50th Anniversary – Seattle Central College 1966 to 2016

**Current Committee members (15 members max):**

* Co-Chair: David Sandler, PIO
* Co-Chair: Lauren Guzauskas, Foundation
* Jessica Norouzi, Foundation
* Dylan King, PIO
* Emily Thurston, PIO
* Jeff Keever, Auxiliary Services
* Diane Coleman, Registrar/Enrollment Services
* Cebrina Chavez, Disability Support Services
* Katherine Oak, Continuing Ed
* Harriett Wasserman, IT Department
* Gina Nakamura, Outreach

**Purpose:**

As a committee, we would like to celebrate our College with the following goals in mind:

1. Honor and celebrate history, accomplishments, and partnerships
2. Raise awareness of impact on the community and strengthen relationships
3. Share vision for the future

**Timeline:**

The committee will begin in February 2016 and run through July 2017. The activities and events for the 50th Anniversary will commence on our campus with President’s Day in September and conclude at Commencement in June. This will align with the District’s 50th plan that is still forthcoming.

**Expected Outcomes / ROI:**

* Increased fundraising
* Greater name recognition
* Increased employee morale
* Campus pride
* Publicize and promote college’s vision
* Increase / kickoff alumni engagement
* Connect with local business and community

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| **Cost** | **Title** | **Package Includes** | **Goals Addressed** | | |
| **“Free”** | **Wrap** | * College electronic signatures, letterhead/stationary, PowerPoints, Pulse Header, etc. * Enrollment marketing * President’s Day and Commencement * Scholarship Awards Ceremony and Believe 2017 * All campus events – strategic planning days, campus engagement days, etc. * Foundation individual giving celebrations – Winter and Spring * COSI and Campus Guest Speakers * Unity Fair, Seattle Central Day, GILTTER * All open houses | **1** | **2** | **3** |
| **$50,000** | **Tier 1** | * 50th Anniversary Publication / small print run and available online ($5,000) * Website with timeline, ability to share stories, multi-media ($5,000) * 50th Launch event at Central ($10,000) * Banners on building, curb banners, south annex projections ($2,500) * Marketing / Advertising ($27,500)   + SWAG, T-Shirts, bags, pens, etc.   + Print/online exposure | **1**  **1**  **1**  **1**  **1**  **1** | **2**  **2**  **2**  **2**  **2** | **3**  **3**  **3**  **3**  **3**  **3** |
| **$35,000** | **Tier 2** | * Alumni / Reunion / Retiree Event ($25,000) * Service– 50,000 volunteer hours ($5,000)   + leverage Clean Sweep, Stand Down, Student Leadership * SIFF and other strategic partnerships – push use of college spaces with outside agencies * Past President’s Picnic – at President’s Day lunch? ($5,000) | **1**  **1** | **2**  **2**  **2**  **2** | **3**  **3** |
| **$15,000** | **Tier 3** | * Starting New Traditions:   + Community Fair at MAC for Cap Hill ($7,000 ish – promotion and ads)   + Capitol Hill Block Party – alumni event that weekend, booths? ($2,500)   + Spirit Week ($2,500)     - Open houses at wood tech, SVI, Pacific Tower, Maritime     - Open houses with leadership / speaker series   + Wrap our delivery / work vans ($3,000) | **1**  **1** | **2**  **2**  **2**  **2** | **3**  **3**  **3**  **3** |
| **$100,000** | **Total** |  |  |  |  |

50th Anniversary goals:

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