

PLANNING AND POLICY COMMITTEE
Seibert Conference Room
Belleville Campus
September 9, 2026

Committee members present:	Nick Raftopoulos, Chair Dane Tippet 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 6:10 p.m.

APPROVAL OF MINUTES

Ms. Vallett moved, seconded by Mr. Tippet, to approve the minutes from the August 12, 2026 meeting as submitted. Upon a roll call vote, those trustees voting aye were Mr. Tippet, Ms. Vallett and Mr. Raftopoulos. Nays: none. The motion carried.

REPORTS

Information Technology Highlights

Chief Information Officer Linda Andres requested her report be read into the record but called attention to the New Student User Experience that will roll out this Friday and is a one-login, user-friendly process for students.

- Simple Syllabus project – Pilot setup complete
- Additional CRM functionality complete
- Chat bot for swic.edu complete
- Lock system for dorms complete
- New Student User Experience (Fluid) – complete ready for implementation
- Testing new fluid student interface for Enrollment
- Testing new fluid student Course Catalog
- Estorm SSO/MFA for student logins
- Job Data in HRMS testing fluid to simplify data entry

- ARMS upgrade for Public Safety to implement ARMs Mobile in progress
- HP Aruba access points - continuing
- Phase 2 Strategic Plan Sustainability Dashboard in progress
- Configuring hardware for VMWare and VDI implementations
- Carnegie Website Redesign in progress

Marketing/Recruiting/Enrollment Update

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

Second Reading of Proposed Amendments to Board Policy 3011: Faculty Research and/or Consulting

The Board of Trustees approved first reading of the proposed amendments, which were then disseminated to the college staff for commentary. This topic is on hold as several comments were received and are currently being reviewed.

OMNIBUS VOTE

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

FY26 Annual Information Security Risk Assessment

Per Board Policy 6012: Written Information Security Program, the college is required to prepare an annual risk assessment to be shared with the Board of Trustees.

During FY26, Southwestern Illinois College completed a comprehensive review of its Information Security Program, including the Written Information Security Program (WISP), information security policies and procedures, Acceptable Use standards, and CIS Critical Security Controls. The review supports annual reporting requirements and helps ensure alignment between Board policy, regulatory requirements, institutional practices, and cybersecurity risk management.

During the year, the college strengthened its cybersecurity governance framework through updates to key policies and procedures, expansion of multi-factor authentication, improvements to security monitoring and logging, enhancement of vendor risk management processes, refinement of incident response documentation, and implementation of recovery testing activities. These initiatives improve SWIC's ability to protect institutional information, manage cybersecurity risk, and meet compliance obligations.

The review also established a more formal process for assessing cybersecurity risk and measuring security program maturity through the CIS Critical Security Controls framework. This work provides the foundation for continuous improvement and informed Board oversight of the College's information security program.

CONSENT AGENDA

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

NEXT SCHEDULED MEETING

The next meeting of the Planning and Policy Committee is Wednesday, October 14, 2026 at 5:30 p.m. in the Seibert Conference Room at the Belleville Campus.

ADJOURNMENT

Ms. Vallett moved, seconded by Mr. Tippet, to adjourn the meeting at 6:17 p.m. Upon a voice vote the motion carried.

Respectfully submitted,

Beverly J. Fiss
Board Secretary

Marketing, Recruitment, and High School Partnerships Report

Marketing and recruitment efforts continue to drive measurable growth in digital engagement, student pipeline development, and dual credit enrollment. Key priorities include expanding program awareness, strengthening digital recruitment performance, improving brand consistency, and increasing prospective student engagement across the district.

Marketing

Activity & Production

- Managed 116 marketing projects, completing 93 during the reporting period with only one project overdue.
- Maintained a 75% on-time completion rate across all marketing requests.

Major Initiatives

- Completed the football program launch video.
- Continued implementation of Canva, including user setup, templates, and training.
- Developed recruitment materials, including a new prospective student viewbook for 2027- 28 recruitment cycle and program-specific recruitment pieces.
- Supported Carnegie branding efforts through event materials and promotional items.
- Planning underway for the College's 80th Anniversary Celebration on September 16.
- Coordinated upcoming KMOV features highlighting Fine Arts (Ceramics) and Audio Technology programs.
- Continued campus signage improvements, including completion of exterior signage for Dorm 3 and ongoing interior signage installations.

Digital Performance

- Website traffic increased 5.7% year over year, with a 16% increase in conversions and improvements in site performance.
- Social media audiences continued to grow, including:
 - Facebook: 14,282 followers (+1%)
 - Instagram: 2,979 followers (+157)
 - LinkedIn: 25,168 followers (+159)

Recruitment & Outreach

Recruitment Activities

- Hosted campus tours for 12 prospective students across Belleville and Granite City, including Welcome Wednesday, Pathways Program, and Aviation Maintenance Technology visits.
- Scheduled additional Welcome Wednesday tours and a 35-student group visit from Granite City High School.
- Continued planning for Manufacturing Day, Campus Connection Day, and the expanded Tech Ed Road Show.

Process Improvements

- Launched a new centralized recruitment and outreach request process to improve tracking and coordination across campuses.
- Began development of a public request portal that will allow campus departments and community partners to submit requests directly into the CRM system.

Enrollment Growth Initiatives

- Continued development of a college-wide yield strategy to improve communication and follow-up with prospective students.
- Advanced planning for targeted recruitment efforts focused on priority student populations, including rural and underserved communities.

High School Partnerships

- Application days with 5 of our partner high schools
- Registrations for all fall sections of dual credit coursework
- In-service visits with partner high schools where DC staff spoke directly with high school administrators and staff to assist them with school year preparations for their dual credit courses
- Additional onboarding of new instructors
- Meetings with high school partners to discuss additional opportunities for the 2027-2028 school year

Running Start

- 139 Running Start students enrolled for Fall semester.