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

**Initiatives:** Working with Career and Technical Education marketing established a tradigital marketing effort involving Cosmetology and Truck Driver Training. The program involved combining traditional advertising formats such as newspaper ads and billboards with online forms of advertising. Working with the Belleville News Democrat the College established online ads that were featured in specific geographic locations. The Marketing Department is now working with the Marketing Committee to develop a more comprehensive plan to brand KC utilizing this method by becoming more aggressive through digital advertising.

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 is taking a more aggressive approach in utilizing the college’s Facebook page, and Twitter account to engage the public, as well as working with several departments including the Library, HVAC and sports programs to maintain and update their pages. Working with the Brian Weems in the media center and former Student Trustee Courtney Gerstenecker a new program, “What’s Happing at KC” was created for KC TV and to be featured on the social media sites such as Facebook. The weekly program highlighted news and upcoming events at the College.

**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 and video used in presentations to potential donors. Marketing also assisted in the planning and developing of materials to promote the Evening of Nursing event. The Marketing Director also took part in a Zumba-a-thon fund raiser at the Family Reunion and Open House. Thanks to several people contributing the director was forced to keep his promise and Zumba. He survived and has since collected the names of those who contributed and has vowed revenge.

**Agricultural Education Center:** In addition to developing materials used in presentations, Marketing has worked to raise funds through the Center Capital campaign.

**Veterans Tribute at Kaskaskia College:** Marketing worked with the Veterans Tribute Committee to develop new marketing pieces and coordinate several events.
**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 13th annual Veterans Day event.

**Season of Entertainment:** Co-Chairs the Season of Entertainment Guest Artist and Speakers Series. Now beginning its tenth season, the SOE has hosted 52 events with a total attendance of over 20,000, with the inclusion of the paid school performances, the attendance exceeds 28,000. The top ten acts in attendance (without schools) were: Riders in the Sky, Larry Gatlin and the Gatlin Brothers, The Lorrie Morgan Christmas Show, An Evening with Chonda Pierce, American English, A Branson Christmas with The Duttons, Sandi Patty, SIX, Christmas with Pam Tillis, and Aaron Tippin. Plans are now underway for the tenth anniversary of the season.

**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 Little Egypt Festival Parade in Salem, and the Centralia and Vandalia Halloween Parades.