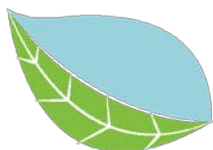


# Case Manager Toolkit

Building Illinois'  
Bioeconomy Consortium



BUILDING ILLINOIS'  
BIOECONOMY CONSORTIUM

The Building Illinois Bioeconomy consortium (BIB) is committed to the development of a well-trained quality workforce by merging the collective strengths and resources of each partner school with a network of committed employers.

At the core of BIB consortium's mission is transforming the workforce to meet industry needs through educational programs leading disadvantaged populations including Trade Adjustment Assistance (TAA) eligible workers and veterans to in-demand, skilled, and high wage career pathways.

The Building Illinois Bioeconomy consortium was made possible through funding from a U.S. Department of Labor Trade Adjustment Assistance Community College and Career Training grant.



Dear Case Managers,

Your role is so crucial.

As you know, we are dedicated to developing more accessible pathways to well-paying jobs in the bioeconomy. Our goal is to empower students with the degrees, certificates, and training they need to achieve success in their careers. The programs our consortium has created together offer those paths and have the potential to strengthen the talent pipeline in Illinois in a significant way.

But we know that intake of students and face-to-face interaction is what, in many cases, makes or breaks decisions to enroll. Your work in communities and advising potential students is what drives our potential to succeed.

You are already doing amazing work. To amplify your efforts and make it easier to get the word out even further, we have developed tools for you to use for promotion. The materials in this kit were designed for you to deploy throughout your communities. By taking some of the burden of development off of your plate, we hope to support your outreach and free some of your capacity to increase the great momentum you have already started.

We truly value your work and look forward to continuing to drive the mission of the consortium forward.

Sincerely,

Courtney Breckenridge



# Toolkit Overview

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## Educating for Enrollment

The resources included in this toolkit are designed to help you educate potential students in your community about the various programs in the BIB Consortium and the degrees and certificates available to them, along with the potential in the industry.

### How Hawthorne Can Help

This section includes areas where Hawthorne Strategy Group can support the great work you are already doing, with instructions for reaching out.

### Talking Points and Messages

This section includes talking points about BIB and the bioeconomy that you can use in your outreach.

### Newsletter Sample

Many community organizations have regularly distributed print newsletter, e-newsletter or email list serves to keep in touch with their members. These communication pieces present a great opportunity to reach audiences that are already engaged or interested in enrolling. This toolkit contains some draft newsletter information on the Building Illinois' Bioeconomy Consortium for you to share with different interested parties and influencers in your community.

### PowerPoint Presentation | In Digital File

Enclosed in this packet is a PowerPoint presentation that can serve as a presentation tool or a printed takeaway piece for attendees at any presentations you have. Feel free to adjust to fit the specific needs of each partner school and program if you would like, or keep it as is. We recommend bringing extra, printed copies to presentations and meetings whenever possible.

### Social Media Guide

Social media can be a great way to amplify your outreach activities. There are a number of tools that can be used separately or together to help you connect with members of communities, get the word out about programs, and interact with the people you are trying to reach.

Included in this toolkit are partner college social media usernames, appropriate hash tags to use, suggested language to use when answering questions on social media, and sample social media posts.



# Process and Protocols

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## Earned Media: How Hawthorne Can Help

Many partner colleges have internal marketing and press departments that do a great job of supporting programs. However, Hawthorne Strategy Group is available to help with press outreach in a few ways, for times when internal marketing departments don't have capacity or are open to outside help. Below are a couple ways that Hawthorne can support:

- **Reaching out to press about events:** If you are planning an event to get the word out about your program, Hawthorne can help reach out to press to 1) ask them to promote the event 2) invite press to the event if appropriate.
- **Developing press releases:** Hawthorne can help you identify news to develop press releases about, and can take the lead in developing with your input. Any and all materials will not go out without review from internal marketing departments. The Hawthorne team is also happy to develop press releases that are ultimately distributed by your internal marketing/press department.
- **Identifying appropriate press contacts:** You know your industries/communities better than anyone. But, Hawthorne is available to look up contact information or help you identify trade/employer magazine contacts to reach out to in order to educate them about your programs.

Hawthorne is also available for support with some materials development.

If you are looking for help with any of the above, please reach out to Shannon McGhee at [Shannon@hawthornestrategy.com](mailto:Shannon@hawthornestrategy.com) at least two weeks in advance of any planned event.



