

## Kaskaskia College Office of Marketing Accomplishments

### **Major projects and events coordinated, or assisted by the KC Marketing Department:**

**65<sup>th</sup> Anniversary:** Coordinated with various program chairs and deans to plan and organize an open house commemorating the 65<sup>th</sup> Anniversary of Kaskaskia College. Several hundred attended the day-long event to tour the campus to view programs and services as well as meet with faculty and staff at the College. The evening prior a formal event was held in the Student Center with the Board of Trustees, faculty, staff, retirees, and members of the community. The highlight of the evening was a round table discussion with several former KC faculty and staff about the College's early beginnings and the unveiling of the College's History Book.

**Videos:** The Marketing Department wrote and produced a video providing a brief overview of Kaskaskia College to be used for presentation and informational purposes. The Marketing Department also produced videos for the Vision 2020 presentations and for the 2005 Entrepreneur of the year the Joy and Perrine Family and the Centralia Sentinel Newspaper of Centralia.

**Vision 2020:** Produced various promotional materials to assist in the community engagement process including fliers, brochures, advertisements, public service announcements. A video was produced to be used to highlight the College and explain the goals of the process.

**Concerts and Theater:** Worked in coordination with the Fine Arts Department to develop materials to promote these events.

- Fall and Spring Theater Performance

- Fall Choral and Instrumental Concerts

- Winter Combined Concert

- The College's first ever Madrigal Dinner in December.

- Concert by Jazz flutist Galen Abdur-Razzaq in the College Auditorium

**Parades:** The Marketing Department coordinated with different departments to construct a float that was featured in the following parades: Vandalia Halloween Parade, Centralia Halloween Parade, the Clinton County Veterans Day Parade, the Carlyle Christmastown Parade, Centralia's Loyalty Day Parade and the Clinton County Fair Parade. Special thanks to the Auto Technology Club and Joe Pieron, Computer Drafting, Dental Assisting, Student Activities, Phi Theta Kappa and Student Congress in participating in this activity.

**Balloonfest:** For the second year in a row KC was a proud sponsor of a balloon for the Centralia Balloonfest. As part of its sponsorship, College students and staff served as members of the chase crew assisting pilot Denis Sutter of Missouri with setting up and taking down of his balloon, "Lucky Charm."

**Wall of Distinguished Service:** The Wall was redone to honor State and National Award Winners and Making a Difference Award Winners. Another plaque is being added to recognize the Teacher's and Coaches Entrepreneurship Distinguished Lecturer and the Entrepreneur of the Year Award.

**Legislative Breakfast:** A breakfast meeting was held in February with Senators Frank Watson, Dave Leuchtefeld and John O. Jones in attendance to discuss issues ranging from education and capital funding, correctional center issues, retirees health insurance and pensions, to regional economic development.

**Publications:** In addition to developing and updating program brochures the Marketing Department developed new schedule books highlighting KC's University Alliance and Seniors College program. The office also produces the Spotlight newsletter and is proud to have worked in conjunction with the Office of Public Information to create a book highlighting Kaskaskia College's first 65 years.