

Kaskaskia College Office of Marketing
Accomplishments
Fall 2010

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 Bookstore, entryway, Information Technology Center and Title III Classroom and Computer Lab.

Groundbreaking: Assisted in planning and execution of the groundbreaking for the Sports and Wellness Activities Center.

Tennis Tournaments: Working with members of the Tennis Task Force, two tennis tournaments were held as fundraisers for the tennis program. The first was geared towards adults in June and the second was geared towards younger players in late July, early August. The department also worked with the group to establish playing rules and regulations for the use of the new tennis courts.

Racquetball Tournament: Worked in promoting and helped with setting up the First Annual Kaskaskia College Racquetball Tournament held in the multipurpose rooms in KC's Fitness Center.

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 Activity Center.

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.

Alumni and Friends: Promoted and assisted with 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 of "It's Wonderful Life"
Fall Choral and Instrumental Concerts
Winter Choral and Instrumental Concert
A Feast at Christmastide
ABBAMANIA Concert
JIGU: Thunder Drums of China
Christmas with the Cats Pajamas Vocal Band

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 with a goal of finishing the remaining brochures by summer 2011. The department also worked with the Office of Institutional Advancement to develop new materials to disseminate for gift giving, as well as the Foundation Annual Report. New marketing materials were also developed for the Horticulture program. Marketing is also working with the Department of Public Information to prepare a 70th anniversary book on the College.

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.

Videos: The Marketing Department, along with the media Center developed a new video on the importance of scholarships for the John Foppe Alumni Scholarship Evening. Interviews were developed with current and past students about how important receiving those scholarships meant to further their educational opportunities.

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.

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.