# Tools and Templates

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## Overarching BIB and Bioeconomy Talking Points

- Whether you're just starting to explore your career options, or looking to increase your paycheck through a more fulfilling career, the Building Illinois' Bioeconomy (BIB) offers a plethora of programs that fit your needs.
  - Jobs in the bioeconomy are well within reach through the various certificate and degree program the BIB consortium offers.
  - [COLLEGE NAME] offers students a dynamic learning experience through flexible programs.
  - With programs like [PROGRAM NAMES], students gain the knowledge and sharpened skills needed to succeed in the industry.
  - Some programs even offer flexible enrollment dates and online classes, making it possible for students to customize their own path to success.
  - These programs seek to educate both the traditional college student and fulfilling job seekers about the growing bioeconomy industry.
- As a Case Manager, I'm here to serve as a trusted adviser and offer guidance as you explore your educational and training options for a rewarding new job or career.
  - I can also help you decipher your financial aid options.
- Please feel free to come to me with any questions or concerns you may have about your school's programs, or the BIB consortium as a whole.



## Newsletter Copy

### Option 1 (198 Words)

Turn your day-to-day job into a fulfilling career with a bioeconomy certificate or degree!

The Building Illinois' Bioeconomy (BIB) consortium brings together five colleges that offer degree and certificate programs to students like you. Whether you're just starting to explore your career options, or looking to increase your paycheck and value in your current bioeconomy career, the BIB consortium has the program for you.

Many colleges offer programs with flexible enrollment and offer students the chance to make your own schedule. There are options online and some programs even offer stackable certificates that can build upon each other, leading to an associate or bachelor's degree. Explore your options today at [www.buildingilbio.com](http://www.buildingilbio.com).

Choosing the program that best fits your needs can be intimidating. The good news is that there are people near you to help, known as Case Managers, to provide advice and guidance as you choose the program that aligns with your career goals. They can also help you look at financial aid options, and discuss the value of further certificates or degree in your field.

Ready to enroll? Don't wait! Get in touch with a Case Manager today and start exploring your options. [CONTACT INFO]

### Option 2: College Specific (199 Words)

At [COLLEGE NAME], a fulfilling career in the bioeconomy is just a program away!

The Building Illinois' Bioeconomy (BIB) consortium brings together five colleges, including [COLLEGE NAME], that offer degree and certificate programs for people of all ages and points in life. Whether you're just starting to explore your career options, or looking to increase your paycheck, or add to value in your current bioeconomy career, the BIB consortium has the program for you.

[COLLEGE NAME] offers programs with flexible enrollment and offer students the chance to build their own schedule. [ADD ANY CUSTOMIZATION ABOUT PROGRAM]. Explore our various programs today at [COLLEGE WEBSITE].

There are people near you to answer your questions and help you enroll. [COLLEGE NAME] trusted advisers, known as Case Managers, are available to provide advice and guidance as you choose the program that aligns with your career goals. They can even help you look at financial aid options, and discuss the value of further certificates or degree in your field.

Ready to enroll? Don't wait! Get in touch with a Case Manager today and start exploring your options. [CONTACT INFO]



## Social Media Guide

### Overview:

As social media continues to move toward the news and information spectrum, it is an important tool to share information, deadlines, and program news. Following are program specific sample tweets, hashtags and Facebook posts that aim to educate on the various programs and BIB consortium partner colleges.

### Partner College Twitter handles and Hashtags:

#### 1. Southern Illinois University Edwardsville -- @SIUE

##### Suggested Hashtags:

- #SIUEnroll
- #SIUEbiofuel
- #SIUEbio
- #CareerTips
- #EnergyFuture

##### Twitter

- Gain #CareerTips and insight in choosing the SIUE bioeconomy program that best fits your goals! Get in touch with our Case Managers today
- The emerging bioeconomy industry offers various career opportunities! Learn how you can get ahead in this field at SIUE

##### Facebook

- The emerging bioeconomy industry offers various career opportunities! Gain the skills and knowledge you need to succeed through the various bioeconomy programs offered at SIUE. Have questions? Get in touch with one of our trusted Case Managers who will guide you to the program that best suits your goals: [\[Contact info\]](#)
- The bioeconomy is a dynamic and emerging industry. SIUE Case Managers are here to guide students through our various bioeconomy programs and best help them achieve their goals. From degrees to certificate programs, these trusted advisors can answer all of your questions. Get in touch today: [\[Contact info\]](#)

