



CEI Receives Additional \$150,000 Grant from Lumina Foundation

IDAHO FALLS, Idaho — College of Eastern Idaho (CEI) has received an additional \$150,000 grant from the Lumina Foundation to further support marketing and brand-building efforts around increased enrollment of adult learners.

Last year, CEI was named one of nine runners-up in The Million Dollar Community College Challenge by Lumina Foundation and won a \$100,000 to support strategic marketing and on campus brand-building. Hundreds of community colleges nationwide applied for the Challenge and CEI was chosen as one of the 10 finalists. Madera Community College was named The Million Dollar winner, and the nine runners-up were highlighted in [a video announcement](#).

CEI has a long history of working with regional employers. A significant portion of this grant will be used to develop a marketing program geared toward employers and adult learners. The college plans to expand current employer relationships and develop new associations. CEI has established a model that provides streamlined business pathways for employers to help fund their employees' education. For example, a local fast food franchise owner provides scholarship funds for their employees. Another instance, a local hospital is supporting current CNAs who want to continue their nursing training. The hospital works with the student's schedule so that they are fully employed while attending college.

CEI Dean of Student Affairs Hailey Mack said, "*CEI expresses its sincere gratitude for the generous grant provided by the Lumina Foundation. We are enthusiastic about our ongoing endeavors to position our college to serve individuals leading adult lives. We look forward to embarking on the journey of collaboration with their desired degrees or valuable credentials. The invaluable support from the Lumina Foundation enhances our capacity to effectively engage with students on their terms.*"

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