

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 KC Sports and Activities Facility and the ribbon cutting for the new Fitness Center.

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 to host the John Foppe event on April 19. Worked with Media Center to develop a special video shown that evening highlight the importance of scholarships to KC students both past and present.

Superintendent Breakfast: The Marketing Department coordinated a breakfast meeting in May for the Spring meeting with area superintendents. School officials from each county in the KC district were represented.

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.

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. Working with Information Technology to better expand the use of this service to our district residents.

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
- American English
- Muntu African Theatre and Drums
- National Geographic Spokesman Brady Barr

Working with Season of Entertainment the Marketing Department helped develop the line up for the 2010/2011 Season which is as follows:

- October 1- ABBAmania
- November 13- Jigu: The Thunder Drums of China

December 5- Christmas with the Cats Pajamas

February 25- The Tweaksters! Feats of Fabulous Physical Fun

March 25- Doug Lansky, Author and World Travel Expert

April 9- Aaron Tippin

Marketing efforts are already underway for the season with more the program already surpassing last year's season ticket total.

Videos: The Marketing Department, along with the media Center provided taped interviews and footage of scholarship recipients for the evening with John Foppe. Also the two departments worked together to prepare videos honoring DeMoulin Brothers of Greenville and Woolsey Brothers, Inc. of Vandalia, Patoka and Greenville as part of this year's Teachers and Coaches Entrepreneurship Award.

Parades: The Marketing Department is coordinating with different departments to construct a float that will be featured in the following parades: The Little Egypt Festival Parade in Salem, the Vandalia Halloween Parade, Centralia Halloween Parade and the Christmastown Parade in Carlyle.

Balloonfest: For the seventh year KC will be a proud sponsor of a balloon for the Centralia Balloonfest. As part of its sponsorship, College students and staff will serve 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.