2018-2019 Functional Area Review
Marketing Communications (MarCom)

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SUNY GCC
Genesee Community College

2018-2019 Functional Area Review
Marketing Communications (MarCom)

2019 SCHEDULE: REVIEW TEAM MEETINGS / PRESENTATIONS / ANTICIPATED DEADLINES

INTERNAL REVIEW TEAM		
Dates / Time / Place	**Initiative**	**Who is Involved**
Email **January 31, 2019**	MarCom Self-Study emailed to the Internal Review Team	MarCom Staff email to FAR Internal Review Team
ONE HOUR MEETING (OR EMAIL, as needed) Monday, **February 11, 2019** **9:00 – 10:00 am** *Breakfast refreshments*	Internal Review Team "tour" of new MarCom Offices; Self-Study overview to determine any major omissions or immediate recommendations; identify interviewees of MarCom "clients" for February 21, 2019	FAR Internal Review Team MarCom Staff
TWO HOUR MEETING Thursday, **March 12, 2019** **1:30 – 3:30 pm** *Cookies provided* *Room G200*	**Proposed Meeting Agenda:** -Interview MarCom staff -Demonstration of Work Zone -Interview The BEST Center	FAR Internal Review Team MarCom Staff The BEST Center, Reid Smalley
OPTIONAL MEETING **Month of May** **DEA Meeting with President Sunser**	"Closing the Loop" MarCom reports final FAR Summary Report at a monthly DEA Meeting	dRae Sutherland / MarCom DEA Office President Sunser Internal Review Team – optional
EXTERNAL REVIEW TEAM		
Email: Friday, **February 28, 2019**	MarCom Self-Study emailed to External Review Team (hard copy mailed upon request.)	MarCom Staff emails FAR External Review Team
Email or call: Monday, **March 18, 2019**	External Review Team shares any significant omissions of information via email, and suggests MarCom "clients" they would like to meet on April 5th.	FAR External Review Team to dRae Sutherland &/or MarCom Staff
CAMPUS MEETING: Friday, **April 5, 2019** **9:00am – 2:30pm** *Breakfast & Lunch Provided*	External Review Team to visit GCC - Tour Campus / MarCom - Interview "clients" - Review Self-Study	FAR External Review Team MarCom Staff MarCom Client interviewees
Email: **No later than Friday, April 19, 2019**	External Review Team summary report and findings to MarCom Office	FAR External Review Team email dRae Sutherland &/or MarCom Staff
FINAL SUMMARY REPORT		
September 2019	dRae Sutherland / MarCom Reports to the annual FAR Reports Luncheon	dRae Sutherland FAR Luncheon Attendees

INTERNAL REVIEW TEAM / GCC COLLEAGUES			
Name	**Title**	**Telephone**	**Email**
Patti Furness	Asst. Director For operations	6620	psfurness@genesee.edu
Lauren Paisley	Professor of Business	6147	lkpaisley@genesee.edu
Tina Marsceill	Program-Marketing Specialist Community Education	6347	smarsceill@genesee.edu
Andrew Crofts	Asst. Director of Athletics	6504	aacrofts@genesee.edu
Dr. Thomas Priester	Assoc. VP of Student Success	6543	tcpriester@genesee.edu
Ed Levinstein	Associate Dean Advanced Studies	6300	ejlevinstein@genesee.edu

EXTERNAL REVIEW TEAM			
Name	**Organization**	**Telephone**	**Email**
Scott A. Gardner President & CEO	Wyoming County Chamber of Commerce & Tourism	585.786.0307	scott@gowyomingcountyny.com
Greg McAllister	Retired VP of Marketing Communications for Tompkins Financial	585-343-9796	greggmca@verizon.net
David Mihalyou, VP for University Relations Debbie Jacob, Director of Marketing	The College at Brockport	585-395-2577	dmihalyo@brockport.edu djacob@brockport.edu
Stephanie Specchio, Director of Communications, Marketing & PR	Corning Community College	607-962-9109	sspecchi@corning-cc.edu
Debra J. Davis, Director Marketing Communications	Monroe Community College	585-292-3025	ddavis40@monroecc.edu
Heidi Marcin, Director of Marketing	Finger Lakes Community College	585-785-1609	Heidi.marcin@flcc.edu

COMPLETED PROJECTS

Workspace:	MARCOM
Export Date:	January 25, 2019
Start Date:	September 1, 2017
End Date:	August 31, 2018

Name	Category
"Geezer" Radio Show Promotions	MarCom
"One GCC" logo deisgn	Office of The President
15th Annual Virtual Trade Fair	ACE
1st Annual Agri-Tourism Symposium	Business & Commerce
2017 Holiday Card / Video	Office of The President
2017-2018 Faculty & Staff Directory Cover	Human Resources
2017-2018 Orleans County Community Directory	Academics
2017-2018 RPTA Graduation program	BEST Center
2019 Genesee County Visitor Guide	Academics
50th Anniversary Convocation	Office of The President
Academic Affairs Website	Academics
ACCT Lets Celebrate Community College Submission	Office of The President
ACE Academy Flyer	ACE
ACE Fall 2017 Ads	ACE
ACE Fall 2018 Newsletter	ACE
ACE Pocket Folders	ACE
Adopt A Business: One World Projects Inc	Academics
AEOC Brochure	
AEOC Financial Aid Night postcard	Academics
AEOC Intake Form	
AEOC Promotions	Admissions
Ag Academy Video	ACE
Ag-Business Academy Promotions	ACE
Albion CC Instructor Publishes Book PR	Campus Center
Albion Driver Education Fall 2017	Campus Center
Albion Driver Education March 2018	Campus Center
Albion Driver PreLicensing Ad - April 2018	Campus Center
Albion Driver PreLicensing Ad - Nov 2017	Campus Center
Albion Driving Courses Ads August 2018	Campus Center
Albion Driving Courses Ads June 2018	Campus Center
Albion Student Art Show	Campus Center
Albion, Medina, Orleans Map Ad	Campus Center
Alert Graphic for Jim Cody	MarCom
Alumni Hall of Fame	Alumni
Alumni Office #9 Envelope	Alumni
Alumni Pop-Up Banner	Alumni
Alumni Stay Connected Cards	Alumni
Alumni Table Runner	Alumni
Alumni Thank You Card	Alumni
Annual Event: Encore 2017	Foundation
Annual Event: Homecoming 2017	Alumni
Annual Event: SUNY Chancellor Awardees	Office of The President
Annual Report 2016 -2017 Plant. Water. Harvest. Repeat	Office of The President
Arcade Campus Center Improvements	Campus Center

ARTtoo - Digital Art & Photography Student Exhibit	Art Gallery
Athletic Championship Field Banners	Athletics
Athletics Banquet 2018 materials	Athletics
Banner 9 Page Images	MarCom
Batavia Movie Theatre Fashion Show Ad	Business & Commerce
BEE ad Life After 50	Academics
BEE Ed & Learning Ad	Academics
BEE Health Ad	Academics
BEE Health Ad & Advertorial	Health Care
BEE Health Ad Feb 2018	Academics
BEE News October Open House Ads	Admissions
BEE WNYS Events Ad	Art Gallery
BEST Center - Drones Flyer - Spring 2018	BEST Center
BEST Center - Safety Training Flyer - Spring 2018	BEST Center
BEST Center - Training & Services brochure update - Fall 2017 v2	BEST Center
BEST Center Ads - Full Page 1/5/2018	BEST Center
BEST Center Ads - Full Page 10/6/17	BEST Center
BEST Center Ads - Full Page 11/3/17	BEST Center
BEST Center Ads - Full Page 12/2/17	BEST Center
BEST Center Ads - Full Page 2/9/2018	BEST Center
BEST Center Ads - Full Page 3/9/2018	BEST Center
BEST Center Ads - Full Page 4/6/2018	BEST Center
BEST Center Ads - Full Page 5/4/2018	BEST Center
BEST Center Ads - Full Page 6/8/2018	BEST Center
BEST Center Ads - Full Page 7/6/18	BEST Center
BEST Center Ads - Full Page 8/10/18	BEST Center
BEST Center Ads - Full Page 9/8/17	BEST Center
BEST Center Ads - Half Page 09/22/17	BEST Center
BEST Center Ads - Half Page 1/19/2017	BEST Center
BEST Center Ads - Half Page 10/20/17	BEST Center
BEST Center Ads - Half Page 11/18/2017	BEST Center
BEST Center Ads - Half Page 12/16/2017	BEST Center
BEST Center Ads - Half Page 2/23/2018	BEST Center
BEST Center Ads - Half Page 3/23/2018	BEST Center
BEST Center Ads - Half Page 4/20/18	BEST Center
BEST Center Ads - Half Page 5/18/18	BEST Center
BEST Center Ads - Half Page 6/22/18	BEST Center
BEST Center Ads - Half Page 7/20/18	BEST Center
BEST Center Ads - Half Page 8/24/18	BEST Center
BEST Center Diesel Tech Certificates - Jan 26, 2018	BEST Center
BEST Center Flyers - Spring 2018	BEST Center
BEST Center Flyers - Summer 2018	BEST Center
BEST Center Mechatronics Phase 2 Certificates - Jun 29, 2018	BEST Center
BEST Center Mechatronics Phase 3 Certificates - Jan 26, 2018	BEST Center
BEST Center Precision Ag Workshop Program	BEST Center
BEST Center SCM and Health Certificate Program PR	BEST Center
BEST Center Security Guard Training - 2018-19	BEST Center
BEST Center Spring 2018 Homepage Banners	BEST Center
Board of Trustees March PR	Office of The President
Buffalo Healthy Living Ad	
Buffalo News Destination Edu Ad	Admissions
Buffalo News Editorial - Nano	Academics

Buffalo News Fall Open House Guide 2018	Admissions
Business Idea Pitch Competition Promotions	Business & Commerce
CAD Classes Promos Fall 2018	Academics
Campus Map	MarCom
Car Cruise 2018 Flyer	Alumni
Career Ed Planning Student Shadowing	Academics
Career Exploration Fair Promotions	Career & Transfer Services
Career Services Events	Career & Transfer Services
Career Services Events - Spring 2018	Career & Transfer Services
Career Services Pop Up Stand Artwork	Career & Transfer Services
Celebration of Excellence awards program	
Celebration of Excellence Tickets	Student Activities
Certificate Programs PR	Business & Commerce
Child Care Center Promotions	Child Care Center
Club Fair Promotions	Student Activities
Coca-Cola Leaders of Promise: Kim Curry	Alumni
College Catalog (2018-2019)	MarCom
College Scheduler Promos	Admissions
College Village Brochure	College Village
College Village Calendar	
College Village Calendar Spring 2018	College Village
Commencement 2018 May 20	Student Activities
Cougar Classic Golf Tournament - 7/23/18	Foundation
Cougar Classic Towel Logo	Foundation
Cougar Connect Flyer	Career & Transfer Services
Cougar Connect Mentoring Handouts	Career & Transfer Services
Cougar Roar! eNewsletter logo	Alumni
Create 360 Degree Virtual Tour Page	Admissions
Create Student Accounts Webpages	Academics
Creativity Conference - Spring 2018	Business & Commerce
Credit for Prior Learning - Release	Admissions
Credit For Prior Learning Webpages	Career & Transfer Services
CSTEP Marketing Campaign	Admissions
Curacao Student Acknowledgement	Admissions
CV Emergency Poster	College Village
Cyber Security Careers Webinar	Information Technology
Daemen Print Ad	
Dansville Homeschool promotion June 2018	Campus Center
Dansville PC background - Fall 2017	Campus Center
Day Care Ad	
Disabilities Website	
Discover the Stars Promotions	Foundation
Diversity & Inclusion Website	Office of The President
Donor Thank You Postcard	Foundation
Door Sign - Bill Emm	
Door Sign - Brodie McPherson	Theatre/Performing Arts
Door Sign - Brodie McPherson, Theatre Technology Office	Theatre/Performing Arts
Door Sign - Jamie Schultz	Theatre/Performing Arts
Door Sign - Jennifer Wakefield	Foundation
Door Sign - Oliver Miller	Theatre/Performing Arts
door sign - TESTING CENTER	Counseling
Door Signs	MarCom

