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.

To promote the College’s new accreditation for the online degrees, marketing developed advertising through Facebook, reaching 148,000 customers.

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, who had not enrolled in the summer or fall term.

Marketing has developed new fact sheets for the SICCM programs, providing information on employment outlook, salary range as well as program description and financial aid information. These sheets will be further adapted for use by other Career and Technical programs at the College.

Coordinated booths for the College at the Centralia and Salem Home Shows and spring car and motorcycle show in Centralia. Materials on the college, and registration

**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.

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

**Programs:** The Marketing Department developed and implemented ads, marketing materials for the new Weekend College at the Education Centers and the new Horticulture program, as well as programs such as Cosmetology, Agriculture, Paramedicine and CNA programs.

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

**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.
Alumni and Friends: Developed marketing and promotional materials for the Alumni and Friends Weekend on October 9, and for the Todd Allen Concert on November 18.

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
- A Feast of Song at Christmastide
- Fall Choral and Instrumental Concerts
- Winter Choral and Instrumental Concert
- Guest Artist Performances from the past year:
  - The Lowe Family, Chonda Pierce, The Grascals, O’D Tapo, Imi, Team Rootberry, and Suessical the Musical

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 by Spring 2012. New marketing materials were also developed for the Paramedicine and Cosmetology programs. 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.

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

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 for the 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.