PLANNING AND POLICY COMMITTEE
Seibert Conference Room
Belleville Campus
October 14, 2026

Committee members present:	Nick Raftopoulos, Chair Dane Tippett Tracy Vallett
Trustees present:	Steve Campo Eric Edgar Sean McPeak
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 6:09 p.m.

APPROVAL OF MINUTES
Mr. Tippett moved, seconded by Ms. Vallett, to approve the minutes from the September 9, 2026 meeting as submitted. Upon a roll call vote, those trustees voting aye were Mr. Tippett, Ms. Vallett and Mr. Raftopoulos. Nays: none. 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 and requested her report be read into the record.

- Phase 2 Strategic Plan Sustainability Dashboard - complete
- New Student User Experience (Fluid) – complete
    - student interface for Enrollment
    - student Course Catalog
    - Estorm SSO/MFA for student logins
        - Dual Credit High School exceptions – in user testing
- ARMS upgrade for Public Safety to implement ARMs Mobile - ready for implementation
- Job Data in HRMS testing fluid to simplify data entry - in user testing
- Infoshare cumulative update - in user testing
- Finance PUM - in user testing
- HP Aruba access points - continuing
- 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. He noted an increase of 90,000 credit hours as of this morning and added there is growth at all campuses except Belleville.

FIRST READING OF PROPOSED AMENDMENTS TO BOARD POLICY 3011
The Board of Trustees approved first reading of the proposed amendments to Board Policy 3011: Faculty Research and/or Consulting, at its August 19, 2026 meeting. The proposed amendments were then disseminated to the college staff for commentary. Several comments were received and reviewed; and the policy is now ready for first reading.

Ms. Vallett moved, seconded by Mr. Tippett, to recommend the Board of Trustees approve first reading of the proposed amendments to Board Policy 3011: Faculty Research and/or Consulting. Upon a roll call vote, those trustees voting aye were Mr. Tippett, Ms. Vallett and Mr. Raftopoulos. Nays: none. The motion carried. (This item will appear on the consent agenda.)

NEXT SCHEDULED MEETING
The next meeting of the Planning and Policy Committee is Tuesday, November 10, 2026 at 5:30 p.m. in the Seibert Conference Room at the Belleville Campus.

ADJOURNMENT
Mr. Tippett moved, seconded by Ms. Vallett, to adjourn the meeting at 6:12 p.m. Upon a voice vote the motion carried.

Respectfully submitted,

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Beverly J. Fiss
Board Secretary

Enrollment, Marketing, and High School Partnerships Board Report

Carnegie Website project update

The Website Brand Refresh and Website Redesign project is on schedule.

Brand: We have completed all executive and stakeholder internal interviews and external brand surveys. Nearly 200 faculty and staff participated in the on-campus brand workshops. Next steps – Brand Platform.

Web: Began working on the Web Discovery & Plan Phase and have completed a full GA4 Audit on the website. Next steps – Design & Develop.

Marketing

- Completed **105 projects** during the last month.
- Continued development of a new prospective student viewbook, enrollment marketing campaigns, and CRM email campaign schedule.
- Conducted fall photo shoots at the Belleville and Granite City campuses and continued Canva training for campus users.
- Advanced website improvements, including event page development, analytics enhancements, and Google Analytics recommendations.
- Continued signage initiatives, including Granite City building and wayfinding signage and development of a formal signage approval process.
- Website traffic reached a **record-high 376,000+ page views in August**, with the **highest conversion rate of the year**, continued growth in new users, and improved site performance.
- Social media audiences continued to grow, particularly on Instagram, while paid advertising campaigns for EMS, Welding, and late enrollment generated strong engagement and click-through rates.
- Recruitment inquiry email campaigns achieved a **73% open rate** and **27% click-to-open rate**, demonstrating strong prospective student engagement.

Recruitment & Outreach

- Conducted **7 campus tours**, including Welcome Wednesday sessions, private tours, and new employee tours.
- Hosted **7 high school visits**, participated in **2 college fairs**, and attended **6 community outreach events** throughout the district.
- October demand continues to increase, with **11 campus tours scheduled** and **99 students already registered for school group visits**.
- Manufacturing Day, on October 2 with more than **1,200 students and 100 instructors.**

- Completed automatic web inquiry response emails in the **CRM** for Tech Ed and Health Sciences programs. Continue work on all program inquiries.

High School Partnerships

Dual Credit

- Completed registration for fall dual credit courses serving partner high schools.
- Conducted course expansion meetings for the 2027-2028 academic year.
- Continued onboarding and support for new dual credit instructors.
- Became the first area to implement student registration through the College's new Student Center Homepage.

