

AGENDA ITEM 8.

COLLEGE OUTREACH UPDATE

Submitted for: Information

Summary: When ISAC was awarded the Federal College Access Challenge Grant in 2008 and launched the near-peer mentoring program, it was known as the Illinois Student Assistance Corps, or ISACorps. The name was simple, conveyed an ISAC identity, and was well-received by the practitioners who support our programs and services. In August of 2010 the name of the program was changed to the College Illinois Corps in order to be consistent with the newly launched unified website and general marketing direction of the agency at that time.

Over the course of the past 14 months we have found that the name change has caused confusion for our target audience and for the members of the college access community upon whom we rely to help us promote ISAC's programs and services. There is general confusion about whether the role of the Corps is to promote college access or to promote a 529 program. The difficulties of the transition have outweighed any benefits. Therefore, we have made the decision to cease the use of the name College Illinois Corps and return to the original program name of ISACorps.

The response from Corps members, staff, and practitioners in the field when we proposed returning to the name ISACorps was overwhelmingly positive. This change will have no financial impact on the program or other agency divisions as no substantial collateral material was produced with the name College Illinois Corps. There will be minimal edits needed to the agency website, which amount to simple find-and-replace corrections replacing "College Illinois Corps" with "ISACorps". The agency has engaged in limited promotion of the Corps in mass media outlets and therefore the return to the use of ISACorps will cause little to no disruption in that regard. The process of eliminating "College Illinois Corps" from the public domain, to the extent that we can control it, should be completed on or before 12/31/2011.

Action requested: None