the first time in summer semester. I am not as familiar with cLC as I am with MCC though

Rebekah Hillerman01:17:42

Grants limited your hours to teach.

Celina Shands01:17:57

Yes, we have an ad budget that is being invested in this plan and campaign.

Rebekah Hillerman01:18:15

People will expect to enroll in the summer or upon contact!

Rebekah Hillerman01:18:57

We need support in retainment too.

Maryanne Conlin01:19:11

@Rebekah- the ads that we sent out at different times of the year will say different things.

Naomi Ramage01:20:26

Rebekah, I agree about retainment. Sometimes the line between recruitment and retention is blurred. Marketing messages can make all the difference for both efforts!

Rebekah Hillerman01:20:33

Maryanne, thank you, I do really think this project will help.

Rend Lake College01:20:46

is there a process for how the director's deal with a lead? Or does that become the responsibility of the director?

smbrown01:20:54

How do we get this "lead" link?

Megan Jones (she/her)01:20:54

How should we follow up? Phone, text or email?

Rend Lake College01:20:57

Got it!

Jenny Siegfried (she/her)01:21:24

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Maryanne Conlin01:21:38

@Diane - we have identified 2 different groups of ESL learners - Those entering at lower levels tend to be middle-aged + and more female - the 2nd group is more highly educated and younger and enroll in the higher level ESL classes

Rend Lake College01:22:09

Does the toolkit cover how the director reports conversions?

Antonio M Diaz01:23:11

Can't hear you.

Mary Lynn Carver01:23:33

This is exciting. It reminds me of the effort PLUS (Project Literacy U.S.) in the late 1980's. It was highly successful & our program had numbers in the 4-5000 students range. Sounds like this could be similar. Reaching out with that personal invite is so effective 😊

Celina Shands01:23:34

Antonio may be your connection?

Rend Lake College01:23:42

Hearing everything fine here

Celina Shands01:23:48

Yes Mary!

Antonio M Diaz01:24:24



Mary Kanter MS ACUE01:24:38

Who is the contact at McHenry County College for this?

Claudia Mosqueda01:25:42

Do you know the conversation with ICCB regarding grant money each program will be able to use to do some of this: billboard for example?

Antonio M Diaz01:25:56

Sorry, I'm Itzel Munoz... family account

Andrew Holm01:27:15

Faculty play a unique role in all of this. Will any of your materials address their role and how they can contribute?

Ceci Elhaddad - ICCB01:27:15

Claudia--I will pass that question along to Dr. Olesen-Tracey for you.

Laura Sherwood01:27:37

The first webinar on Jan 13, 2022 will go into working with the leads that your program receives from the campaign.

Jenny Siegfried (she/her)01:28:57

<http://www.excellenceinadulthood.com/ael-outreach-campaign/>

Guadalupe Narvaez01:29:27

Thanks a lot! I need to jump to another meeting.

Jenny Siegfried (she/her)01:29:46

<https://forms.gle/tr13jrLpgj4GX58U9>

Rend Lake College01:29:50

How do you sign up for the last thing?

Adam Schauer01:30:04



Tara Schwab (she/hers)01:30:17

To sign up for the Pulse: <https://excellenceinadulthood.us16.list-manage.com/subscribe?u=6abe7c9b0010e685c31d52c3e&id=655006336c>

Corinne Benedetto01:30:18

Hi, can you go over the main traits of the leads one more time?

Beatriz Izaguirre01:30:19

tHANK YOU

Casia Holmgren01:30:35

Thank you.

Aleyda Munoz01:30:44

Very good meeting everyone. Thank you!

simone santini01:30:49

thanks for the time and the info.

Ewa Niedzwiecki01:30:55

Thank you

Tricia Wagner01:31:16

Can you please toggle back to the page showing the symbolism of the logo?
That was so interesting.

Andrew Holm01:31:20

Thanks! Very thorough work...

Sherri Kulawinski01:31:27

Excellent information. TY!!

Tim Klagues01:31:28

Thank you!

Jenny Siegfried (she/her)01:31:30

To sign up for the PDN Pulse, please visit <https://rebrand.ly/pdnlist>

Jenny Siegfried (she/her)01:32:00

Please complete an evaluation of today's webinar here:
<https://forms.gle/tr13jrLpgj4GX58U9>

Rend Lake College01:32:18

Great job! Great presentation! Beautiful landing page!

Tricia Wagner01:32:26

Cool!

Jenny Siegfried (she/her)01:32:36

Stay up-to-date on campaign information here:
<http://www.excellenceinadulthood.com/ael-outreach-campaign/>

Brett O'Brien01:32:36

Thank you!

Jenny Siegfried (she/her)01:32:50

This is where we'll post the recording and slides!

Magda Chandler01:32:52

Thank you

Daniela Zimnicka01:32:52

Daniela Zimnicka- Thank you for all information.

rebecca.angvine01:32:54

Thank you so much!

Arlene Santos-George-College of Lake County01:32:55

Thanks ICCB!

Andrew Holm01:32:57

The way you use the Chat so effectively is really a good model for us...

Kroach-Prater01:33:00

Thank you!

Katriel Jean-Baptiste01:33:05

Thank you!

Brett O'Brien01:33:17

Hey Kroach-Prater!

Rita01:33:28

Thank you!

Kroach-Prater01:33:29

Hey Brett!

jacqueline lynch01:33:30

We are about to invest \$10K in a digital marketing campaign - when will your messaging be available?

Charlean Paige01:33:30

Thank You All for Thank Great Information

Cesar Lara01:33:41

Thank you very much!!!

Maryanne Conlin01:33:42

Thank you everyone. We're very excited about this campaign!

Frederick Mitchell01:33:46

WONDERFUL, WELL THOUGHT OUT STRUCTURE, THANK YOU, THANK YOU

Celina Shands01:33:48

Thank you!!

Maureen Collins01:33:55

Thank you! Very informative.

Jenny Siegfried (she/her)01:33:59

You'll be able to register for future webinars soon via the Outreach web page: <http://www.excellenceinadulthood.com/ael-outreach-campaign/>We will also be sending information out via email!

John Morris01:34:03

Terrific presentation

Tricia Wagner01:34:05

This is beautiful! Thank you!

Maryanne Conlin01:34:07

@Jacqueline - 1/14

Irais Flores Medina01:34:12

Thank you

smbrown01:34:16

Thanks you all