

PLANNING AND POLICY COMMITTEE
Seibert Conference Room
Belleville Campus
July 8, 2026

Committee members present:	Nick Raftopoulos, Chair Dane Tippet
Committee member absent:	Tracy Vallett
Trustees present:	Steve Campo Eric Edgar Sean McPeak Mark Morton Zoyalyn Stoll, Student Trustee
Administrators present:	Nick Mance Linda Andres 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 6:18 p.m.

APPROVAL OF MINUTES

Mr. Tippet moved, seconded by Mr. Raftopoulos, to approve the minutes from the June 10, 2026 meeting as submitted. Upon a roll call vote, those trustees voting aye were Mr. Tippet and Mr. Raftopoulos. Nays: none. Absent: Ms. Vallett. The motion carried.

REPORTS

Information Technology Highlights

Chief Information Officer Linda Andres stated in addition to every day requests, the team is focusing on the following. She highlighted the totally rewritten Student Center program to a program with the usage of tiles vs. drop down menus for a much more user friendly student experience.

- Clean up of SharePoint AD accounts complete
- New Student User Experience (Fluid) in testing
 - Testing new fluid student interface for Enrollment
 - Testing new fluid student Course Catalog
- Job Data in HRMS testing fluid to simplify data entry
- E-storm SSO/MFA for student logins
- ARMS upgrade for Public Safety to implement ARMs Mobile in progress
- HP Aruba access points implemented in dorms
- Additional CRM functionality in progress
- Investigating Security Audit suggestions from Cyber Insurance Company
- API interface for Brightspace live July

- Strategic Plan Sustainability Dashboard project migrating to production
- Uni-Market implementation for punch out vendors go live – mid July
- Configuring hardware for VMWare and VDI implementations
- Kickoff of new Simple Syllabus project
- Kickoff of Carnegie Website Redesign

Marketing/Recruiting/Enrollment Update

Vice President Tebbe requested his report be read into the record and is attached. He highlighted that summer enrollment was up 22K hours, which is an approximate 10% increase. Fall enrollment is slightly down right now.

CONSENT AGENDA

Second Reading/Adoption 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

First Reading of proposed amendments to the following Board Policy:

Board Policy 6008: Disposal of College Property

First Reading of proposed new Board Policy:

Board Housing: Housing

Mr. Tippet moved, seconded by Mr. Raftopoulos, 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 and Mr. Raftopoulos. Nays: none. Absent: Ms. Vallett. The motion carried. (These items will appear on the consent agenda.)

NEXT SCHEDULED MEETING

The next meeting of the Planning and Policy Committee is Wednesday, August 12, 2026 at 5:30 p.m. in the Seibert Conference Room at the Belleville Campus.

ADJOURNMENT

Mr. Tippet moved, seconded by Mr. Raftopoulos, to adjourn the meeting at 6:25 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

- Projects Requested: 60
- Projects Completed: 48 (including add-ons and non-requested items)
- Projects in Progress: 28
- Projects Past Due: 2
- Task Completion: 60% on time, 28% past due, 12% overdue

Project Request Distribution

- 33% Everyone Emails
- 16% Student Services
- 7% Marketing
- 5% Success Center
- 5% TechEd
 - Weekly student orientation email campaigns driving registration
 - Scholarship outreach emails for Arts and Red Bud opportunities

Key Highlights

- Initial Zeal photoshoot completed successfully with strong usable content and positive ROI.
- Agriculture Day event scheduled at the Grizzlies on June 25.
- **Football launch planning underway pending coach hire**, including professional photography and video production with Zeal.
- Fall enrollment social campaign launching late June, featuring student testimonial videos.
- Campus-wide **Canva** onboarding scheduled for early July.
- Catalog and orientation packages are completed.
- Digital monitor system (OMS) content refreshed with updated visuals.
- Development of new recruitment materials (fall booklet and die-cut infographic).

Signage Projects

- Fairview Heights building sign - in production
- SWIC Residence Hall signage - in production
- Football mannequin display backdrop
- New graphics for ISB Lounge and Brew Storm
- Digital signage quotes for all campuses in progress
- Indoor signage for Residence Hall #3 in progress

Website Performance Snapshot

- Month-over-month declines in views (-23.6%), users (-20.2%), and new users (-20.9%).
- Conversions (Apply Now) down 26.3%; load time increased 171.1%.
- Trends are seasonal; year-over-year performance is up across all major metrics.
- Organic and direct traffic both increased, reflecting strong non-paid engagement.

Social Media Snapshot

- Facebook: 13,936 followers (+0.3%); views and clicks declined month-over-month.
- Instagram: modest follower growth with decreased interactions and views.
- LinkedIn: continued growth in followers, impressions, and engagement.

Recruitment & Outreach Activity

- Multiple campus tours and orientations conducted throughout June.
16 tours and events with 83 people in attendance
- New partnership established with Gordon Bush Alternative High School, including campus visit (15 students, 3 administrators).
- Table at Ag Night at the Grizzlies - June 25
- Continued presence at student orientations promoting First Generation Club and support services.
- CRM campaign builds continue - Fall enrollment, Health Sciences, Tech Ed, Manufacturing Day event build.

High School Partnerships

- Dual Credit: Ongoing preparation for 2026-2027 academic year and onboarding of instructors.
- Internal Advisory Committee planning underway to support shared governance across academic and enrollment leadership.
- Running Start: June orientation engagement completed; currently serving 139 new student