

# Lincoln Land Community College





**TRANSITIONS ACADEMY**

Illinois Community College Board

Career and Technical Education and Adult Education and Literacy

# Lincoln Land Community College

Who is here?

Director: Patty Mendoza

Transitions Coordinators: Manbeth Hartlich

Career Navigator: Christy Webb

ESL Coordinator - Sue Ale

Program Assistant - Margar

## Bridges

- Health Care
- Business
- TDL
- Hospitality
- IT
- College & Career readiness

## ICAPS

- Diesel
- Digital Marketing & E-C
- ~~Per~~ CNA
- CMA
- Automotive
- Culinary

Today will be a success when we...

# Goals and Priorities in Planning

- Marketing and Messaging
  - Educate how ICAPS work (internal and external stakeholders)
  - Student Recruitment
  - Instructor Recruitment
- Program Development
  - Curriculum
  - Expansion to outreach centers (Bridge and ICAPS)
- Collaboration between departments
  - Braiding Funding
  - Community Resources

# Our ICAPS We're Developing or Implementing as part of the Cohort Convos

## Current Programs:

- Certified Nursing Assistant (CNA)
  - Bridge: Healthcare or Pre-CNA
- Digital Marketing & E-Commerce (Google Certificate)
  - Bridge: Business
- Diesel Technologies
  - Bridge: Transportation, Distribution, Logistics (TDL)

# Our ICAPS We're Developing or Implementing as part of the Cohort Convos (cont.)

## In Development:

- Automotive Technology-Brakes/Steering & Alignment (Fall 2024)
  - Bridge: Transportation, Distribution & Logistics (TDL)
- Hospitality Management & Culinary Arts (Spring 2025)
  - Bridge: Hospitality & Tourism

## Bridge Leading to All ICAPS:

- Career & College Readiness



## LLCC AUTO SKILL BUILDING ICAPS 1

### MULTIPLE ENTRY POINTS

ABE, ASE, ESL,  
BRIDGE

AUTO-101  
(3 CREDIT HOURS)

&  
AUTO-109  
(3 CREDIT HOURS)

& STEERING & ALIGNMENT  
AUTO 107  
&  
AE AUTO SKILLS SUPPORT

& BRAKES  
AUTO 106  
&  
AE AUTO SKILLS SUPPORT

### AAS AUTOMOTIVE TECHNOLOGY

- 2 YEAR PROGRAM
- BRAKES, STEERING & ALIGNMENT, HEATING & AIR CONDITIONING, & AUTO TECHNICIAN CERTIFICATION

AUTOMOTIVE TECHNICIAN  
CERTIFICATE PROGRAM  
32 CREDIT HOURS

AAS  
AUTOMOTIVE TECHNOLOGY  
61 CREDIT HOURS

AUTO SERVICE  
TECHNICIAN

\$45, 619.00

AUTO  
ENGINEERING  
TECHNICIAN

\$60, 538.00

### FIRST SEMESTER SUPPORT

- AUTOMOTIVE VOCABULARY
- TEAMWORK
- VERBAL & WRITTEN PROCEDURES
- RESUME BUILDING

# Our Planning Team



- LLCC departments and Outreach centers
  - Workforce Equity Initiative (WEI)
  - Pipeline for Advancement of the Healthcare Workforce (PATH)
  - Workforce Institute/CTE
- Adult Education Staff & Instructors
  - Transitions Coordinator
  - Program Navigator
  - CTE & AE instructors
- ICCB Staff
  - Transitions Academy Team

# How did we recruit them?

- LLCC programs & outreach centers expressed a need
  - Diesel and CNA
    - Needed support & braided funding opportunities
  - Jacksonville campus needing Pre-CNA Bridge class
    - Many ESL students expressed interest in the CNA program, but they were not ready for the program.
- AE Staff and Instructors
  - Former instructors interested in teaching
    - New staff & instructors hired due to updated job positions & reaching out to candidates with a variety of skill sets
- ICCB Staff
  - Mentorship & Professional development



# Current Marketing and Messaging

- Current flyers regarding ICAPS and bridge programming
  - Advertise for bridge and ICAPS classes
- Challenges when recruiting from ABE/ASE/ESL programming
  - Students focus on current program, not always looking ahead
  - Lack of commitment
- Marketing and various LLCC departments gaining awareness of our programming
- Educating new applicants is essential to help them understand the ICAPS learning model.
- Current ICAPS student buy in (What's in it for me?)
  - Offering tuition support is not enough for students
  - Not a study hall

# Marketing & Messaging Plan of Action

- Regular meetings with the marketing department
  - Educating the department on ICAPS & bridge programming
  - Reviewing and redesigning the material and messaging
- Focus group
  - Perceptions and points of view (students, instructors, internal stakeholders of Adult Ed programming)
- AE office communication
  - Regular staff meetings discussing programming and messaging
  - Include ALL staff

# What We Still Need to be Successful/Next Steps

- Strengthening ICAPS & Bridge Programing
  - Curriculum development
  - New instructors
  - AE & CTE instructor communication
- Updated Marketing & Messaging
  - Engaging materials
  - Student buy in and commitment
  - Internal & external stakeholders
- Expand LLCC Collaboration & Community Partnerships
  - Barrier reduction
  - Internships, speakers and job opportunities for students

# Who Can Assist to Overcome These Barriers? MB



- Strengthening ICAPS & Bridge
  - Curriculum development —> Hiring qualified instructors strictly for development in collaboration with CTE instructor
  - New instructors —> Word of mouth, AE instructors & staff, HR, LLCC programs such as workforce/CTE
  - AE & CTE instructor communication —> Schedule early and regular from the start and establish a communication plan.

# Who Can Assist to Overcome These Barriers? MB



- Updated Marketing & Messaging
  - Engaging materials —> Meet with marketing department, set up focus group
  - Student buy in —> Focus group, transitions academy, talk to students in current programs, article in LLCC Forward Magazine
  - Internal & external stakeholders —> Transitions academy, marketing department

# Who Can Assist to Overcome These Barriers? (MB)



- Expand LLCC Collaboration & Community Partnerships
  - Barrier reduction —> Community meetings, WEI, PATH, LLCC Academic Support, accessibility services
  - Internships, speakers and job opportunities for students —> Community meetings, LLCC Career Center, One-Stop meetings