

PLANNING AND POLICY COMMITTEE
Seibert Conference Room
Belleville Campus
June 10, 2026

Committee members present:	Nick Raftopoulos, Chair Dane Tippet Tracy Vallett
Trustees present:	Steve Campo Eric Edgar Sean McPeak Zoyalyn Stoll, Student Trustee
Administrators present:	Nick Mance Linda Andres (r) Danielle Chambers Robert Tebbe Joseph “Joey” Walter, Ed.D. Jacob Wheeler Bernie Ysursa
Attorney present:	Garrett Hoerner

CALL TO ORDER

Chairman Raftopoulos called the meeting to order at 8:05 p.m.

REPORTS

Information Technology Highlights

Chief Information Officer Linda Andres provided the following information technology highlights:

- PeopleSoft MFA and SSO for O365 complete for internal URLs for HR, CS, Finance
- Performance Monitor PeopleTools 8.61 upgrade complete
- InfoShare cumulative update complete
- Academic Progress Fluid Tile complete
- Job Data in HRMS testing fluid to simplify data entry
- ARMS upgrade for Public Safety to implement ARMs Mobile in progress
- Implementing HP Aruba access points
- Additional CRM functionality in progress
- LightCast Widget on swic.edu complete
- Investigating Security Audit suggestions from Cyber Insurance Company
- API interface for Brightspace in testing
- Strategic Plan Sustainability Dashboard project in testing
- Coding new fluid student interface for Enrollment
- Coding new fluid student Course Catalog
- Uni-Market implementation for punch out vendors in progress
- Configuring hardware for VMWare and VDI implementations

Marketing/Recruiting/Enrollment Update

Vice President Tebbe requested his report be read into the record and is attached.

CONSENT AGENDA: FIRST READING OF PROPOSED AMENDMENTS

Mr. Tippet moved, seconded by Ms. Vallett, to recommend first reading of proposed amendments to the following Board Policies:

Board Policy 5004: Curriculum Committee Membership
Board Policy 6012: Written Information Security Program
Board Policy 7016: Acceptable Use of Information Technology Resources

Upon a roll call vote those trustees voting aye were Mr. Tippet, Ms. Vallett and Mr. Raftopoulos. Nays: none. The motion carried.

CONSENT AGENDA

Ms. Vallett moved, seconded by Mr. Tippet, to recommend the Board of Trustees approve the consent agenda items as presented. Upon a roll call vote, those trustees voting aye were Mr. Tippet, Ms. Vallett and Mr. Raftopoulos. Nays: none. The motion carried. (These items will appear on the consent agenda.)

MISCELLANEOUS

Trustee Tippet inquired about signage at the Fairview Heights Campus. Vice President Tebbe stated it will be a very basic billboard type sign. Mr. Tippet questioned why the college is spending money at that site since it has not been determined what programming will be offered. Mr. Tebbe replied the City of Fairview Heights has directed that signage be in place.

NEXT SCHEDULED MEETING

The next meeting of the Planning and Policy Committee is Wednesday, July 8, 2026 at 5:30 p.m. in the Seibert Conference Room at the Belleville Campus.

ADJOURNMENT

Ms. Vallett moved, seconded by Mr. Raftopoulos, to adjourn the meeting at 8:08 p.m. Upon a voice vote the motion carried.

Respectfully submitted,

Beverly J. Fiss
Board Secretary

June 2026 Board Updates

Recruitment, Marketing, High School Partnerships

Marketing

Monthly Marketing Report - End of April through May

Projects Requested 52- total marketing projects

Projects Completed 72- including add-ons and non-requested items

Projects in Progress- 25

33% Everyone Emails, 16% Student Services, 7% Marketing, 5% Success Center, 5% Tech Ed

Current Project Highlights

Working with Zeal Marketing to create 8-10 photoshoots though the year with the first one beginning on June 2nd. Photos will be for 26/27 recruitment and for the website.

Will begin beginning phase of working with Carnegie for rebrand and website redesign.

Finishing up SSC packets.

Working on cleaning up old pages on the website and will work with the Student Services team to find quick fixes we can do to help the student enrollment journey.

Working on a second training for the Campus Directors for social media Do's and Don'ts and follow up.

Signage Project

- o Red Bud - being installed in the next couple of weeks
- o Fairview Heights- Building Sign- In production
- o Lynx Lodge-waiting on proof

Marketing Email within the CRM

- o 4 email campaigns were sent out:
 - Summer Visiting Students had the highest open rate of 30% and highest CTR at 1.6%
 - Campus Welcome emails have been launched for all campuses and performing well.
- o 1% of our Website Traffic is coming from our email efforts with a 97% engagement once they get to our website

Website Snapshot

Total views are up 16.8% compared to last month. We had a 54.4% increase in users and 68.7% increase in new users-This month we had **an increase in conversion (apply now) by 24.4% and our load time increased by 65.2%**

Social Media Snapshot

Facebook

Followers- 13,892- (52.9%) increase from LM

Total Views- 194,856 (92.5%) increase from LM

Total clicks to website from FB- 1,038 (46.2%) decrease from LM

Total Posts- posts & stories- 29

Instagram

Followers- 2755- increase from LM
Total Interactions- 1,279- (71.2%) up from LM
Total Views- 41,552- (19.6%) up from LM
Total posts & stories- 26

Linked In

Followers- 24,759- up from LM
Total Impressions- 5279 up from LM
Total posts- 3

High School Partnerships

Dual Credit conducted testing at Belleville District 201, Triad High School, and Steeleville High School for the 2026-2027 school year. Final grade correspondence has been submitted to all high schools.

Running Start updates: There are **137 Running Start students registered for Fall 2026**. Agreements were distributed to partner high schools and collection is underway.

Recruitment and Outreach

From late April through May, Recruitment & Outreach finished onsite registrations at our high schools with more than 300 registrations.

Through April, Welcome Wednesday and private tours engaged **44 prospective students and guests** across the Belleville and Granite City campuses. There were over 475 leads for the month of May through applications or inquiry.

Recruitment & Outreach and Inclusion supported **career- and program-focused events**, including Granite City High School Professional Development Day at SWGCC, Freeburg High School Career Fair, CCSI Career Fair, Cahokia Community Fair.

CRM Recruitment Communications Planner/Campaign Highlights:

Dual Credit Campaign - 5 emails through spring to current DC students

- **49% open rate** and **0.83% click rate**
- Very low opt-outs (0.14%) and bounce rate (0.12%)
- Indicates highly engaged, well-targeted audience

Summer/Fall 2026 Open Enrollment

- Broad reach with **53,211 emails delivered**
- Solid **33.5% open rate** and **0.70% click rate**
- Exceptionally low bounce rate (0.04%)
- Supports continued momentum for fall enrollment recruitment

Agriculture Prospect Email

- Smaller, targeted audience - 781 emails
- **30.77% open rate** with 0.13% click rate

Medical Laboratory Technology

- Smaller, targeted audience - 6835 emails
- **36.19% open rate** with 0.25% click rate

Community College Month

- Largest campaign by volume (**72,398 emails delivered**)
- Open rate of **27%** with expectedly higher opt-outs due to scale
- Continues to serve as a strong awareness and brand-building effort

Summer Visiting Student Campaign

- **32.31% open rate** and **0.53% clicks**
- SMS- 27245 Emails - 63727

Campus Director Emails

- **62.46% open rate** with 3.48% unique clicks
- High deliverability with modest engagement, appropriate for its narrow audience