Door Signs - Computer Services / Ellucian	Miscellaneous
Door Signs - Creative Arts	Creative Arts
Door Signs - Inst. Res. & Planning, Grants	Miscellaneous
Door Sign_Grant Services and Rural Police training Academy	Law & Criminal Justice
Ducky Derby 2018	Business & Commerce
Eagle News Progress & Innovation Ad 2018	Admissions
Educators Forum	Student Success Center
EGR117 - Engineering Class Banner	Science & Technology
Entrepreneur Series: Tyler Annalora	Business & Commerce
EOP brochure	Academics
Evacuation Maps for Campus Safety	Miscellaneous
Fact Sheet: Athletics Team	Athletics
Fact Sheet: Drafting - Update	Information Technology
Fact Sheet: Engineering- Update	Information Technology
Fact Sheet: Info. Technology 3-page	Information Technology
Faculty Council Flyer	ACE
FAFSA Night In Wyoming County Promos	Financial Aid
Fall 2017 Business FAQ Webpages	Academics
Fall 2017 Open House Campaign	Admissions
Fall 2017 Pres, Dean, Provost Merit Badge	Academics
Fall 2017 Spring 2018 Arts Events	Theatre/Performing Arts
Fall 2017 Transfer Fair	Career & Transfer Services
Fall 2018 Program Promotions	Admissions
Fall 2018 TV Commercials - Trace George	Admissions
Fashion Bus. Speaker: Kristine Buckley-McCarthy	Business & Commerce
Fashion Business Speaker - Fall2017 Promotions	Academics
Fashion Class Head Shots_ Donna Erhardt	Business & Commerce
Fashion Design Certificate Promotions	Academics
Fashion Program Updates	Business & Commerce
Fashion Show - Spring 2018	Business & Commerce
Fast Facts	Foundation
Finger Lakes Hired Webpage	Career & Transfer Services
Fitness & Recreation Management Academic Fact Sheet	Health & Physical Ed
Fitness Center Rules Sign	Athletics
Forum Alumni Newsletter Winter 2018	Alumni
Foundation Website	Foundation
Foundation Website - Credit Card payments	Foundation
Foundation Year End Mailing	Foundation
Fugue State - Art Gallery Exhibit Oct 2017	Art Gallery
Galleria Mall Advertising	Admissions
Galleria Mall Advertising part two	Admissions
Gatsby Gala - Nursing Alumni Scholarship Gala	Alumni
GCC Foundation Pledge Postcard	Foundation
GCC Generic Brochure	Admissions
GCC Plaid	Business & Commerce
GCC Pocket Folders	MarCom
GCC String Bags	Campus Center
GCX Dans-Wayland Bus. Directory 2018	Campus Center
GCX Progress Edition	Campus Center
GCX Summer Fun Dansville Homeschool Ad	
Genesee Chorale Program Ad	Theatre/Performing Arts
Genesee County / City of Batavia Map Ad	Admissions

Genesee County Housing Survey	College Village
Genesee Promise Plus Flyer update - 2018	Admissions
Genesee Wind Ensemble Ad	Theatre/Performing Arts
Gerhardt Press Release	Admissions
Gil Stern Toastmaster PR	
Global Ed Event - DNA	Academics
Global Education Fall 17	Academics
Global Migration Large and Small	Human Services
Global Migration: Enrique's Journey	Academics
Gold Gala Program 2017	Alumni
GPP Genesee Promise Plus Promos	Admissions
Grad Tab Ads June 2018	Foundation
Graduation Promos	Admissions
GUSTO - 5 in 30 Workshop Series Logo	GUSTO
GUSTO Employees Wellness Fair Flyer	GUSTO
GUSTO SantaCon Digital Flyer	GUSTO
GVPS Livingston County Business Directory 2018	Campus Center
Harloff Door Sign	ACE
Health Office Immunization Form	MarCom
Health Office Reply Envelope July 2018	Admissions
Historical Horizons Fall 17 Lecture Series	Academics
Historical Horizons Spring 2018Lecture Series	Human Services
History Club $Raiser: Charles Dickens 12/18	Liberal Arts
Homeschool & Orientation Sessions Spring 2018	Academics
Instagram Video 2017-18	MarCom
Instant Admit Promotions	Admissions
Internship Video Upload	Career & Transfer Services
Intro to Chemistry - 12week Fall 2017	Science & Technology
Intro to Healthful Living Promo 2017	Health Care
Intro to Meteorology Banner	Science & Technology
James Myers Door Sign	Academics
June 2018 Emp. Farm & Dairy FPT Ad	
Karen Flack Mural PR	Academics
LaCrosse Final Four	Athletics
Laptop Zone Banner	Miscellaneous
Lauren Stumpf PR	Academics
LCPS Orleans Community Directory Ad	
Leadership Genesee Swag Bag Tchotchkees	MarCom
Library Staff portraits	Library
Lima Homeschool promotion May 2018	Campus Center
MarCom Secretary Job Duties Review	MarCom
Masterpeace - Art Gallery Exhibit March 2018	Art Gallery
Medical Office Technology Academic Fact Sheet	Academics
Medina Campus Center- 10th Anniversary	Campus Center
Medina CC Responding to Nuclear Incidents Class	
Medina Homeschool Event Promotions 2018	Campus Center
Men's Soccer Ring Ceremony Promotions	Athletics
Men's Soccer Team goes to Nationals - 2017	Athletics
Merit Digital Badge for Professional Development	Human Resources
Messin' - Ziolkowski Press Release	Academics
Messin' Exhibit Promo: Joe Z	
Michalak / Starchok Door Sign	Student Success Center

Michelle MacKenzie Door Sign	Academics
MyGCC Logo Design	
MyGCC Rebranding promos	
Name Tag Order August 2017	Miscellaneous
Name Tag Order February 2018	Miscellaneous
Name Tag Order July 2018	Miscellaneous
National Law Day	Human Services
NCMPR Award Submissions	MarCom
NCMPR: Paragon Awards	Admissions
Net Native Digital Advertising (Spring 2018)	MarCom
Net Native Digital Advertising (Summer/Fall 2018)	Admissions
New Buildings Dedication Ceremonies/Tours	Office of The President
New Carousel Buttons	MarCom
New Staff PR	MarCom
New Student Orientation Pocket Folder Design	Student Activities
Nicole Manapol Entrepreneurship Speaker: Fall 2017	Business & Commerce
NOCA Certificate - 2018	Miscellaneous
Nurse's Club Ronald McD Easter Baskets PR	Health Care
Nursing Faculty Recruitment Open House	Human Resources
Nursing Honor Society Program	Health Care
NYS Festival of Balloons 2018 Ad	Academics
NYSMATYC Contest- Winner Announcement	Academics
NYSMATYC Scholarship Winners 2018	Academics
NYSTRS Benefit Presentation Flyer	Human Resources
Online Learning Homepage Banner - Fall 2018	Admissions
Online Learning Summer Courses Postcard	Academics
Orientation Homepage Banner	Student Activities
Orleans Co. Heritage Heroes 2018 Promos	Liberal Arts
Orleans County Travel Guide Ad	Campus Center
Paralegal Progam Promotions	Academics
Paralegal Studies Banner	Law & Criminal Justice
Perry Herald -Attica Rodeo & Wy. Co. Fair Ad	Admissions
Perry Herald 4H Week Ad	Admissions
Perry Herald National Ag Week Ad	Athletics
Perry Rotary Program Ad	Theatre/Performing Arts
Phys Ed Studies Academic Fact Sheet	Health & Physical Ed
Play to Get Fit- Winner Announcements	Athletics
Play, Eat, Trick or Treat Promotions - Fall 2017	Miscellaneous
PR UB-GCC 2+4 Affiliation Agreement	Student Success Center
Precision Ag Day Flyer - Spring 2018	BEST Center
Presidents, Provosts, Deans List Spring 2018	Office of The President
Press Release: Dual Admission Agreements	Career & Transfer Services
Press Release: Orleans Co: Instructor & Student of the Semester	Campus Center
Priester Press Release	Academics
Priester Promotion	Student Success Center
Professional Employee Benefits Flyer 2018	Human Resources
PSG Table Cover	Health Care
PTK Awards	Academics
Public Speaking Prep Workshops	Academics
RCC Arena Championship Banner	Athletics
RCC Arena Vinyl Wall Graphics	Athletics
ReadMedia / Newsroom Lists	MarCom

Recognition Matters @ GCC (series)	
Respiratory Care Pinning Ceremony Program 2018	Academics
Respiratory Care Webpage & Door Signs	Health Care
Santa Breakfast Ad	Student Activities
SAT Prep Course Campaign	BEST Center
Scholars Symposium 2018	Academics
Science Trifold Display Board - Fall 2017	Science & Technology
SGA Door Sign Redo	Student Activities
Spelling Bee Reception	Admissions
Sport Management Academic Fact Sheet	Health & Physical Ed
Sports Science Academy Promotion	ACE
Spring 2018 - 8 Week Class Promotions	Academics
Spring 2018 12-Week Classes Promos	Academics
Spring 2018 Job Fair	Career & Transfer Services
Spring 2018 Open House Promotions	Admissions
Spring 2018 Open House Radio Campaign	Admissions
Spring 2018 Promos	Academics
STEM Logo Modification	ACE
Strategic Plan Launch and Promotion	Office of The President
Strategic Plan Support	Office of The President
Student Accounts Material Promos	
Student Poetry Contest 2018	Library
Student Success Center - Congratulations Card	Student Success Center
Student Success Center Thank you Cards/Env	Student Success Center
Student Success Center Webpages	Student Success Center
Student Support Services Door Sign	Miscellaneous
Study Abroad: Iceland & Ireland Promos	Human Services
Study in the USA Ad	Academics
Summer 2018 Billboard Campaign	Campus Center
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Summer Session 2 2018 Promos	Admissions
SUNY Buffalo State Online Flex Ad	Academics
SUNY Central "Diversity Photos" Submission	MarCom
SUNY Central "Graduation Media" Submission	MarCom
SUNY Central 2017 "30 Days of Giving" Submission	MarCom
SUNY Central 2017 "Year in Review" Submission	MarCom
SUNY Central Graduation Photos & Video Request Part Two	MarCom
SUNY Chancellor's Awards Winner Video	Office of The President
SUNY Chancellor's Student Awards	
SUNY Financial Aid Days Promo - Fall 2017	Financial Aid
SUNY PIF Grant @ GCC (Enhancing Diversity)	Academics
SUNY PIF Grant w/Alfred State (Adult Students)	Academics
SUNY Student Chancellor Award videos	External Media
SUNY Sustainability Report 2018	Office of The President
Supervision Certification Class photo	BEST Center
Tchotchkee 50th Gala Gourmet Bag	Office of The President
TDN April 2018 Summer Ads	Academics
TDN Chronology 50th Ad	Office of The President
TDN Comm. Calendar Leaderboard Ad	Admissions
TDN February Ads	
TDN May 2018 Ads	Academics
TDN Pet Week Special Section 2018	Science & Technology

