Summer I Enrollment Skyrockets 15.7 Percent

We are excited to announce that LIT’s Summer I enrollment has increased 15.7 percent compared to 2018 numbers, according to the latest point-in-time comparison. The double-digit increase is reflective of additional new course offerings and the college’s concerted effort at retention.

Dr. Howard said, “These numbers are proof-positive there is tremendous value in a career education: that LIT is fulfilling the growing needs of a Southeast Texas job market by providing expansive training, not just for today, but for tomorrow’s workforce.”

Innovative Training Approach Shared at State of Workforce Luncheon

Is the Golden Triangle ready to handle the new jobs associated with an incoming estimated $54 billion in expansions?

Dr. Howard explained how LIT is a key component to the economic growth of the Golden Triangle. He said our innovative approach to career and technical training and practical degree programs produce students that are career ready.

He was invited to speak as a part of a panel of experts by the Greater Beaumont Chamber of Commerce for the State of the Workforce luncheon held on June 6. #HigherEducationDay
Regional Fire Academy and Police Academy share a magic number—12

The number “12” seems to have been lucky for LIT’s Fire and Police academies, as both were busy with new recruits that day!

June 12 was orientation day for those wanting to enroll in the firefighting program for Fall 2019. Twenty-four recruits were present.

Entrance exams for Spring 2020’s Regional Police Academy classes also started on June 12. Testing dates were held throughout June, and also are scheduled for July and September.

Cost is $15, which must be prepaid in-person at the Cashier’s Office before scheduling.

For those wanting more information about the Police Academy, contact: 409-880-8022 or 409-880-8671 or email policeacademy@lit.edu.

Do you want coverage of your event or have a story you would like to see in the newsletter?

Contact Chris at celliott@lit.edu or Rhonda at rmitchell@lit.edu.
LIT was lauded by news media via TV, radio, newspaper and online after a press release was picked up by PR Newswire and transmitted to outlets all over the U.S. The story about the college being awarded a $100,000 safety education grant by the Texas Mutual Insurance Company was further distributed by the Associated Press (AP); Yahoo Finance (and other business and finance journals); the American Association of Community Colleges’ Community College Daily; the Hispanic radio station Telemundo; ABC, NBC and Fox-affiliated TV stations. Distribution was reported as far away as up-state New York, North Dakota, Illinois, Pennsylvania, Virginia and Guam. Angela Clark was also quoted in the story that was originally fed by LIT’s Marketing Department.

If you didn't catch it, here is the link to one of dozens of stories--this from Yahoo Finance: https://finance.yahoo.com/news/texas-mutual-awards-1-1m-183300121.html.

As summer rolls out, so do kids’ camps at LIT

With the long, leisurely days of summer, emerges an enriching learning experience at LIT — summer camps designed specifically for underprivileged, at risk youth ages 13-17. The camps are being offered through the non-profit Inspire Encourage Achieve (IEA), associated with local philanthropist Regina Rogers.

Marketing Moment

There is a good chance you will see one of our new ads on a television screen between now and the first day of classes. LIT purchased 1050 spot advertisements on television’s most watched networks. Comedy Central, ESPN, MTV, TBS, TNT and will be airing LIT’s “Get a Degree That Works” campaign which features real students and alumni at various locations on campus. An additional 200 spots will air locally on insertable networks including ABC, CBS, Fox and NBC.

The Golden Triangle will see a 50 percent split between primetime and daytime commercials in an effort to reach all of our targets, which include adults (ages 18-24), parents of students and adult learners (ages 25-55). On each station from 9 a.m. to 6 p.m. about 14-16 commercials will play per week. Between 14 and 16 ads will air each week during prime time, as well.