



POWERED BY:



Illinois Community College Board (ICCB) Behind Every Employer Campaign

WHAT:

The ICCB is leading efforts for the Noncredit Workforce Training Initiative, partnering with Community College Noncredit Workforce Programs and Adult Education Providers, which has four key objectives including the expansion of noncredit program offerings, increasing affordability of noncredit training for students and offering business solutions to employers, including facilitating the collaboration with adult education providers to provide workplace literacy programs. As such, ICCB and its partners will launch a statewide employer engagement campaign called Behind Every Employer. The campaign will engage colleges and providers in the development of an employer-focused toolkit, professional development webinars and paid ads to capture contact information of interested prospective employers who want to engage with the training programs.

WHY:

The Illinois Community College System is the largest workforce training provider in the state. Illinois community colleges worked with nearly 9,800 unique employers in 2020 contributing an estimated \$3.5 billion in economic outputs, captured through the most recent [Economic Impact Study](#). The Behind Every Employer campaign will assist grantees to expand this reach and engage more employers with its business solutions, thereby creating more opportunities for students.

WHO:

This initiative is led by the Illinois Community College Board in collaboration with:

- **(ICSPS) Illinois Center for Specialized Professional Support** – ICSPS will work under the leadership of ICCB and in partnership with Full Capacity Marketing (FCM) to customize this national strategy for Illinois. ICSPS will lead the Advisory Committee, support the creation of the campaign website, and coordinate professional development to support the implementation of the Behind Every Employer concept and design.
- **Advisory Committee** – comprised of local representation from the grantees to advise on key milestones in the project.
- **(FCM) Full Capacity Marketing, Inc.** - a national marketing & communications firm specializing in workforce, education and entrepreneurship sectors with expertise in student and adult learner campaigns and employer engagement. FCM is responsible for marketing strategies, toolkits, campaign deployment and ROI, and development of webinars that align with desired learning outcomes

WHEN:

Planning is underway with the toolkit completion and professional development taking place approximately in May 2024, followed by the statewide campaign in June 2024.

WHERE:

Capacity building events will be held online.

Regular updates about the initiative will be sent to the field.