TDN Photo Calendar 2018	Office of The President
Tech Wars Promotions 2018	ACE
Testing Center Webpages Updates	Admissions
The BEST Center - Door Sign	BEST Center
The Great Batavia Train Show	
The Script Promotions	Student Activities
Theatre Arts & Theatre Technology Academic Fact Sheets	Academics
Timecapsule Inventory	Anniversary Committee
Top Chef Cougar Connect	Career & Transfer Services
Tri-Annual Report - Feb 2018	Office of The President
Tri-Annual Report - June 2018	Office of The President
Tri-Annual Report - Nov 2017	Office of The President
United Way Campaign: Duck Derby	Human Resources
Update 360 Virtual Tour	Admissions
Upward Bound Brochure	ACE
Upward Bound Senior portraits	
Upward Bound Students	
Upward Bound Team portrait	ACE
Vacin - Bushen Door Signs	Human Services
Vending Billboard	MarCom
Vet Tech #10 Envelope	Academics
Vet Tech 2018 Recognition Ceremony Invite & Envelopes	Academics
Vet Tech Postcard 2018	Academics
Vet Tech Program Printing	Health Care
Vet Tech Recognition Ceremony Invite & Envelopes	Academics
Veterans Brochure Reprint	Academics
Veterans Day Promotions	Admissions
Video: G Dub at Call Arena	MarCom
Video: G Dub Moves In	MarCom
Virtual Career Fair Promos - Fall 2017	Career & Transfer Services
Warsaw - "Slam Dunk your Schedule" T-Shirt Graphic	Campus Center
Warsaw Window Signs	Campus Center
WBTA Partners in Progress Logo	Miscellaneous
WCJW HS Basketball Radio Ads	Academics
Weekly Pennysaver 12 week ad _9-6-17	Academics
Weekly Pennysaver Ad - 9-20-17	Academics
Weekly Pennysaver Ads - Fall 2017	
Weekly Pennysaver Ads - Spring/Summer 2018	MarCom
Winterim Ads	Admissions
WoW Banner	Student Activities
Wyoming County Business Directory 2018	Academics
Wyoming County Chamber of Commerce Ad	Campus Center

TOTAL: 398 PROJECTS

MarCom Procedures

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Annual Report
Annual Report Distribution
Athletics Presto Sports Logo
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- Finance
- Requisitions & Purchase Orders

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BEST Center Requests
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Buildings & Grounds Request Forms
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Catering Requests
Cliff Notes
Color Printing Usage
Commencement Program Honors Key
Cougar Classic Promotion Schedule

Cougar Tracks (no longer publish)
CougarKin (no longer publish)
Direct Pay Requests and Vendor Information
Dupli Business Card and Stationery Ordering
Dupli Campus Center Stationery Ordering
Electronic Sign Board
Email Archiving and Deleting
Employee Directory, Online
Employee News Media Contacts
Event Planning Handbook (Event Calendars in Area Publications)
External Event Advertising
Fashion Show Promotions
Fileshare Sites, Directions & Passwords
Flickr Photos
Flyers:

- Creating Half Page Flyers

Genesee Valley PS "My Hometown Stories" Submission
Holiday Card
Hop Up / Pop Up Background Instructions
Insertion Orders
Internet Browsers
Job Ticket Log
Main Switchboard Greeting Procedure

Map a Network Drive
MarCom File Locations
MarCom Project Request Procedures
MarCom Tearsheet Contacts & Passwords
Measurement Conversion Chart
Media Services Requests
Merit / ReadMedia:

- Press Release Prep Process
- Press Release Distribution with Merit Newsroom
- Merit Achievement Posting
- Spreadsheet Preparation

Name Badge Ordering
NCMPR Job Posting
Photo Requests
Photo Storage and Editing
Proofreading
PRSA Job Posting Procedure
Purchasing Procedures
Room Reservations
Scanning Articles
Signage Shops (off campus)
Sponsorship Policy
Student Employment - HR
Student Worker PA Process - Supervisors

SUNY News Clips

Web & Social Media:

- Accounts and Passwords
- Content Calendar
- Outlook (Spam) Filter
- Student Blogger Handbook
- Social Media General Guidelines

GCC Webpage Updating:

- Adding a Homepage Banner or Carousel
- Adding a Faculty Biography to the Web
- Adding a "Faces of Genesee" Testimonial
- GCC Calendar (Eric redoing)
    - Core Calendar
    - Event Calendar
- Mura: Editing & Support
- College News Webpage Posting & Editing
- Cougar News Announcement Submission
- Cougar News Announcement Review
- Cougar News Photo of the Week
- Webpage Specifications

Placing Internet Ads:

- The Batavian

- Craigslist Classified Ad
- eBay Classified Ad

Social Media: Please review and update

- Bit.ly.com
- Creating a QR Code
- FaceBook
- Google+
- Hootsuite
- Huffington Post Faculty Experts
- Instagram
- LinkedIn
- Pinterest
- SmugMug
- Twitter
- Word Press (Compare to Blog P & P)
- Youtube
    - Posting Videos
    - Schooltube Account Tips

<u>Miscellaneous Procedures to Develop:</u>

Blogging (Tim)

Facebook Internet Ads (dRae/Tim)

Model Release Form

OrleansHub.com Internet Ads (dRae)

Radio Advertising (dRae)

Signage (door & interior) John

Genesee Community College
Functional Area Review – Marketing Communications
SWOT Analysis

MarCom's General Overall Function

Strengths:

1. Team Synergy – agile, supportive and willing to help each other (brainstorming, workload, experience)
2. Team Members – highly and diversely skilled (photography, drone, creativity), dedicated, thorough
3. WorkZone – keeps us organized, on time and collects project data
4. Reasonable Budget + willingness to try new approaches / solutions (e.g. Net Native)
5. Positive Reputation – allows for good vendor and inter-department relationships

Weaknesses:

1. WorkZone – lack of formal project request forms inhibits onboarding process
2. Lack of photo studio and access to media services facilities and tools creates scheduling issues, wastes times and adds to workload
3. Departmental Silos – impede project progress and college-wide strategizing, creates duplicity of services and wastes resources and time
4. MarCom server organization –inconsistent naming conventions, folder structure unclear, legacy files, huge memory suck

Opportunities:

1. New space – better collaboration, fresh impact, quasi-photo studio
2. New leadership in Admissions & Enrollment – improved collaboration / communication
3. Drone photography –opportunities to expand use, create new content, expand services to College
4. Promote MarCom efforts – increase support for various College areas
5. New digital avenues – SiteImprove, Net Native enhanced recruitment with new collaborations
6. Potential collaboration with media services

Threats:

1. New space – change, time lost moving, impact on team dynamic, distance to copy center
2. Video demands and emphasis are ever increasing
    - Less emphasis on print, but not elimination of it = overall net increase in work volume
3. Lack of communication with other departments – timeliness of project requests, blurred roles with admissions marketing
4. Decreasing traditional-age student market
5. Lack of reliable, capable / skilled work-study support (need more blogging!)

MarCom's Contributions to the College

Strengths:

1. Team – highly skilled, volume of work produced, diverse and dedicated, creative, agile, quick
2. Maintain consistent College brand
3. Robust systems, tools and knowledge – stay abreast of new marketing tools/opportunities
4. Integral in promoting College and College events – We are the "go to" department
5. Crisis committee procedure

Weaknesses:

1. MarCom does not have enough control over external messaging, multiple taglines
2. MarCom lacks diversity - people of color perspectives
3. Proofreading errors
4. Outdated / broken exterior signage
5. Lack of CMS – and website governance

Opportunities:

1. New leadership – in Admissions, SSC, Bldg. and Grounds, Media Services – Barry's temporary replacement
2. GIS – data introduction (Carol Marriott)
3. New / updated RESB
4. FAR / KJT results – update branding manual, type, school spirit
5. Systems and tools – CMS, Outlook, Fact Sheets, NetNatives, Web design, online Annual Report
6. Revise "Events Support System"

Threats:

1. Declining enrollment
2. Faculty / staff retirements and turnover
3. New space – moving away from Copy Center
4. Project workload –compromises quality, impact, can compromise effectiveness, limits ability to create / execute full campaign, burn-out risk
5. Limitations imposed by traditional approaches, etc. – legacy practices
6. Informational and project silos within GCC

MarCom's Contributions to the GLOW Region

Strengths:

1. Strong brand awareness – impactful ability to market programs and events, existing media relations
2. Team's diverse qualities, perspectives, skills and even home towns
3. GCC has many positive attributes to advertise – affordable, superior individual attention, partnerships, promotion of classes that impact economy, flexible study options, alumni base
4. New opportunities – Net Native, video, drone, bus/vehicle wraps,
5. Fresh events – Cougar Classic, Encore, Gatsby Gala, Pitch Competition, Scholars Symposium, Agri-Tourism, etc.

Weaknesses:

1. KJT findings – perception of poor quality education, faculty
2. Lack of community involvement – group participation, should be boasting community contributions of faculty
3. Minimal campus center connections
4. Reaching parents and high schoolers, counselors and influencers
5. Partnerships and collaborations are sometimes kept in silos – need more active local employer connections

Opportunities:

1. New programs to market – Derek / Tracy, SSC, RCCA, NetNatives
2. Downtown exposure – drone footage of local businesses, banners, more event participation
3. Position faculty / staff as resources – especially with high schools
4. PIF Grants – diversity and adult students
5. FAR process / visits
6. Speaker programs – commencement speakers, Speaker's Bureau

Threats:

1. Aging and declining population
2. Chargeback changes
3. Lack of communication / collaboration with local employers – need to do more to position GCC as resource
4. College Village renovations – delay of "Pod" concept
5. 13th grade (2 year vs. 4 year) – community college stigma

KJT Study Discoveries and Key Points / Trigger List

Promotional messaging and all communications should highlight GCC's distinguishing factors:

1. GCC partners with numerous prestigious institutions, organizations and agencies (is there a key group or list we can put right in this document with an "et. al." clause)

2. GCC's maintains small classes to maximize accessibility to faculty

3. GCC recognizes and focuses on the individual needs, strengths and opportunities of each student

4. GCC's top notch credentialed and quality faculty

- focused on their students rather research. (There are no TA's teaching at GCC.)

- Highly experienced, long-term faculty with community connections and a network of opportunities

5. GCC's major strength is in providing transitional support for students of all kinds – "13th grade" (Success Coaches, Professor accessibility, who else?)

- For current high schoolers jumpstarting their education through ACE

- For traditional age high school graduates

- For homeschool students taking classes with nonfamily members

- For international students learning a new language and culture

- For veterans transitioning out of the military and back to civilian life

- For stay-at-home parents who are re-entering the labor force

- For those seeking career advancement

- For those seeking a totally new career

6. The final year at GCC is focused on preparing students for their next stages of life– "14th grade"

- Articulation agreements and FREE transfer planning

- Critical and priceless internships and job shadowing

- In-field networking with professionals and alumni

- Travel opportunities with Sports teams and study abroad programs

GCC Brand Identity Tracking

Prepared for GCC

March 28, 2018

SUNY GCC

kjtgroup
INSIGHT BY DESIGN

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EphMRA Associate Member 2018/19

PMRG

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Background and Objectives

In 2009, GCC embarked on a Brand and Identity Program. The goal of this program was to understand the value of its brand, and develop new marketing communications materials to help the college stand out as a leader in the community. To assist these efforts, KJT Group was enlisted to conduct primary and secondary research to help guide GCC in optimizing its brand. A multi-phase study including qualitative and quantitative approaches was performed in 2010. This research focused on the competitive market landscape, organizational strengths, and constituent preferences. The quantitative online survey assessed awareness of and familiarity with GCC and its competitors, as well as associated characteristics, perceptions, and likelihood to recommend. As a result of the 2010 research, the GCC logo was revamped.



