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

**Initiatives:** Working with the KC Marketing Team and the Enrollment Management Team the Marketing Department has developed an overall theme for the College of “Succeed at KC”. This initiative is designed to highlight KC’s success as well as student success through KC. The theme has been adapted to advertising and college printing projects and will be incorporated into additional marketing and publication pieces.

Other initiatives developed through the close relationship with Enrollment Management include developing new communication initiatives including a mass email highlighting both online enrollment and general enrollment. These emails were sent to students through their .kaskaskia.edu email addresses.

**Fact Sheets:** Developed new fact sheets for several programs including: Nursing, Auto Technology, Auto Collision, Industrial Electricity, Drafting and HVAC.

**Trenton 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.

**Superintendent Breakfast:** Marketing coordinated the fall breakfast meeting on the Main Campus for grade and high school superintendents.

**The Pick-A-Prize Campaign:** Worked with the Trenton Campaign Retail Committee to set up and promote this fundraiser for the Trenton Campaign.

**The Big Event:** Developed the marketing materials and helped plan and work on this major fundraiser for the Trenton Campaign.

**Enduring Freedom:** Coordinated the planning for the College’s 11th annual Veterans Day event.

**Season of Entertainment:** Working with the Season Committee to develop materials for the 2012/2013 Season of Entertainment.

**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 and Vandalia Halloween Parades.