

Laura Sherwood: You can stay up-to-date on the campaign and view recorded webinars here: <http://www2.iccb.org/excellence/ael-outreach-campaign/>

Laura Sherwood: To stay in the know about the campaign, please visit the Outreach page on the Excellence in Adult Ed website for updates, webinar recordings, and to register for remaining webinars. On this page you will find the:

Direct link to the campaign toolkit

Graphic Design "Cheat Sheet" for Toolkit

Webinar recordings and slides

Laura Sherwood: Sign up for the PDN Pulse to get weekly announcements from the PDN: <https://rebrand.ly/pdnlist>

Laura Sherwood: Please complete an evaluation of today's webinar: <https://forms.gle/ZHDTfMQPcYqU93su7>

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

Dr. Michael Westlove: Good Afternoon

Celina Shands: Welcome everyone!

Dr. Michael Westlove: Dr. Michael Westlove Morton College

Sherry Miller: Hi, Sherry Miller from Lawrence Education Center, Springfield, IL

Natalie Orwig SRC: Hello! Natalie Orwig, Program Assistant for Adult Education at Spoon River College.

Jeff Campbell: Jeff Campbell, Lewis and Clark Community College

Kamilah Williams: Hello Everyone Illinois Central College

Tina Fajardo: Hello everyone! Tina Fajardo here from Triton College!

George Tomlinson (he/him): George Tomlinson, Polish American Association

Ginger Harner: Ginger Harner from Shawnee Community College

Tiffany Olson: Hello! Tiffany Olson from Oakton

Christina Faulkner (She/Her): Christina Faulkner, Career Navigator at Shawnee Community College

Megan Jones (she/her): Megan Jones, Waubonsee Community College
Shannon McGregor, Lake Land College (she/her): Shannon McGregor, Lake Land College Adult Education, Mattoon, IL

Jill Dupy - LCCC: Jill Dupy, Lewis & Clark Community College

Jeannie Araujo: Hi—Jeannie Araujo from Literacy Chicago

Jacqueline Lynch (she/her): Jacqueline Lynch, Triton College

Elizabeth Tharp: Hi All, Elizabeth Tharp, Oakton Community College.

Charlotte Kramer: Charlotte Kramer from Kankakee Community College

Taryn Giddings/South Suburban College/Transitions Advisor: Good afternoon everyone!
Taryn Giddings, South Suburban College

Cheri H: Cheri Heise, Coordinator of Literacy and ESL Programs, Highland Community College

Laura Sherwood: Please ensure that your FIRST and LAST NAMES are included in your Zoom screen name.

Patti Wragg: Patti Wragg, Director Adult Ed & Transition Programs, Kishwaukee College

Veronica Albarran: Hello Everyone,
My name is Veronica Albarran from District Township 113

Rodney Ranes: Good Afternoon all. Rodney Ranes, IECC

ewa.crowe: Ewa Crowe, District 214 Community Education

Tara Schwab (she/hers): Tara Schwab, Southern Illinois Professional Development Center

Mariah White-Landrus: Mariah White-Landrus from Lake Land College

Christopher McElroy: Christopher McElroy
Director of Adult Education

South Suburban College

lily.arroyo: Hello! Lily Arroyo, Polish American Association

Maria-Diana Gutierrez: Good afternoon! I am M. Diana Gutierrez, Manager of ESL , South Suburban College.

jschlegel1: Hi from Jeanne Schlegel from Kishwaukee College

Darcy Stomberg: Darcy Stomberg, Kankakee Community College

Joy Pak: Hello! Joy Pak from Harper College

Meg Dawczak: Hi All, Meg Dawczak from Moraine Valley Community College

Alyssa Venema: Hello! Alyssa Venema, Sauk Valley Community College

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

Izabela Zurawska: Hello, Izabela Zurawska from MXC

Val Harris (she/her) Lewis and Clark Community College: Hi! Val Harris with Lewis and Clark Community College

Jani Merryman: Hi everyone! Jani Merryman from Lake Land College Adult Education

Jessica Navarro: Hi, Jessica Navarro from Truman College

Jamil Steele: Jamil Steele Lincoln Land Community College

Chris Strohl: Good afternoon! Chris Strohl from Lake Land College.