Now, GCC would like to gauge the assess familiarity and perceptions of the college, and (to the extent possible) track changes from the initial survey.

GCC's objectives were to assess:

- Awareness and familiarity of GCC and its competitors
- Importance of college characteristics
- Characteristics associated with GCC and its competitors
- Other perceptions of GCC

2018 Survey Methodology and Recruitment

Field Dates
January 24 – February 27, 2018

Length of Interview
The median survey length was 16.7 minutes

Respondent Types

		Completed Surveys
GLOW*	GLOW Region Residents	300
	Businesses	6
High School (HS) Juniors		136
GCC Faculty/ Staff*	Faculty/Adjunct Faculty	31
	Staff	72
GCC Students*	GLOW	12
	Beyond GLOW	12
GCC Alumni^		12
	Total	581

*Sub-groups sampled separately bit combined for analysis due to small base size.
^Due to small sample sizes, Alumni are included in the total data but only shown separately in callouts throughout the report, where appropriate.

Recruitment and Incentives
GLOW respondents were recruited via email invitation to an online survey through KJT Group sample panel partner; all other respondents were recruited from sample lists provided by GCC.

GLOW respondents were compensated by KJT Group's sample panel partner. The other respondents – with the exception of HS Juniors – were entered into a sweepstakes.

Methodology
Online survey

Screening Criteria
- GLOW respondents had to be age 15+ and reside in one of the four GLOW counties
- HS Juniors were identified as such by their Principals or Superintendents
- Businesses were selected by GCC
- GCC Faculty, Staff, Students, and Alumni were identified by GCC

2010 vs. 2018

Key Differences in Methodology & Sample Frame

Field Dates

2010: March 1 – April 1, 2010
2018: January 24 – February 27, 2018

Respondent Types – Completed Surveys

		2010	2018
GLOW	GLOW Region Residents	299	300
	Businesses*	25	6
HS Juniors		57	136
GCC Faculty/ Staff	Faculty/Adjunct Faculty	57	31
	Staff	94	72
GCC Students	GLOW	31	12
	Beyond GLOW		12
GCC Alumni		N/A	12
	Total	**563**	**581**

*Businesses were reported separately in 2010.

Incentives

To encourage participation in 2018, a sweepstakes was offered to all respondents with the exception of GLOW Region Residents and HS Juniors. No sweepstakes was offered in 2010.

GLOW Sample Weighting

2010

- Conducted at the county level based on gender and age.
- Sampling was not targeted to the 2000 GLOW census population during data collection.

2018

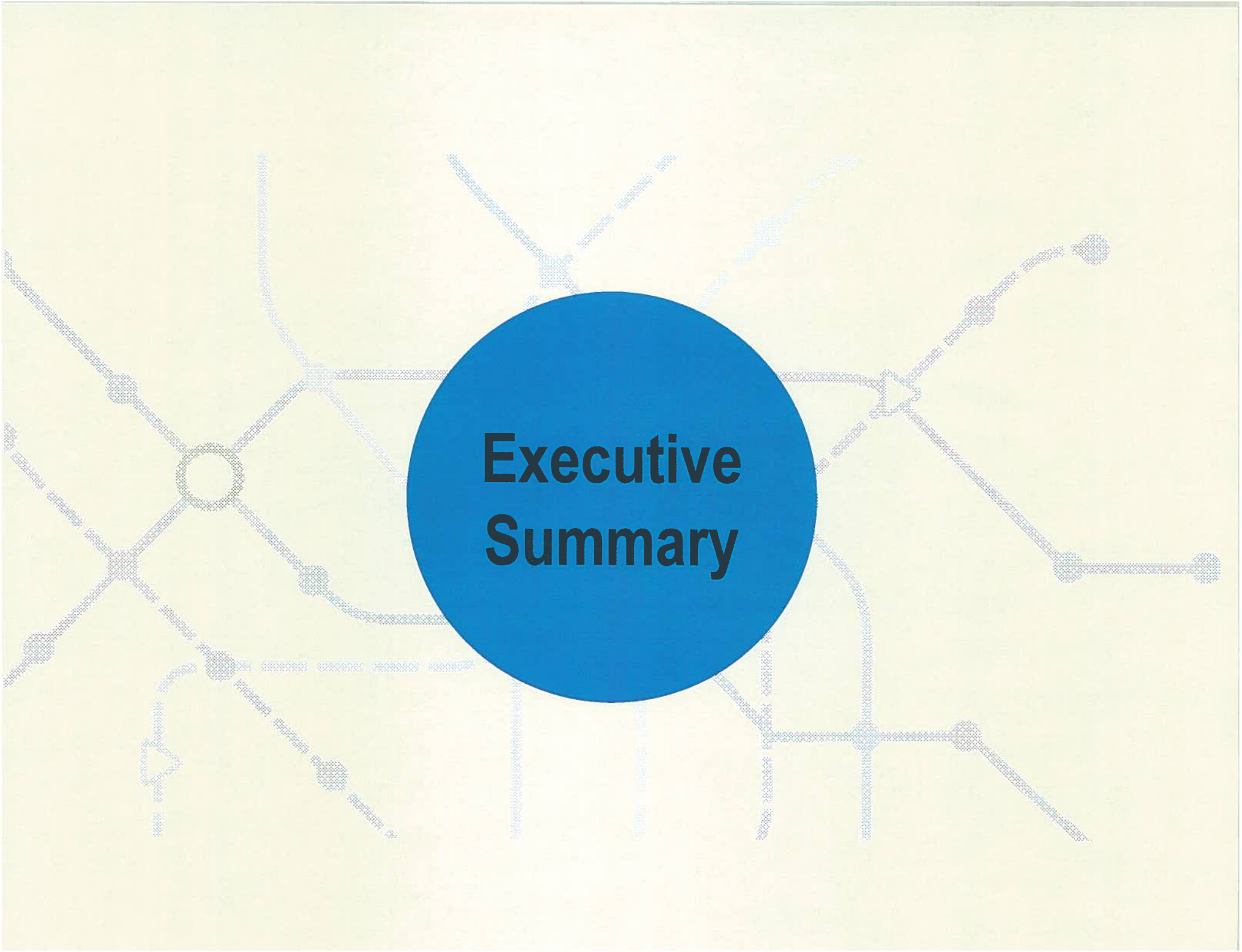
- Conducted in total based on gender.
- Sampling was targeted based on age, race and gender to the 2016 GLOW census population during data collection.

Presentation of Results

- Throughout, statistical significance between sub-groups (95% confidence) is noted by capital letters for groups with sufficient sample sizes (n≥30). The placement of the capital letter identifies the greater of the two values, while the letter itself references the comparison group.
- Trends of 4%+ points change from 2010 are indicated by (+/-), and statistically significant trends (95% confidence) are noted by circles (green = positive change, red = negative change); mean trends are only noted when statistically significant.
- Given the changes to sampling since 2010, trends are not shown for Total, Alumni (new subgroup included in total data), and those considering college.

Example Question *All Respondents (n=105)*	Total (n=105)	Group A (n=72) (A)	Group B (n=33) (B)
Response 1	46%	51% B (+5%)	33%
Response 2	35%	38% (-4%)	30% (-9%)
Response 3	29%	31% (+25%)	24%

- Small sample sizes (n<30) are noted by an asterisk (*) and should be interpreted as directional only. Very small sample sizes (n<20) are noted by double asterisks (**). Extremely small sample sizes (n<10) are noted by three asterisk (***); in most cases these data are hidden.
- Where applicable, bases are reduced due to "not sure" responses (▼).
- Data labels 3% or less may be hidden.
- Numbers may not always sum to 100% due to rounding.


Executive
Summary

Executive Summary

- Overall, GCC's "brand health" remains strong: *unaided awareness* among GLOW Residents, HS Juniors, and those considering college outshines all other schools, and GCC is most often the school they would *seriously consider*.

- GCC's *Net Promoter Score (NPS)* is stronger than other community colleges, but weaker than most 4-year schools in the area.
  - HS Juniors are dragging down GCC's NPS – opportunity exists to enhance perceptions of GCC among prospective students.

- Importantly, GCC stands apart from all local schools: it is in a category of its own and closely tied to *affordability*, which is one of the most important considerations when evaluating schools.
  - Considering just the SUNY and community colleges, GCC continues to stand apart, but in a different way. Among this group, GCC is seen as:
    - *Safe and secure* (*one of the most important considerations for HS Juniors and those considering college)
    - *Offering superior individual attention*

Executive Summary, Continued

- Opportunities exist to further strengthen the GCC "brand health" in the future – while *awareness* and *consideration* are strong, improvements would enhance *likelihood to recommend*.
  - The four key drivers of this metric are attributes with which GCC has a weak association today:
    - Good reputation (including accreditation) – *Prestigious schools like RIT & U of R are more closely associated with this attribute*
    - High quality faculty/professors/instructors – *No schools own this, meaning a market opportunity exists (e.g., emphasize GCC's affordability does not compromise quality)*
    - Career planning services including transfer opportunities – *ECC, MCC & Alfred State are more closely associated with this attribute*
    - Convenient class times and campus locations – *No schools own this, meaning a market opportunity exists*
  - HS Juniors and those considering college also state *safety and security* is important and currently associated with GCC. Continue to enhance this association in future outreach to prospective students.