#### 2. Lewis and Clark Community College - @lewisandclarkcc

##### Frequently used hasghtags:

- #ecology

##### Suggested Hashtags:



- #PTEC
- #RestorationEcology
- #StormWaterManagement
- #LewisandClarkEnroll
- #CaseManagerQandA
- #AskYourCaseManager

Sample social posts:

Twitter:

- Gain insight on furthering your career near you! Learn more about Lewis and Clark's diverse set of programs using #AskYourCaseManager
- Want to enroll in one of our #RestorationEcology programs & grow career? Ask Case Managers your questions using #AskYourCaseManager
- Trusted advisors are available to help pave your way to success! Get in touch with your L&C Case Manager

Facebook:

- With a diverse set of programs in Stormwater Management, Restoration Ecology, and PTEC, it can be challenging to find the one that best suits you! Let our trusted Case Managers help guide you and answer questions: [\[Contact\]](#)

### 3. Southeastern Illinois College -- @SIC\_Biofuels, @SIC\_EDU

Frequently used hashtags:

- #biofuels
- #sustainability
- #agriculture
- #biomass
- #bioeconomy
- #ethanol

Suggested Hashtags:

- #SICEnroll (when sharing program info)
- #SICbiofuels
- #SICBioeconomyCareers
- #SICQandA

Sample social posts:

Twitter:

- Interested in finding out about training for jobs in biofuels? Learn about the programs @SIC\_biofuels offers and enroll today! #SICenroll



- Don't let uncertainty stop you from enrolling in one of @SIC\_biofuels biofuel programs! Ask Case Managers your questions using #SICQandA!

Facebook:

- Exploring the diverse biofuels programs offered at Southeastern Illinois College could open the door to a successful career path! Don't let uncertainties keep you from enrolling – leave your questions below and trusted Case Managers will be in touch to guide you to the best program for you!

#### 4. Lincoln Land Community College - @LincolnLand

Frequently used hashtags:

- #biomass

Suggested Hashtags:

- #LLCCecology
- #AGwatershed
- #AGnews (when sharing news)
- #LLCCConservation
- #LLCCEnroll
- #LLCCQandA

Sample social posts:

Twitter

- #LLCC offers various restoration ecology programs that prepare students for the emerging field. Find the program for you
- Our restoration ecology programs focus on environmentally sustainable practices. Have questions? Ask a Case Manager using #LLCCQandA

Facebook

- Looking for a career in the emerging restoration ecology industry? With a growing need for training in natural areas, wetlands and urban environments, our programs focus on equipping students with environmentally, economically, and socially sustainable practices along with critical thinking skills. LLCC Case Managers are here with trusted advice and guidance! Get in touch today: [\[Contact\]](#)

#### 5. Carl Sandburg College - @sandburg

Frequently used hashtags:

- Does not regularly use hashtags

Suggested Hashtags:



- #CSEnroll
- #CSFermentation
- #Manufacturing, #ManufacturingMaintenance
- #Bioprocess
- #CSEnroll

Sample social posts:

#### Twitter

- Connect with a Case Manager for trusted guidance in choosing the #bioprocess program for you! #CSEnroll

#### Facebook

- Looking to advance your career in the fermentation technology or bioprocess industries? Carl Sandburg offers a dynamic suite of programs to help you do just that! Case Managers are here to guide you in choosing a program that best fits your needs. #CSEnroll [\[Contact\]](#)
- As a trusted advisor, Carl Sandburg Case Managers are able to answer your questions and guide you to one of our diverse bioprocess programs that best fits your goals. Connect with one today: [\[Contact\]](#)

#### **Social Measurement and Management tools:**

- Hootsuite – management and measurement
- Keyhole – measurement
- Hubspot – management and measurement
- IceRocket – measurement



## Key Messaging

### BIB Consortium Overarching Set

- Jobs in the growing Illinois bioeconomy are now closer within reach through certificate and degree programs offered by the Building Illinois' Bioeconomy Consortium, a collaboration between five public educational institutions across the state.
- With flexible training and degree programs, the Building Illinois' Bioeconomy Consortium is preparing both traditional college students and those seeking new job opportunities, career paths and higher wages in this dynamic industry.
- Dedicated counselors called Case Managers are available to help you explore your educational and training options for a rewarding new job or career.
- Financial aid may be available to you from the state or the individual schools. Ask your Case Manager today to help you explore financial help.

