

PLANNING AND POLICY COMMITTEE
Seibert Conference Room
Belleville Campus
August 12, 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 5:42 p.m.

APPROVAL OF MINUTES

Mr. Tippet moved, seconded by Mr. Raftopoulos, to approve the minutes from the July 8, 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 has a lot going on.

- The Uni-Market implementation for punch out vendors is complete.
- The lock system for dorms at the Southwestern Illinois Justice and Workforce Development Campus is in testing.
- Staff is working on a new student user experience and plan to go live at the end of September. Testing includes new fluid student interface for Enrollment and Course Catalog.
- Simple Syllabus project is in progress.
- The Carnegie website redesign is in progress.

Ms. Andres added that staff is in really good shape with the remainder of the projects.

Marketing/Recruiting/Enrollment Update

Vice President Tebbe requested his report be read into the record and is attached. He reported enrollment increases at the Belleville, Sam Wolf Granite City, and Red Bud Campuses.

OMNIBUS VOTE

Mr. Tippet moved, seconded by Mr. Raftopoulos, for an omnibus vote to present the consent agenda items. Upon a roll call vote, those trustees voting aye were Mr. Tippet and Mr. Raftopoulos. Nays: none. Absent: Ms. Vallett. The motion carried.

CONSENT AGENDA

First reading of proposed amendments to Board Policy 3011: Faculty Research and/or Consulting;

Second reading/adoption of proposed amendments to Board Policy 6008: Disposal of College Property; and

Second reading/adoption of new Board Policy 7012: 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, September 9, 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 5:49 p.m. Upon a voice vote the motion carried.

Respectfully submitted,

Beverly J. Fiss
Board Secretary

Recruitment Marketing and High School Partnerships

Board Report – August 2026

Marketing

The Marketing team managed a high volume of institutional project requests at the end of June through July while continuing to support enrollment priorities, brand visibility, athletics, signage, web performance, and social media engagement. During this reporting period, the team received **100 total marketing project requests**, completed 81 projects, managed 38 projects currently in progress, and had only 3 projects past due.

Overall task performance remained strong, with 75% of tasks completed on time. The remaining work included 14% past due and 11% overdue items, reflecting both the volume of requests and the number of active, ongoing projects across the college.

Key Highlights

- Implementing Canva across the college, including staff training and the development of standardized templates to ensure consistent branding and easy access for campus users.
- Launched new Football Head Coach video and working on the B roll for the longer video.
- Created a Football Program Launch Logo that will be used on Marketing/swag items.
- East St Louis Social Media ads running to promote welding and EMS.
- Provided training to Faculty coordinators on Marketing options and how we can support their programs.
- Health Sciences Email out to 6800 students and received a 35% open rate and .52 click rate.
- Carnegie website rebrand launch.

Signage Projects

Several campus enhancement projects are progressing, including the completed Fairview Heights building sign. Current projects in production include the Lynx Lodge residence hall signage, the football mannequin display backdrop, and new graphics for the ISB Lounge and Brew Storm. Planning is also underway for indoor signage in Resident Hall #3.

Spring Enrollment Drivers

Spring Enrollment Campaign begins in Sept with paid ads, organic social posts, email marketing, and video. Also working with Recruitment on new search piece. KMOV will film a new segment in September, running in October.

Website Snapshot

Website performance remained positive overall, with total page views increasing 4.5% compared to the previous month. Users increased by 1.3%, while new users grew by 3.5%. Apply Now conversions declined slightly by 1.5%, and page load times increased by 46%, trends that are consistent with seasonal fluctuations during this time of year.

Social Media Snapshot

Facebook

Followers- 14,155- (1.2%) increase from LM
Total Views- 240,366 - 147% increase from LM
Total clicks to website from FB- 2184 - (118%) increase from LM
Total Posts- posts & stories- 10- 9 less than LM

Instagram

Followers- 2822- 60 increase from LM
Total Interactions- 1409 - (360%) up from LM
Total Views- 60,084- (254%) up from LM
Total posts & stories- 12- 1 less than LM

Linked In

Followers- 25009 – 250 up from LM
Total Impressions- 7505 up from LM
Total posts- 3

Recruitment and Outreach

The Recruitment and Outreach team continues to play an active role in student onboarding and enrollment efforts. Throughout the summer, team members have supported SWIC Student Orientations (SSO) and provided additional event registration assistance for Student Accessibility and Support Services (SASS) orientations. In addition, the team has collaborated with academic departments and campus locations to develop targeted recruitment and communication campaigns, including promotional efforts for the Granite City Campus Open House, Health Sciences programs, and Technical Education offerings.

CRM Email Outreach (text and/or email)

Fall Enrollment Campaign: 144373 emails/26786 opens (19%)
Nurse Assistant Fall Deadline Email: 926 emails/20% open rate
SWIC Arts Scholarship Email: 983 emails/202 opens (21%)
Summer Visiting Student Campaign: 27245 texts/84069 emails/27448 opens (34%)

Recruitment and Outreach Events

Two Grizzlies Games – Ag Night & Education Night
Summer BBQ's for SSO – RBC, SWGCC, ESTL
Scott AFB Education Fair

Tours

Conducted 12 Welcome Wednesday tour sessions across Belleville (9) and Granite City (3) serving 19 visitors, plus an Adult Education Pathways tour, two new hire tours, and campus familiarization visits ahead of fall season.

High School Partnerships

Continuing to onboard new dual credit instructors and working with high schools on fall rosters and SWIC applications.

High School Partnerships held an Internal Advisory Council meeting on July 8 attended by instructional leadership.

High School Partnerships attended the Scott AFB education fair July 23.

Running Start enrollment for fall is up 6% from last year with 140 students. New Running Start students completed the summer ORIE 101 with one student returning to the high school.