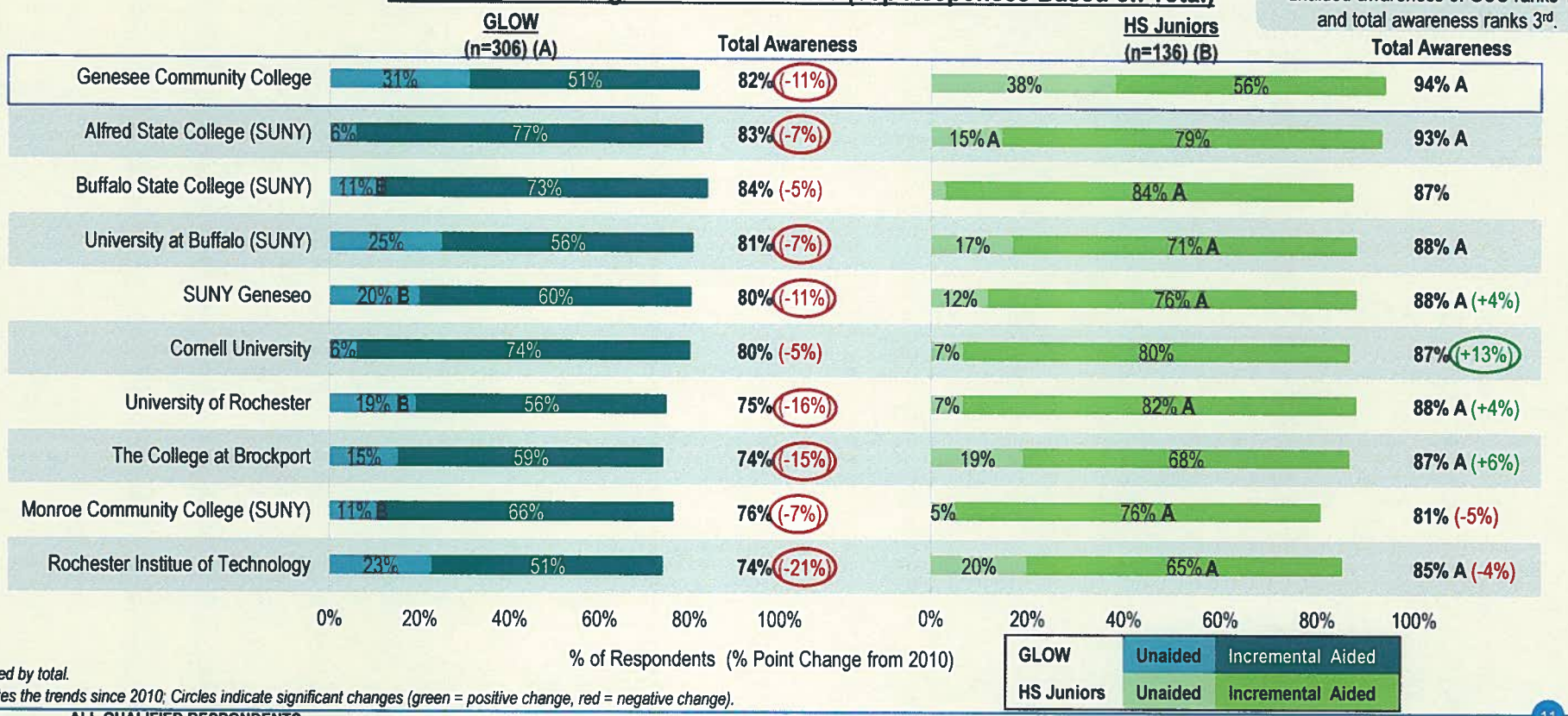
- While *programs of interest* is stated as an important consideration, it represents a 2nd tier priority for future efforts; it is not a key driver of likelihood to recommend and is more closely associated with 4-year schools.

Detailed Findings: Awareness of Colleges and Universities

Awareness of GCC continues to be one of the strongest among local schools, especially among HS Juniors, and *unaided awareness of GCC* is second to none. Since 2010, *total awareness* has declined for most schools among GLOW Residents, but not among HS Juniors.

Of those **considering college** (n=222) unaided awareness of GCC ranks 1st, and total awareness ranks 3rd.

Awareness of Colleges and Universities (Top Responses Based on Total)



Note: data ranked by total.

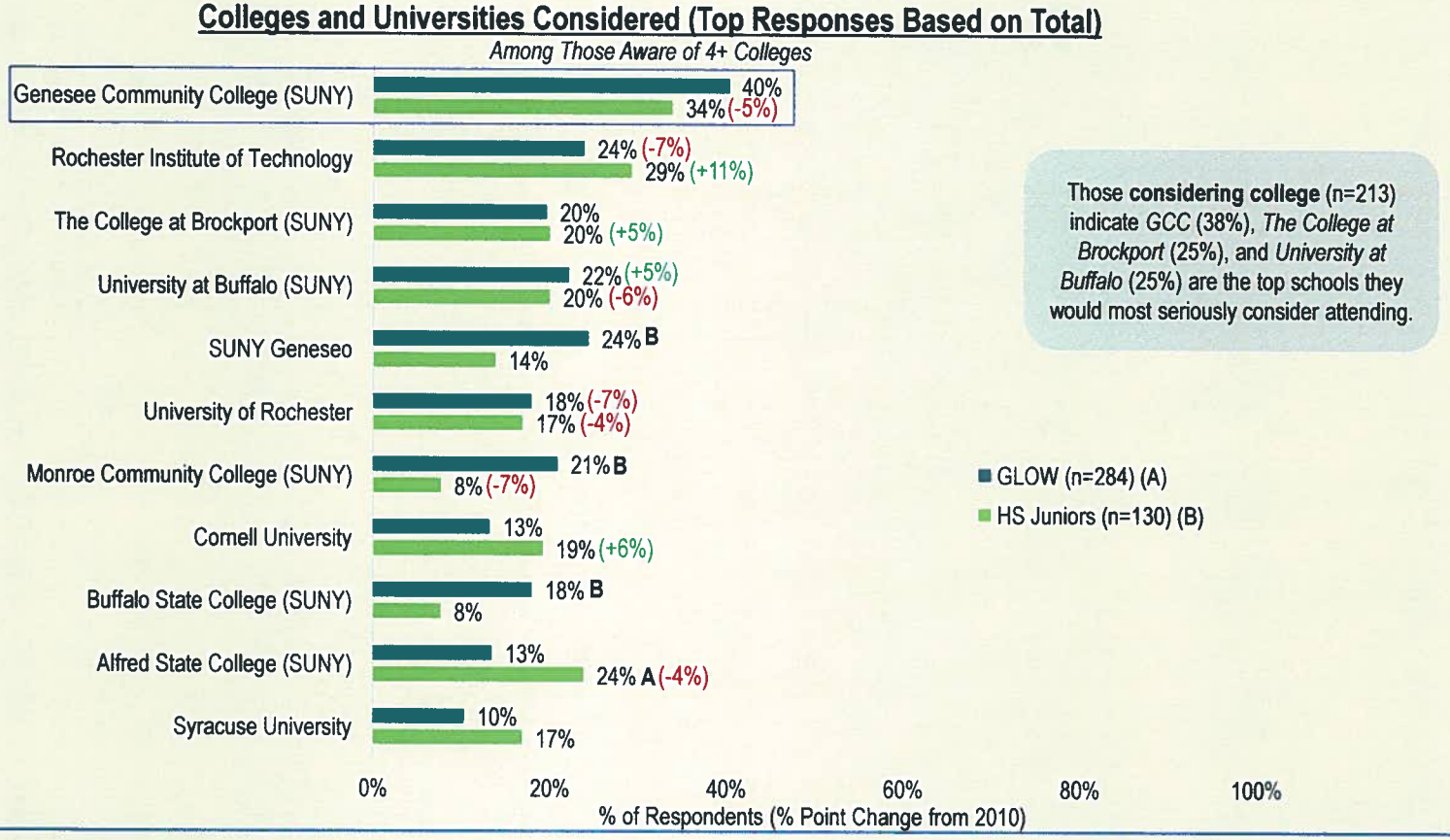
Note: +/- indicates the trends since 2010; Circles indicate significant changes (green = positive change, red = negative change).

ALL QUALIFIED RESPONDENTS

Q1000 For starters, when thinking of colleges and universities, what schools come to mind?

Q700 Again, thinking about colleges and universities, which of the following have you ever heard of?

Among GLOW Residents, HS Juniors, and those considering college who are aware of multiple schools, *GCC* continues to be one of the top institutions most *seriously considered*.



Those **considering college** (n=213) indicate *GCC* (38%), *The College at Brockport* (25%), and *University at Buffalo* (25%) are the top schools they would most seriously consider attending.

Note: data ranked by total.

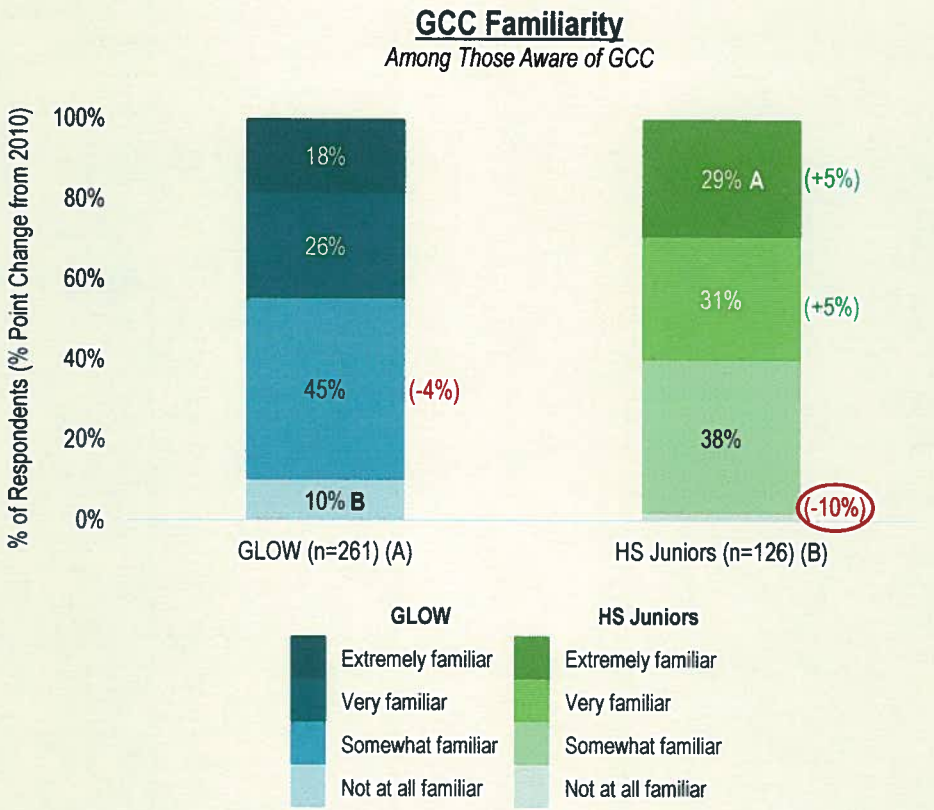
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AWARE OF FOUR OR MORE COLLEGES

Q705 Now, if you were planning to attend a college or university, what are the three colleges or universities you would most seriously consider attending?

Detailed Findings: GCC Familiarity

Most GLOW Residents, and nearly all HS Juniors and those considering college, indicate they are *at least somewhat familiar with GCC.* Among HS Juniors, familiarity has increased since 2010.