AMY HESSELBACHER: Amy Hesselbacher Highland Community College Freeport IL

Melinda Whiteman: Melinda Whiteman ROE#33

Christopher McElroy: Does the click-through rate track how many people put their information into the contact form or does it just track how many people make it to that page?

Laura Sherwood: You can stay up-to-date on the campaign and view the best practices here: <http://www2.iccb.org/excellence/ael-outreach-campaign/>

Sarah Goldammer (she/hers): Illinois AE Outreach Campaign Mentoring Hour
Nov 18, 2022 11:00 AM

Register::
<https://siue.zoom.us/meeting/register/tJArdOqurj0jEtTgO8MZ8B-Wo5JIgCk0QD13>
00:44:13 Sarah Goldammer (she/hers): Illinois Outreach Campaign Mentoring Hour
Nov 30, 2022 02:00 PM

Register:
<https://siue.zoom.us/meeting/register/tJ0kdeGhpjsoH92aGBoZn1IYA49wQ6sD-0Ng>

Ashley Roll: Good afternoon, will the slides be shared? I

Ashley Roll: Post webinar*

Ashley Roll: ?

Jenny Siegfried (she/her): @Ashley, yes, the slides will be shared on the Excellence in Adult Ed website: <https://excellenceinadulthood.org>

Jenny Siegfried (she/her): Sorry - corrected link: <http://www2.iccb.org/excellence/ael-outreach-campaign/>

Ashley Roll: Thank you!

Laura Sherwood: All of the links in today's webinar will be in the slides posted on the Outreach Campaign webpage. <http://www2.iccb.org/excellence/ael-outreach-campaign/>

Laura Sherwood: The new Design Cheat Sheet is also available on the webpage: <http://www2.iccb.org/excellence/ael-outreach-campaign/>

Celina Shands: Do you have any other sticking points you'd like to share that we haven't covered?

Shamir Brown: Where can we find data re: WhatsApp users? I would like to see it.

Celina Shands: @shamir - we will have maryanne address when she finishes this slide.

John Andres: Regarding WhatsApp, can we send mass text messages to a big group of students?

Laura Sherwood: You can stay up-to-date on the campaign and view recorded webinars here: <http://www2.iccb.org/excellence/ael-outreach-campaign/>

Laura Sherwood: Please complete an evaluation of today's webinar: <https://forms.gle/ZHDTfMQPcYqU93su7>

Jenny Siegfried (she/her): We'll be quiet for a moment while you complete the survey. When finished, please let me know in the chat or by selecting a Zoom reaction

Christopher McElroy: I have a question about the graphic design cheat sheet

Christopher McElroy: I was wondering if this is only available through Adobe? Can this be done through something like CANVA? Adobe is somewhat cumbersome and I feel that you cannot do anything in Adobe without a subscription.

Dr. Michael Westlove: 😊

Jenny Siegfried (she/her): Thank you all for completing the Feedback Survey! We appreciate your time and thoughts.

Celina Shands: @Christopher - we have tapped out of funding for the toolkit - - I'm sure it can be done but we tried to have a balance between design and editing. Not sure if others have used CANVA and done any redesign in that platform?

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

Lily Arroyo: We use CANVA for all our graphics and it has been very helpful in our weekly emails!

Christopher McElroy: If all of these images are separate image files they can be used in Canva at no cost.

Christopher McElroy: I use Canva for most of IACEA's images and marketing.

Kamilah Williams: Thank you everyone

Maryanne Conlin: Thanks everyone!

Shannon McGregor, Lake Land College (she/her): Thank you!

Natalie Orwig SRC: Thank you so much for providing us with these tools!

Ashley Roll: Thank you very much !

Lily Arroyo: Thanks for all the great info! The Toolkit has been very helpful to our organization!

Taryn Giddings/South Suburban College/Transitions Advisor: Thanks you.

Tina Fajardo: Thank you for all the information!

Dr. Michael Westlove: Thank you

Jessica Navarro: Thank you!

Maria-Diana Gutierrez: Thank you

Izabela Zurawska: Thank you for all the information.

Ryan Klassy: Will there be a recording of the meeting shared?

Griselda Piedra: Thank you! Like always very informative!

Cheri Heise: Thank you!

Jenny Siegfried (she/her): @Ryan, yes, please give me until tomorrow afternoon. You'll be able to find the recording on the Outreach website: <http://www2.iccb.org/excellence/ael-outreach-campaign/>

Jeannie Araujo: Thanks—