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

**Initiatives:** Worked with the Dean of Student Success Offices on a new marketing initiative for Agriculture. Cultivating an email list of more than 50,000 names the marketing department developed an email postcard that was emailed on two occasions to those on the list. The postcard contained a link that sent the reader to receive more information about the Ag program and make contact with instructors. The response to this effort was tremendous. This initiative gained significant traction with an open rate of more than 18% and a click through rate of nearly three percent. Both well above the average with this type of marketing effort. The college also received the mailing addresses of those who clicked through and is working to develop further contact with these prospective students. Marketing also developed marketing pieces for the new Pharmacy Tech certificate.

The Marketing Department also worked closely with the Dean of Career and Technical Education to closely market several programs including the new HVAC Degree, as well as the new locations for Welding, the Conceal Carry Classes and Occupational Training. Programs also included Nail Technology, the Aeronautical Science, Auto Parts Management and Culinary Programs. The department also coordinated the dean’s new newsletter that is sent to area high schools and C/T training partners.

Marketing has also worked with Student Services to utilize more direct marketing such as through email marketing, highlighting both online enrollment opportunities as well specific programs such Diagnostic Medical Sonography. These were a targeted marketing effort which we were able to trace some success and are now working to develop a better way to gauge that success. Marketing also worked with Scott Air Force Base to promote the College through the base’s newcomer’s guide. The guide is sent to each man and woman who is taking a job or assignment at the base about opportunities they can take advantage of while working at Scott.

**Facebook:** The Marketing Department coordinates the college’s main Facebook page, as well as works with several departments including the Library, HVAC and sports programs to maintain and update their pages.

**Fact Sheets:** The Marketing department developed a new KC at a Glance marketing piece that highlighted important facts about the college that can be used in presentation materials or to highlight to potential students.

**Nashville Campaign:** Marketing has assisted the campaign through the development of campaign materials, and a video as well as conducted several presentations to community organizations as part of the campaign committee. The marketing office also worked with several other departments in fund raising visits, selected photo opportunities and in collecting resolutions of support from local government agencies and businesses to use in additional presentations.

**Nursing Campaign:** Developed the marketing materials used in the campaign as well as helped in the planned kick off of this major fund raising campaign.
**Agricultural Education Center:** Marketing coordinated the special signing ceremony highlighting the State of Illinois turning the Center over to the College. As attention turned to the campaign to raise money for equipping the center, the department prepared campaign materials and will serve as events co-chair.

**Trenton Education Center:** Designed the dedication plaque recognizing the City of Trenton that will be installed at the Trenton Education Center. Marketing also assisted in planning events such as the Tea Time for KC fund raiser.

**Veterans Tribute at Kaskaskia College:** Marketing worked with the Veterans Tribute Committee to develop new marketing pieces and coordinate several events such as the dedication ceremony held on the main campus for Phase I on June 6, 2014.

**Speaking Engagements:** In the past year the Marketing Department has made presentations on behalf of the college to the Centralia Noon Rotary, the Carlyle Noon Rotary, Nashville Chamber of Commerce, Washington County Farm Bureau, Nashville American Legion, Demaree United Methodist Church, Centralia Chamber of Commerce, and Salem Lions Club. Topics presented have ranged from updates on college projects, fund raising initiatives and season of entertainment offerings.

**Home Shows:** The Marketing Department coordinated booths at the Salem and Centralia Home Shows. Programs such as Welding, Dental Assisting, HVAC, Adult Education, Carpentry, Truck Driver Training, Horticulture, Cosmetology and Community Education participated with staff on hand to answer questions and provide guidance for enrolling at Kaskaskia College.

**Superintendent and Legislative Breakfasts:** Marketing coordinated the fall breakfast meeting on the Main Campus for grade and high school superintendents, and in the Spring with area legislators.

**Enduring Freedom:** Coordinated the planning for the College’s 12th annual Veterans Day event.

**Season of Entertainment:** Working with the Season Committee to develop materials for the 2014/15 Season of Entertainment that kicks off in the Fall of 2014.

**Parades:** The Marketing Department coordinated with different departments to construct a float that was featured in the following parades: The Clinton County Fair Parade in Carlyle, the Centralia 4th of July Parade, The Trentonfest Parade, The Little Egypt Festival Parade in Salem, and the Centralia and Vandalia Halloween Parades.