97% of those **considering college** (n=188) are *at least somewhat familiar with GCC.*

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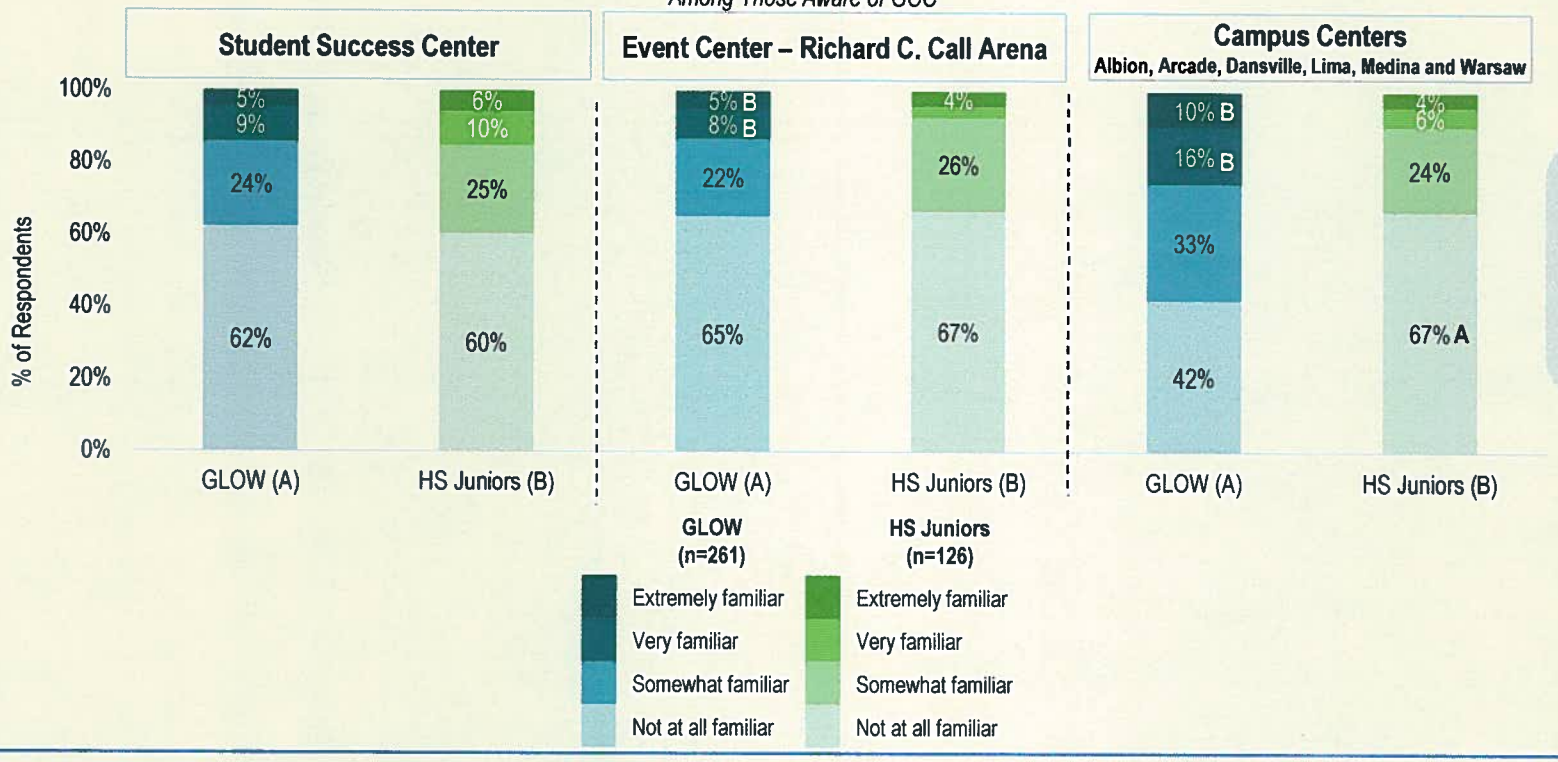
AWARE OF GCC

Q710 How familiar are you with Genesee Community College (GCC)?

Approximately two-thirds of GLOW Residents and HS Juniors are not familiar with the *Student Success* or *Event Centers*. HS Juniors are less likely than GLOW Residents to be aware of the various *campus centers*. Among GCC Students, awareness of the Student Success Center is stronger than for the other facilities.

Familiarity with GCC Facilities

Among Those Aware of GCC



While nearly all **GCC Students** (n=24*) are at least somewhat familiar with the *Student Success Center (92%)*, roughly half are <u>not</u> familiar with the *Event Center (50%)* or the various *Campus Centers (58%)*.

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AWARE OF GCC

Q813 How familiar are you with the following facilities at **Genesee Community College (GCC)?**

** Indicates a small base size (n<30)*

Detailed Findings: College and University Characteristics

Maximum Difference Scaling

Note: due to changes in the list of characteristics 2010 vs. 2018, trending is not shown for this analysis.

MaxDiff (for "maximum-difference") is a method for scaling a set of items or objects on some underlying dimension such as importance or appeal.

"Most important" and "least important" ranking are relative to the characteristics shown.

MaxDiff combines the power of paired comparisons for eliciting judgments about items with statistical modeling that converts these comparisons to a scale that reveals the rank ordering and the "distance" between the items (relative importance).

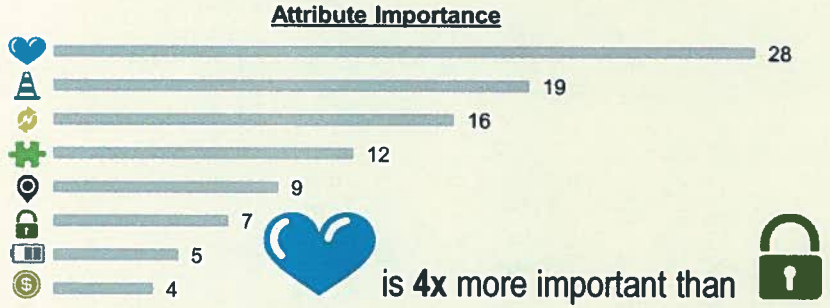
Respondents see subsets of attributes and select their most and least preferred items in each subset.

Most Important	Attribute	Least Important
✕	♥	○
○	🗼	○
○	✕	✕
○	🧩	○

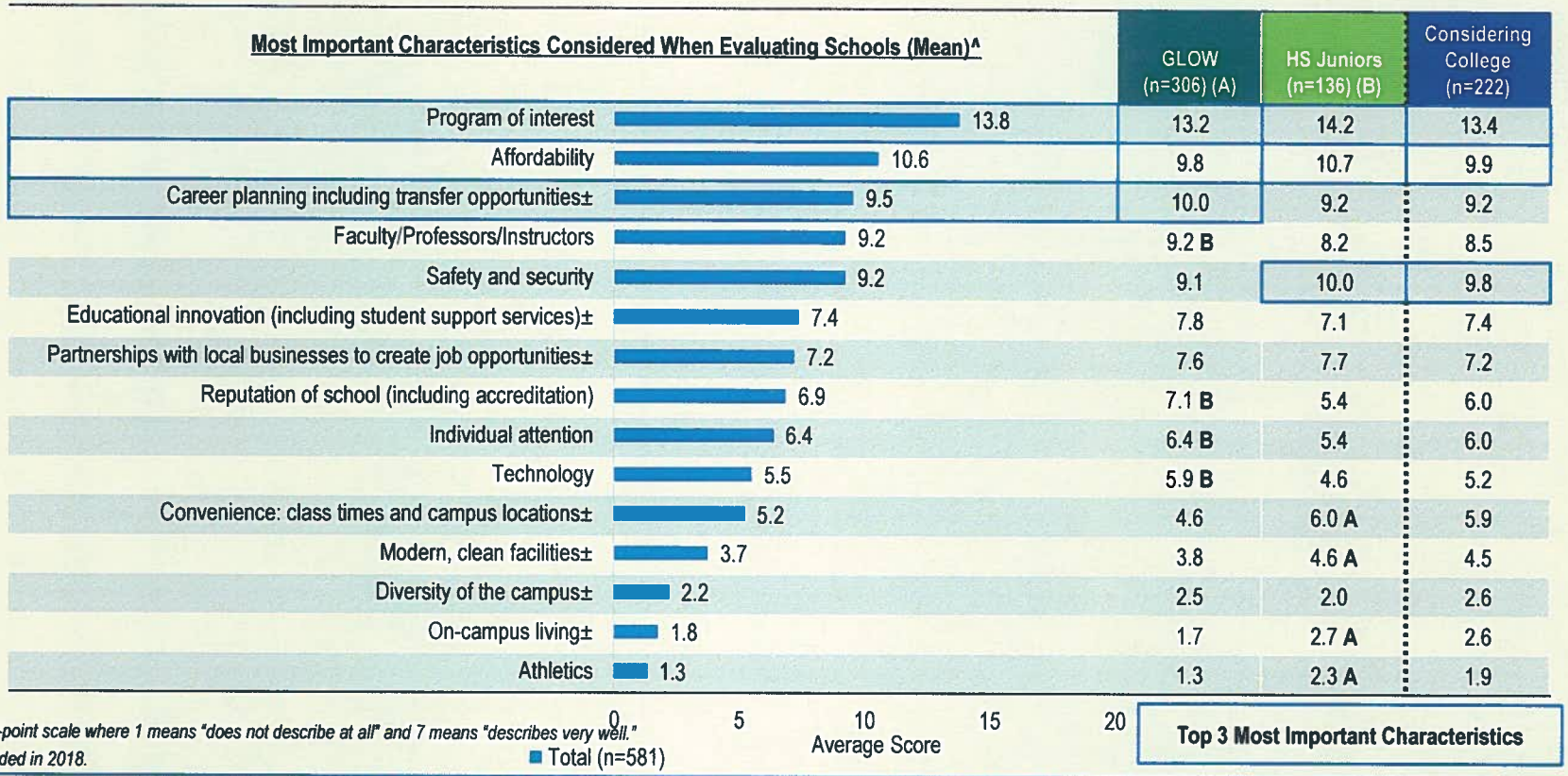
Most Important	Attribute	Least Important
○	📍	✕
✕	🔒	○
○	🔋	○
○	$	○

MaxDiff output consists of a rank ordering of attributes along with standard scores that represent the strength (magnitude) of the associated importance. Attribute scores are positive values ranging from 0 to 100, that sum to 100.

The scores have the valuable property of ratio-scaling, meaning for example, that an attribute with a rating of 20 is twice as important as an attribute with a rating of 10.



Overall, offering a *program of interest* is the most important characteristic when evaluating schools, followed by *affordability*. For GLOW residents, the third most important is *career planning including transfer opportunities*, while those considering college and HS Juniors prioritize *safety and security* third.



^Descriptors rated on a 7-point scale where 1 means "does not describe at all" and 7 means "describes very well."
Note: ±characteristics added in 2018.

ALL QUALIFIED RESPONDENTS
Q600 If you were planning to attend college, or to recommend a college to someone you care about, what attributes or characteristics would you look for in a college or university before making your decision on the best school? In other words, what characteristics of a college or university are most important to you?

Most have positive perceptions of GCC, with roughly one-third indicating the education provided by GCC is *good/excellent/great/quality.* Nearly the same proportion of Faculty/Staff also perceive GCC to be *affordable.*

Perceptions of Education Provided by GCC *(Unaided; Top Responses; Among Those Aware of GCC)*	Total (n=523)	GLOW (n=261) (A)	HS Juniors (n=126) (B)	GCC Faculty/Staff (n=101) (C)	GCC Students (n=24*) (D)
Positive Perceptions (Net)	83%	82%	76%	91% AB	88%
Good/excellent/great/quality	30%	36% B	21%	29%	25%
Affordability/value	18%	15%	12%	30% AB	17%
Adequate/decent/comparable/OK	8%	6%	11%	8%	13%
Courses/programs available	7%	5%	10%	10%	4%
Good place to start/intro/beginner	7%	7%	7%	9%	-
Faculty/staff	6%	3%	-	17% A	13%
Personal/individual/student focused/small classes	6%	2%	1%	23% AB	4%
Accessible/accommodating/flexible/convenient	5%	5%	2%	11% B	4%
Caring/supportive/understanding/helpful	5%	2%	7% A	10% A	4%
Good location/close to home	5%	8% BC	2%	2%	-
Neutral Perceptions (Net)	6%	7%	10% C	3%	-
Negative Perceptions (Net)	4%	1%	7% A	4%	8%
Negative comment (variety of responses)	3%	1%	6%	1%	8%
Grade 13/high school on the hill	1%	-	2%	3%	-

"A good education supplied at a cheaper price than most standard colleges." *GLOW Resident*

"Professors and staff care and want you to graduate." *GCC Student*

"Education is not the best." *High School Junior*

"Self taught, too much busy work, exams not related to content taught." *GLOW Resident*

"Hit or miss faculty. Quality depends upon desired major. Highly diverse student population. Awful housing service. Underfunded. Expensive on-campus dining." *GCC Student*

GCC Alumni (n=11**) perceive the education provided by GCC is *good/excellent/great/quality* (36%) and have positive perceptions of the *faculty/staff* (36%).

