

Kaskaskia College Office of Marketing
Accomplishments
2011

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

Dedications: The Marketing Department assisted in the dedication for the Kaskaskia College Sports Association Sports and Activities Facility.

Groundbreaking: Assisted in planning and execution of the groundbreaking for the KC Alumni and Friends Fitness Trail.

Tennis Tournaments: Working with members of the Tennis Task Force, the second annual adult tennis tournament was held as a fundraiser for the tennis program.

Sports and Wellness brick sales: The Marketing Department worked assisted the Sports and Wellness Committee in selling bricks to help fund the Sports and Wellness Activities Facility.

Programs: The Marketing Department developed and implemented ads, marketing materials for the new Weekend College at the Education Centers and the new Horticulture program.

Superintendent Breakfast: Marketing coordinated a breakfast meeting on the Main Campus for grade and high school superintendent's in Marion, Clinton and Washington Counties on November 29 and on May 16.

Legislative Breakfast: Marketing scheduled and coordinated a breakfast meeting on the Main Campus with the legislators who serve the KC district. Working with Instructional Deans and the Office of Institutional Effectiveness to develop and present informational materials to the legislators. A similar meeting was scheduled and coordinated with Congressman John Shimkus.

Lt. Governor Sheila Simon: Marketing also coordinated and scheduled a meeting with Lt. Governor Sheila Simon as part of the Lt. Governor's tour of community colleges in Illinois. The Marketing Department worked with several departments in preparing the presentation materials for the Lt. Governor's visit.

Alumni and Friends: Developed marketing and promotional materials for the Alumni and Friends Weekend on October 9.

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:

Theater Performance
Fall and Spring Choral and Instrumental
Concerts
Winter Choral and Instrumental Concert
A Feast at Christmastide
ABBAmama Concert

JIGU: Thunder Drums of China
Christmas with the Cats Pajamas
Vocal Band
Doug Lanskey
Aaron Tippin

The Marketing Director also assisted in planning, preparation and set up for the Season of Entertainment Guest Artists and Speakers Series and served as an announcer for those performances as well as introduced the Fall and Winter Instrumental Concerts.

Publications: In addition to the various posters and fliers developed, the marketing department has started to develop and print new-look program brochure. The department is hoping to complete the turnover to the new look this fall. The department also worked with the Office of Institutional Advancement to develop new materials to disseminate for gift giving, as well as the writing and layout for the KC Foundation's Annual Report. New marketing materials were also developed for the Horticulture program. The department also produces the Spotlight Newsletter, the KC Connection with the Alumni Association and guidance newsletter in conjunction with the Recruitment office. This newsletter is sent to the counselors at each high school in the KC District. The Marketing and Public Information Office are developing a plan to present these and other college newsletters internally to faculty and staff, both electronic and hard copies.

Billboard: The Marketing Department has developed an agreement with Dusty's Outdoor Media in which Dusty's sets up a college billboard on three open billboards in the KC district. The cost to the college will be the printing of the ad. Art work for the ad was completed in-house by Chuck Harris.

Advertising: The Marketing Department developed ads and marketing pieces for several college initiatives including registration, program initiatives and new initiatives such as the Fast Forward and Weekend College. Marketing also assisted Business and Industry with its program and service advertising as well as any needed publications such as brochures or fliers.

Social Networking: Established fan page for Kaskaskia College, KC Alumni and Friends and KC Season of Entertainment to inform public about events and happenings at KC utilizing it as a tool of communication.

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, and the Centralia Halloween Parade. Then during the summer, floats were constructed and used in the first ever Centralia Fourth of July Parade and the Clinton County Fair Parade.

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.

Home Shows: Coordinated the College's participation in Home Shows in Centralia, Salem and Vandalia. This included scheduling times for manning booths, and preparing materials for distribution.

Teachers and Coaches Entrepreneurship Program: The Marketing Department worked with Human Resources and Institutional Advancement to plan and organize the 2011 TCEP Entrepreneurship Award. The office also worked with Media Services in developing a video honoring this year's recipient, Excel Bottling.