Running Start

- Nearly completed spring registration processing for Running Start students.

Dual Enrollment

- Conducting advising and registration meetings for spring dual enrollment students.

SOUTHWESTERN ILLINOIS COLLEGE

Enrollment Comparison

Run Date: 9/25/2026

As of Date: Fall 26 2026-09-24 Day 40

Prior Year (PY) Date: Fall 25 2025-09-25 Day 40

	Transcript Students				Transcript Hours			
Location	Students	PY	Change	%Change	Hours	PY	Change	%Change
All	10,880	10,845	35	0.32%	87,222.50	86,751.50	471.00	0.54%
Belleville	4,500	4,656	-156	-3.35%	36,746.00	37,568.50	-822.50	-2.19%
Online Learning	4,041	4,120	-79	-1.92%	25,253.00	25,427.00	-174.00	-0.68%
ESLCCC	339	349	-10	-2.87%	2,489.50	2,405.50	84.00	3.49%
Extension Center	3,438	3,337	101	3.03%	13,381.50	12,795.50	586.00	4.58%
Red Bud	171	101	70	69.31%	1,020.00	634.00	386.00	60.88%
Sam Wolf Granite City	1,183	1,130	53	4.69%	8,333.50	7,921.00	411.50	5.20%

	Withdrawn Students				Withdrawn Hours			
Location	Students	PY	Change	%Change	Hours	PY	Change	%Change
All	781	767	14	1.83%	3,728.50	3,432.00	296.50	8.64%
Belleville	293	263	30	11.41%	1,313.50	1,142.00	171.50	15.02%
Online Learning	374	387	-13	-3.36%	1,628.00	1,645.50	-17.50	-1.06%
ESLCCC	68	68	0	0.00%	351.00	279.50	71.50	25.58%
Extension Center	6	12	-6	-50.00%	34.00	58.50	-24.50	-41.88%
Red Bud	6	3	3	100%	19.50	9.00	10.50	117%
Sam Wolf Granite City	103	79	24	30.38%	382.50	297.50	85.00	28.57%

	Enrolled Students				Enrolled Hours			
Location	Students	PY	Change	%Change	Hours	PY	Change	%Change
All	10,589	10,576	13	0.12%	83,494.00	83,319.50	174.50	0.21%
Belleville	4,335	4,513	-178	-3.94%	35,432.50	36,426.50	-994.00	-2.73%
Online Learning	3,896	3,952	-56	-1.42%	23,625.00	23,781.50	-156.50	-0.66%
ESLCCC	292	298	-6	-2.01%	2,138.50	2,126.00	12.50	0.59%
Extension Center	3,433	3,331	102	3.06%	13,347.50	12,737.00	610.50	4.79%
Red Bud	166	100	66	66.00%	1,000.50	625.00	375.50	60.08%
Sam Wolf Granite City	1,118	1,080	38	3.52%	7,950.00	7,623.50	326.50	4.28%

	Transcript Students				Transcript Hours			
	Students	PY	Change	%Change	Hours	PY	Change	%Change
Undergraduate	10,440	10,412	28	0.27%	85,293.50	84,722.50	571.00	0.67%
Community Service	417	408	9	2.21%	1,670.00	1,623.50	46.50	2.86%
Both	23	25	-2	-8.00%	259.00	405.50	-146.50	-36.13%
Day	4,869	4,748	121	2.55%	41,306.50	41,572.50	-266.00	-0.64%
Evening	1,752	1,656	96	5.80%	8,157.00	7,637.00	520.00	6.81%
Unspecified	7,702	7,736	-34	-0.44%	37,759.00	37,542.00	217.00	0.58%
New Credit	3,155	3,465	-310	-8.95%	20,257.00	22,485.00	-2,228.00	-9.91%
Returning Credit	7,725	7,380	345	4.67%	66,965.50	64,266.50	2,699.00	4.20%
Non Credit Only	0	0	0	0.00%	0.00	0.00	0.00	0.00%
New NonCredit	0	0	0	0.00%	0.00	0.00	0.00	0.00%
Returning NonCredit	0	0	0	0.00%	0.00	0.00	0.00	0.00%
Credit Only	10,880	10,845	35	0.32%	87,222.50	86,751.50	471.00	0.54%
Dual Credit	3,294	3,224	70	2.17%	12,286.50	11,548.50	738.00	6.39%
Running Start	138	132	6	4.55%	2,380.00	2,280.00	100.00	4.39%

Source: SWIC Institutional Intelligence

For details, visit the Student Enrollment Power BI Dashboard and select the date for analysis.