AWARE OF GCC

Q810 When you think of the education provided by **Genesee Community College (GCC)**, what words or phrases first come to mind?

** Indicates a small base size (n<30)*

*** Indicates a very small base size (n<20)*

Overall, GCC ratings are strong for the most important characteristics considered when evaluating schools, especially *affordability*. However, HS Juniors consistently give GCC lower ratings than other sub-groups. Ratings among those considering college are slightly more favorable.

GCC Ratings For Most Important Characteristics (Mean)^▼ *Among Those Aware of GCC*	Total (n=339-469)	GLOW (n=143-226) (A)	HS Juniors (n=76-110) (B)	GCC Faculty/Staff (n=83-100) (C)	GCC Students (n=15-24) (D)	Considering College (n=124-167)
Offers a program of interest	5.7	5.9 B (+0.4)	4.9	6.0 B	6.3*	5.4
It is affordable	6.3	6.3 (+0.3)	6.0	6.7 AB	6.5*	6.2
Career planning services including transfer opportunities are superior±	5.6	5.8 B	5.1	5.6 B	5.4*	5.3
High quality faculty/professors/instructors	5.6	5.6 B	4.6	6.1 AB	5.9*	5.1
Is safe and secure	5.9	6.0 B (+0.3)	5.2	6.3 AB	6.1*	5.6
Is educationally innovative (including student support services)±	5.5	5.7 B	4.8	5.7 B	5.7*	5.1
Partners with local businesses to create job opportunities±	5.3	5.6 B	4.8	5.3 B	4.7**	4.9

Of the few who are **considering college** who did not give GCC a strong rating on *offers a program of interest* (n=22) the most common mentions were *Engineering* (3 mentions), *Physician Assistant* (3), *Digital arts/design* (2), and *Horticulture/conservation* (2).

Faculty/ Adjunct Faculty (n=30) (C1)	Staff (n=67) (C2)
6.7 C2	5.9

GCC Alumni (n=8-11***) indicate most items describe GCC (>6.0), though *affordable* (6.5), *safe and secure* (6.5), and *offers superior individual attention* (6.4) are cited as the items that most describe GCC.

Note: ranked by importance of characteristics considered when evaluating of schools.
±Descriptors were added in 2018.
^Descriptors rated on a 7-point scale where 1 means "does not describe at all" and 7 means "describes very well."
▼ Bases reduced due to "not sure" responses.

** Indicates a small base size (n<30)*
*** Indicates a very small base size (n<20)*
****Indicates extremely small base size (n<10); interpret with caution*

AWARE OF GCC
Q815A Thinking about various aspects of **Genesee Community College (GCC)**, please rate each of the following items on how well they describe **Genesee Community College (GCC).**
LOW RATING ON PROGRAMS OF INTEREST
Q811 You said **Genesee Community College (GCC)** does not offer a program of interest. Which program(s) would you be interested in **Genesee Community College (GCC)** offering?

For the less important characteristics considered when evaluating schools, GCC also received strong ratings. While GCC Faculty/Staff's ratings for *offers superior individual attention* and *technology is advanced* are strong, they have significantly declined since 2010.

GCC Ratings For Least Important Characteristics (Mean)^▼ *Among Those Aware of GCC*	Total (n=339-469)	GLOW (n=143-226) (A)	HS Juniors (n=76-110) (B)	GCC Faculty/Staff (n=83-100) (C)	GCC Students (n=15-24) (D)	Considering College (n=124-167)
School has a good reputation (including accreditation)	5.6	5.9 B (+0.5)	4.8	6.0 B	5.6**	5.3
Offers superior individual attention	5.5	5.5 B	4.7	6.1 AB (-0.3)	5.4*	5.1
Technology is advanced	5.5	5.6 B (+0.4)	4.7	5.8 B (-0.7)	5.3*	5.1
Has convenient class times and campus locations±	5.8	6.0 B	5.2	5.9 B	6.2*	5.6
Has modern, clean facilities±	5.8	6.0 B	5.1	6.0 B	5.8*	5.4
Has a diverse campus±	5.5	5.6 B	5.0	5.5 B	6.0*	5.4
Offers on-campus living±	5.6	5.3	5.5	6.2 AB	6.0*	5.5
Athletics are competitive	5.0	4.7 (+0.7)	4.4	6.0 AB (+0.6)	5.9**	4.9

Note: ranked by importance of characteristics considered when evaluating of schools.
±Descriptors were added in 2018.
^Descriptors rated on a 7-point scale where 1 means "does not describe at all" and 7 means "describes very well."
▼ Bases reduced due to "not sure" responses.

AWARE OF GCC
Q815A Thinking about various aspects of **Genesee Community College (GCC)**, please rate each of the following items on how well they describe **Genesee Community College (GCC).**

** Indicates a small base size (n<30)*
*** Indicates a very small base size (n<20)*

Key Driver Analysis

Key Driver analysis identifies and prioritizes the key influencers of likelihood to recommend or other key outcomes.

Respondents rate their agreement that various attributes describe GCC as well as their "likelihood to recommend GCC."

$$Impact = f(Importance, Performance)$$

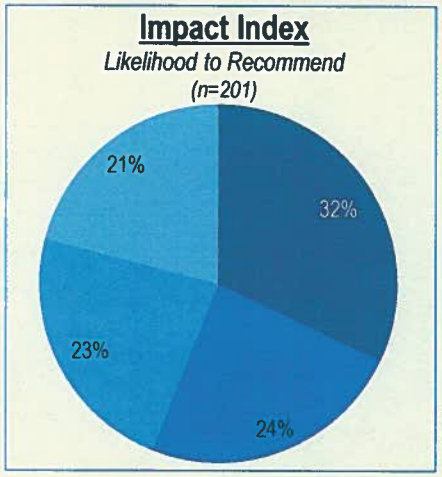
Impact
Takes both performance and importance into account in evaluating role of an event

Importance
How much influence an event has on likelihood to recommend when it occurs

Performance
How often an event occurs (typically, framed as "% Problems"); in this case, an event is when a respondent does not associate an attribute with GCC

Note: in 2010, the independent and dependent variables were dichotomized based on top 2 box scores (e.g., promoter yes/no). In 2018, the dependent variable was analyzed as a continuous variable (not at all a promotor -> strong promoter) to conform to our current analytics process which allows for a more nuanced assessment of impact.

Key Driver Analysis – Attribute Impact on Likelihood to Recommend GCC



"Fixing problems" in these areas will close the gap between GCC's likelihood to recommend rating today, and the maximum potential likelihood to recommend rating.

Attributes	Importance	% Problems	Impact
School has a good reputation (including accreditation)	1.420	36.3%	32%
High quality faculty/professors/instructors	0.957	40.8%	24%
Career planning services including transfer opportunities are superior	0.837	43.3%	23%
Has convenient class times and campus locations	1.019	32.8%	21%

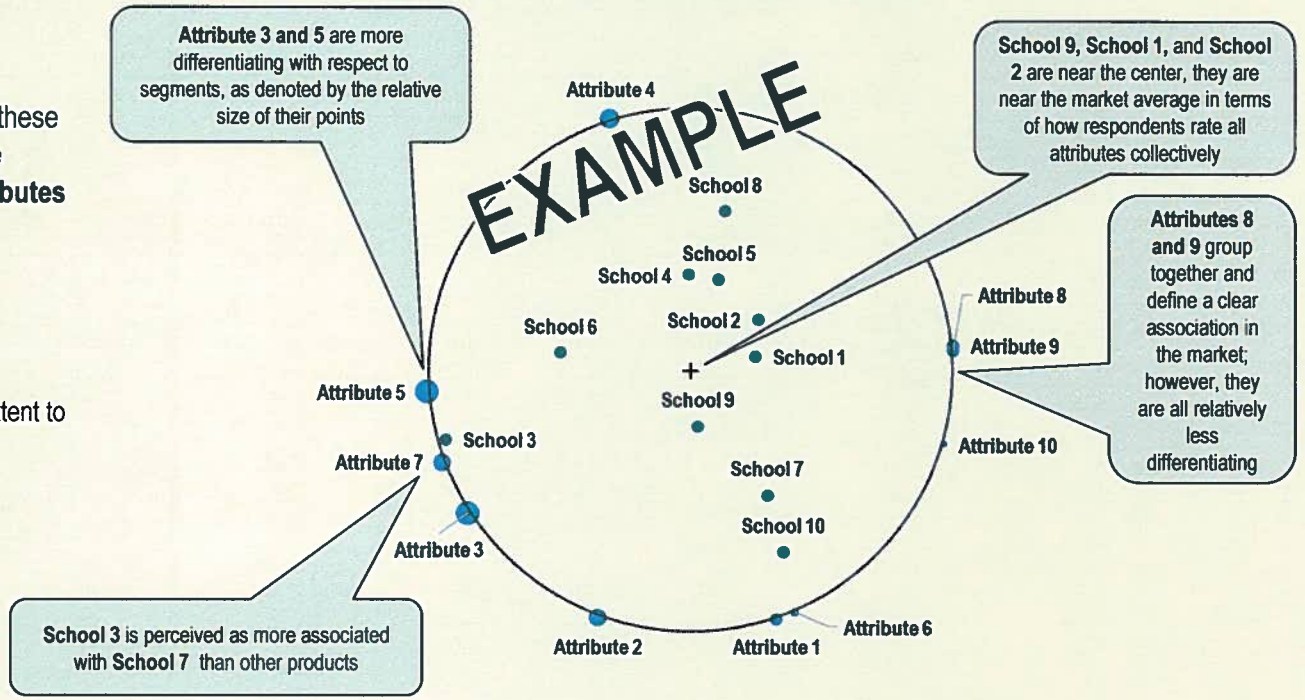
- The attribute with the greatest impact on likelihood to recommend is: *School has a good reputation (including accreditation).*
- Other influential attributes include:
  - *High quality faculty/professors/instructors*
  - *Career planning services including transfer opportunities are superior*
  - *Has convenient class times and campus locations*

AWARE OF GCC
Q800 Now, please think about **Genesee Community College (GCC)** as a place to study or work. How likely would you be to recommend **Genesee Community College (GCC)** to someone else?
Q815A Thinking about various aspects of **Genesee Community College (GCC)**, please rate each of the following items on how well they describe **Genesee Community College (GCC)**.

