

Anniversary Celebration Timing Fall 2019-Spring 2020

Anniversary Celebration Plans:

- Form a campus committee – campus committee would have the opportunity to provide new ideas and feedback on all 50th elements and activities.
- Make Opening Day 2019 special with a celebratory lunch
- Special 50th logo – design a special logo to celebrate the 50th Anniversary. Add the logo to all print and digital advertisements and materials for the year, order promotional items, lapel pins, special student giveaways, etc.
- Tagline – create a temporary tagline for the 50th which will be part of a larger campaign.
- Incorporate 50th messaging/tagline into all advertising & community relations activities
- Website – develop a special celebration website featuring photos of then and now. Provide the opportunity to faculty and staff to submit their own “Retro” photos of campus or the campus community. Include an interactive timeline of milestones of the college
- Social Media – include logo, messaging and special video(s) from students about the 50th
- Create a historical exhibit on campus in the Multicultural center or the library
- Develop a commemorative video
- Banners on campus, large scale on outside of buildings or inside, B2 or B6
- Gather 50 quotes from alumni, supporters and students to use for publicity
- Proclamations or Commendations – work with public officials to get letters of recognition, proclamations or commendations
- Closing event in May – review the year’s activities, \$ raised, produce a video for the wrap up

Resource Development

- Gala in fall in partnership with foundation (opposite semester of the Breakfast) – November 15, 2019 (tentative). Logo cupcakes, band, location TBD
- Crowd funding campaign to challenge campus and/or PC to raise \$50,000 for Promise. Could have a short video to encourage giving

Student Engagement Activities

- 50th art contest
- 50 reasons why I love Skyline College contest submission
- Events – partner with student life and outreach to incorporate elements of 50th celebration into annual events.
- Add a student and fac/staff event where you can dress up like it's 1969.
- Encourage students to do 50 hours of community service