

## Kaskaskia College Office of Marketing Accomplishments

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

**Dedications:** The Marketing Department assisted in the dedication for the new Kaskaskia College Lifelong Learning Center, the ribbon cutting for the new Education Centers in Greenville and Salem and the groundbreaking for the College's new Fitness Center. The Marketing Department also assisted in the dedication for the new Kaskaskia College Soccer Field, Tennis Courts and Walk Way.

**Veterans Tribute:** The Marketing Department developed the materials used to promote the Veterans Tribute project, as well as helped organize the official kick off of the campaign on September 11. Marketing also assisted in promoting the Big Read Initiative developed by the KC Library in conjunction with the Veterans Tribute Kick-Off.

**Alumni and Friends:** Promoted and assisted with the Alumni and Friends Weekend on October 17 and the Alumni's Todd Allen Concert on November 4.

**Legislative Breakfast and Superintendent Breakfast:** The Marketing Department coordinated a breakfast meeting in February with area legislators to discuss issues important to the College. A similar breakfast meeting is planned for January, 2010. Marketing also coordinated two breakfast meetings on November 16 and December 6 with area school superintendents to highlight new programs and discuss issues affecting education.

**Home Shows:** The Marketing Department Coordinated participation in home shows in Centralia, Salem and Vandalia. These shows provide opportunities for the College to meet members of the public to highlight programs and services, as well as obtain feedback in order to provide better service to our residents.

**Tractor Trailer:** Working with NOTs Trucking, a new moving billboard was unveiled for the road in 2008/2009. The Billboard features students of all ages and the slogan Lifelong Learning for All Ages. The truck travels throughout the KC District.

**Social Networking:** The Marketing Department has moved into the social networking arena by establishing fan pages for the Alumni and Friends and another for the Season of Entertainment.

**Season of Entertainment:** The Marketing Department is proud to be part of the College's Season of Entertainment Guest Artist and Speakers Series. Working in coordination with the Fine Arts Department Marketing developed materials to promote these events as well as these College events.

- Fall and Spring Theater Performance
- Fall Choral and Instrumental Concerts
- Winter Combined Concert
- Madrigal Dinner in December
- Bill Miller Concert
- The Spencers Theatre of Illusion
- Christmas with the Duttons

**Videos:** The Marketing Department, along with the media Center provided taped interviews and footage for a statewide college initiative to restore funding cuts to Adult Education and Career and Technical Education. The office also took part in the program, taped in Chicago. The Department and Media Center also worked on the 2009 Entrepreneurs of the Year videos honoring Country Bob's All Purpose Sauce of Centralia and Clinton County Oil of Breese, as well as highlighting the Season of Entertainment Guest Artist and Speakers Series.

**Parades:** The Marketing Department coordinated with different departments to construct a float that was featured in the following parades: The Little Egypt Festival Parade in Salem, the Vandalia Halloween Parade, Centralia Halloween Parade, and the Clinton County Fair Parade. The KC Float placed second in both the Little Egypt Festival Parade and the Centralia Halloween Parade. The department also worked with the Truck Driver Training Program to showcase the KC Truck and with NOTs Trucking to display their truck with the KC Billboard on the side.

**Balloonfest:** For the seventh year 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.

**Wall of Honor:** The College added new plaques to honor members of the Friends of the Fine Arts and the Kaskaskia College Foundation, as well as adding plaques to the Wall of Distinguished Service.

**Publications:** Working with the Office of Institutional Advancement the Marketing Department developed and published fact sheet on Illinois Community Colleges for the Illinois Community College Presidents, Illinois Community College Trustees Association, and other interest groups. The office also prepared a new College Viewbook, the Annual Report, Foundation Annual Report and the College Spotlight. The department also prepared new brochures for the Sports and Wellness Campaign and the Veterans Tribute Campaign. The office is also working with various departments to update its brochures as well as creating publications for new programs such as Pre-Engineering and Horticulture.