### Supporting Points

- Jobs in the growing Illinois bioeconomy are now closer within reach through certificate and degree programs offered by the Building Illinois' Bioeconomy Consortium, a collaboration between five public educational institutions across the state.
  - Advances in science and research have led to new industries and jobs in biotechnology throughout Illinois. Economic activity in this growing area is called the "bioeconomy."
  - Consortium partners – Southern Illinois University Edwardsville, Lewis and Clark College, Lincoln Land Community College, Carl Sandburg College, and Southeastern Illinois College – are working together to match career-oriented educational and training programs with new jobs in Illinois' expanding bioeconomy.
  - Programs prepare students for careers and well-paying jobs, such as:
    - Biochemical Engineer
    - Biofuels Production Manager
    - Biofuels/Biodeisel Technology and Product Development Manager
    - Petroleum Pump System Operator, Refinery Operator and Gauger
    - Water and Wastewater Treatment Plant and System Operator
    - Water Resource Specialist
- With flexible training and degree programs, the Building Illinois' Bioeconomy Consortium is preparing traditional college students and those seeking new job opportunities for middle-skills careers and wages in this growing industry.
  - Programs are available online and on campus, with hands-on options outside of the typical classroom atmosphere.
  - Fast-track programs are available, with certificate programs that are eight weeks and shorter.



- Tuition and cost options are variable, with potential for as low as \$115/credit hour. Financial help is often available for those who qualify.
- Dedicated counselors called Case Managers are available to help you explore your educational and training options for a rewarding new job or career.
  - Each college has a dedicated counselor, or Case Manager, who can help you choose which program best fits your needs and your schedule.
- Financial aid may be available to you from the state or the individual schools. Ask your Case Manager today to help you explore financial help.
  - Illinois offers financial assistance to help with job training and education, in addition to aid that may be available from the schools themselves.
  - BIB Case Managers can help navigate your options.





# Important Information

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## Program Deadlines

### Program Deadlines and Enrollment Dates by School

#### SIUE

- Bachelor's degree programs:
  - Spring 2017: December 9, 2016
  - Summer 2017: April 28, 2017
  - Fall 2017:
    - Priority – December 1, 2016
    - Final – May 1, 2017
  - Spring 2018: December 8, 2017
  - Summer 2018: April 27, 2018
  - Fall 2018:
    - Priority – Dec. 1, 2017
    - Final – May 1, 2018

#### Lewis & Clark Community College

- Spring 2017:
  - Online only registration begins October 17
  - Open registration begins October 24<sup>th</sup>
  - Spring Classes begin January 17<sup>th</sup>
- Summer 2017:
  - Online registration begins February 10<sup>th</sup>
  - Open registration begins February 13<sup>th</sup>
  - 12 Week Summer Option: May 22 – August 11
  - 8 Week Summer Option: June 05 – July 28<sup>th</sup>

#### Southeastern Illinois College

- Spring Semester 2017: January 9 – May 12, 2017
- Summer Session 2017: June 5 – July 27, 2017
- Fall Semester 2017: August 14 – December 13, 2017
- Spring Semester 2018: January 8 – May 11, 2018
- Summer Session 2018: June 4 – July 26, 2018

#### Lincoln Land Community College

- Spring Semester 2017: January 7 – May 11, 2017
- Summer Session 2017: June 5 - July 27, 2017
- Fall Semester 2017: August 19 – December 14, 2017
- Spring Semester 2018: January 13 – May 17, 2018
- Summer Session 2018: June 4 – July 26, 2018

#### Carl Sandburg College

- Spring 2017
  - Registration November 7<sup>th</sup> – January 15<sup>th</sup>
  - Classes begin January 17<sup>th</sup>



- Summer 2017
  - Registration Begins Monday, November 7<sup>th</sup>
  - 3 Week Summer Session: Classes begin May 22
  - 8 Week Summer Session: Classes begin June 12
  - 11 Week Summer Session: Classes begin May 22
  - 2018 Calendar not posted





# BUILDING ILLINOIS BIOECONOMY CONSORTIUM

SOUTHERN ILLINOIS UNIVERSITY  
**EDWARDSVILLE**

**L&C** LEWIS & CLARK  
COMMUNITY COLLEGE  
*Empowering People*

**SOUTHEASTERN**  
ILLINOIS COLLEGE

**Lincoln Land**  
Community College

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SIUE

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