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

Initiatives: Worked with the Dean of Career and Technical Education to develop new marketing initiatives for marketing the Cosmetology, Auto Collision and Truck Driver Training Programs. Working with the Belleville News Democrat to set up ads online for specific zip codes highlighted by cosmetology to target student populations.

Marketing also worked with Career and Technical Education and Director the Truck Driver Training Program on a new partnership with Schneider Trucking, providing students with a new employment opportunity once they have completed KC’s Truck Driver Training Program. The office also developed new marketing materials to promote this new partnership.

Marketing also worked with the KC Choir to promote Christmas at KC and Instrumental Departments to promote holiday and fall concerts.

Social Media: Kaskaskia College continues to expand its social media presence. A Twitter account has been established and the department is looking into perhaps establishing an Instagram account, though that has not taken place as yet. A Facebook page has also been established for the Nashville Campaign. The Administrative Assistant for the Dean of Student Success is also assisting in monitoring and placing material on the KC Facebook page. Marketing is working with other departments who have pages to make sure they are properly maintained.

What’s Happening at KC: In the fall semester the Marketing Department and the Media Center developed “What’s Happening KC”, a two to three minute video news segment that highlights activities and programs at KC. The program is anchored by KC Student Trustee Courtney Gerstenecker, and produced by Brian Weems of the Media Center. The video is set up to be shown on the KC Facebook page on Monday of each week, as well as on KCTV. The response to What’s Happening at KC has been tremendous with positive comments on the Facebook page and in person. The videos have also caught the attention of others off campus as well. Marketing has been contacted by Wabash Valley College to learn more about the new program.

Capital Campaigns: KC’s Marketing Department works with each of the College’s capital campaigns providing materials to be used by each campaign such as brochures and campaign books. The department, working with the Media Center, completed a video highlighting the Nursing Campaign. Marketing also worked with IT to develop webpages for the campaigns as well. Marketing also assisted with several fundraisers developed for the different campaigns as well.

Dedications: Marketing worked with several departments on the planning and execution of the dedications of the Kaskaskia College Trenton Education Center and the Kaskaskia College Agricultural Education Center. The office also helped organize, plan and carry out the groundbreakings for Kaskaskia College Nashville Education Center and the Crisp Technology Center.
**Superintendent Breakfast:** Marketing coordinated the fall breakfast meeting on the Main Campus for grade and high school superintendents.

**Enduring Freedom:** Coordinated the planning for the College’s 13th annual Veterans Day event.

**Veterans Tribute:** Marketing has worked with the Veterans Tribute committee to highlight the Tribute, as well as a variety of fundraising activities.

**Season of Entertainment:** Working with the Season Committee to develop materials for the 2014-15 Entertainment. More than 2,300 people have attended the first two performances of the Season. Mooseltoe and The Lorrie Morgan Enchanted Christmas.

**Parades:** The Marketing Department coordinated with different departments to construct a float that was featured in several parades this fall.