Perceptual Mapping

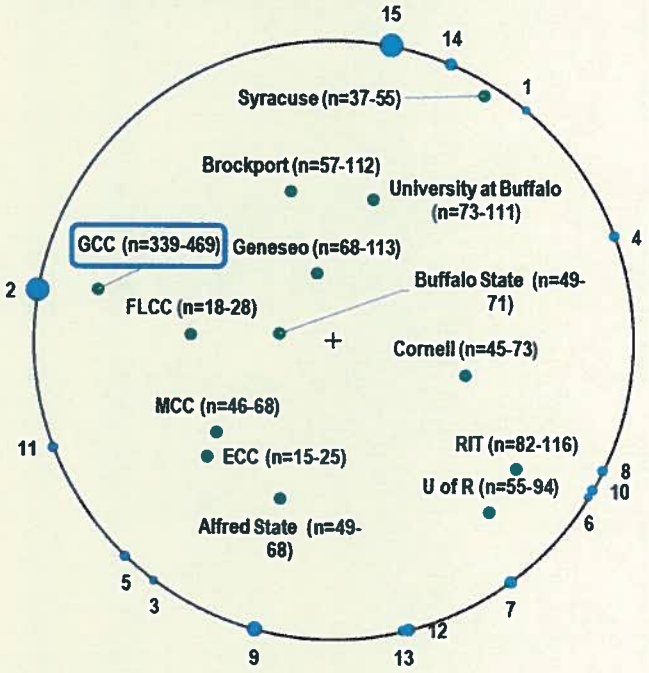
We use this analysis to map data on schools across a defined set of attributes. The results depict the multivariate relationships between the schools and attributes, revealing relationships we would not otherwise detect.

- Respondents rate a list of attributes and we map these data on a two or three-dimensional graph with the **schools displayed inside a unit circle** and **attributes displayed along the edge of the circle**
- The output provides insights into:
  - How schools compare with one another,
  - How the descriptive attributes compare, and the extent to which they are associated with the schools,
  - In some cases, the core "dimensions" that define a market.



GCC is perceived to be *affordable*, which is one of the most important and differentiating attributes. GCC falls into its own category between the other community colleges (associated with things like *convenience*) and some 4-year schools (associated with benefits of campus life like *athletics, on-campus living,* and *programs of interest).*

Perceptual Mapping – Full Profile of Schools



Rank*	Attribute
1	Offers a program of interest
2	Is affordable
3	Career planning services including transfer opportunities are superior
4	High quality faculty/professors/instructors
5	Is safe and secure
6	Is educationally innovative (including student support services)
7	Partners with local businesses to create job opportunities
8	School has a good reputation (including accreditation)
9	Offers superior individual attention
10	Technology is advanced
11	Has convenient class times and campus locations
12	Has modern, clean facilities
13	Has a diverse campus
14	Offers on-campus living
15	Athletics are competitive

*Rank based on MaxDiff Importance

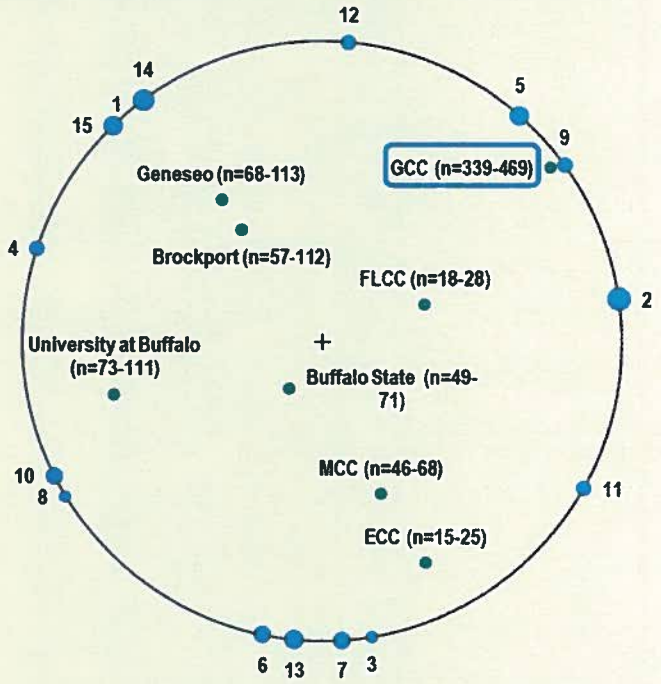
kjtgroup INSIGHT BY DESIGN

AWARE OF COLLEGE

Q815 Thinking about various aspects of **_[INSERTED SCHOOL]_**, please rate each of the following items on how well they describe **_[INSERTED SCHOOL]_**.

Considering just the SUNY and community colleges, GCC is still set apart. *Affordability* is still differentiating, but GCC is also closely associated with *safety and security* as well as *offering superior individual attention*.

Perceptual Mapping – SUNYs and Community Colleges



Rank*	Attribute
1	Offers a program of interest
2	Is affordable
3	Career planning services including transfer opportunities are superior
4	High quality faculty/professors/instructors
5	Is safe and secure
6	Is educationally innovative (including student support services)
7	Partners with local businesses to create job opportunities
8	School has a good reputation (including accreditation)
9	Offers superior individual attention
10	Technology is advanced
11	Has convenient class times and campus locations
12	Has modern, clean facilities
13	Has a diverse campus
14	Offers on-campus living
15	Athletics are competitive

*Rank based on MaxDiff Importance

kjtgroup INSIGHT BY DESIGN

AWARE OF COLLEGE

Q815 Thinking about various aspects of **_[INSERTED SCHOOL]_**, please rate each of the following items on how well they describe **_[INSERTED SCHOOL]_**.

Detailed Findings: Likelihood to Recommend

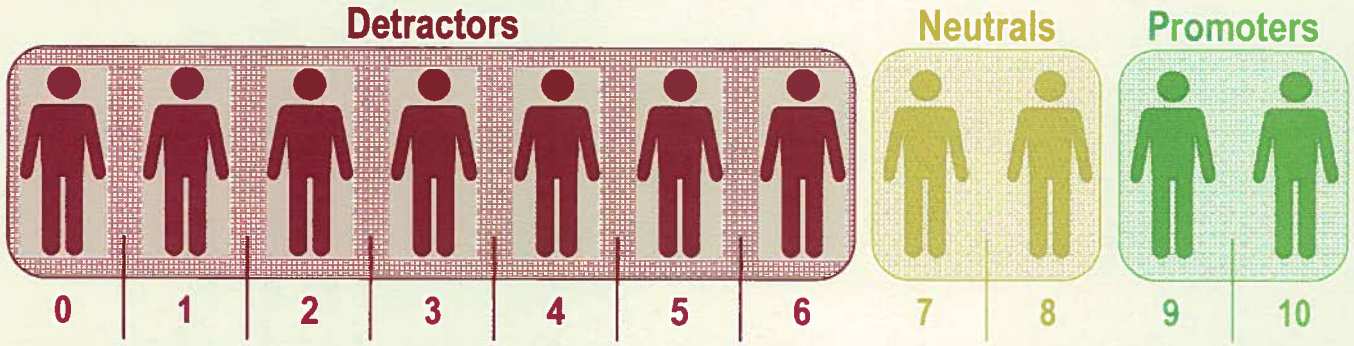
Net Promoter Score

Note: due to changes in the NPS scale in 2018, trending is only shown for respondents who answered on a 7 pt. scale.

Net Promoter Score (NPS) is a measurement of customer satisfaction that is used to determine the percentage of loyal customers who would recommend a company or service to others.

A 7-point scale was used in the 2010 study and among half of the of 2018 respondents. The data was then adjusted to an 11-point scale using linear interpolation so the data could be reported in conjunction.

Based on likelihood to recommend, customers can be divided into groups used to calculate the NPS, which are given on an 11-point scale:



To calculate the Net Promoter Score, the percentage of customers who are Detractors is subtracted from the percentage of Promoters.

2018 GCC NPS: *(Total, n=523)* **1%** NPS = **32%** Promoters − **31%** Detractors

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth

Neutrals (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings

Promoters (score 9-10) are loyal enthusiasts who will continue to refer others, fueling future growth

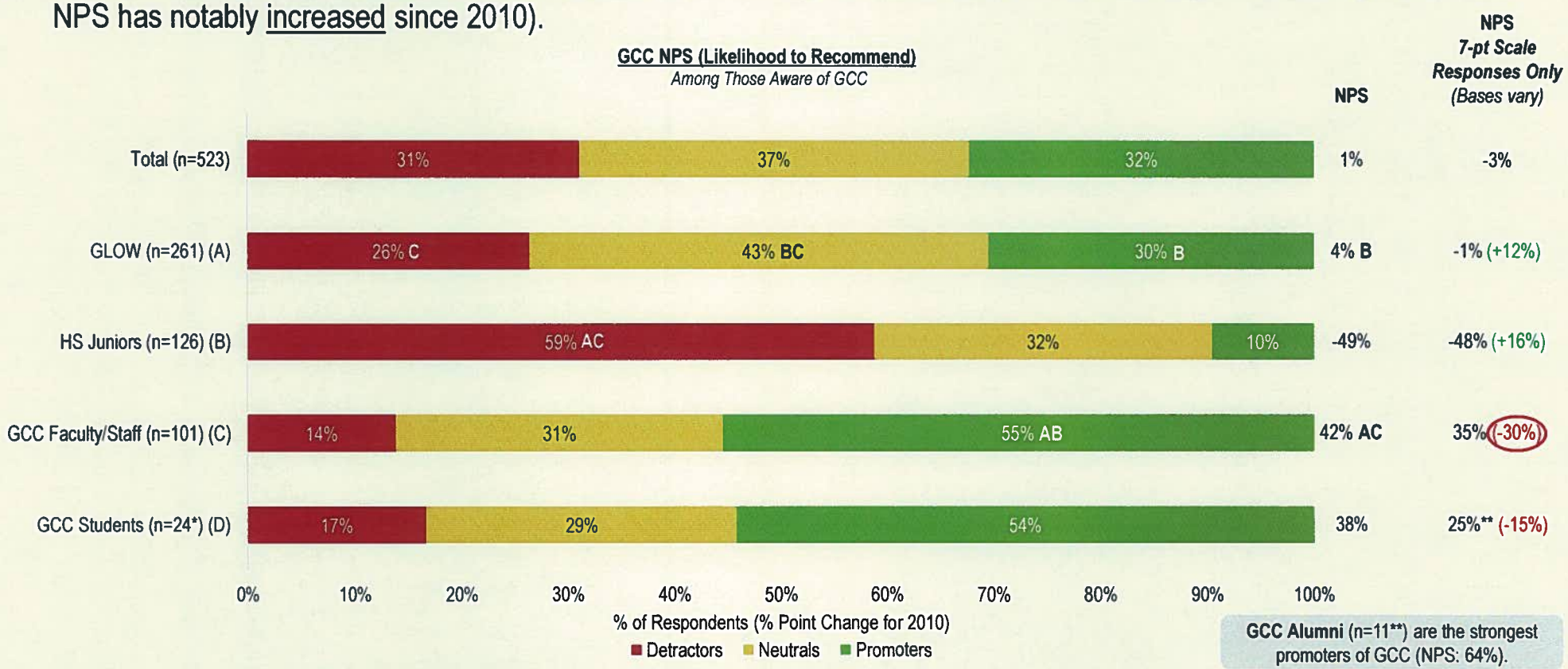
Scoring above 75% is considered world class loyalty.

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AWARE OF GCC

Q800 How likely would you be to recommend **Genesee Community College (GCC)** to someone else?

Likelihood to recommend GCC varies substantively across all groups; despite notable declines in NPS since 2010 among those affiliated with GCC, they give GCC the best NPS, while the worst score is among HS Juniors (whose NPS has notably increased since 2010).



GCC Alumni (n=11**) are the strongest promoters of GCC (NPS: 64%).

Note: To calculate the NPS on a 7-pt scale, the percentage of respondents who are Detractors (rate 1-4) is subtracted by the percentage of Promoters (rate 7).

kjtgroup INSIGHT BY DESIGN

AWARE OF GCC

Q800 How likely would you be to recommend **Genesee Community College (GCC)** to someone else?

** Indicates a small base size (n<30)*
***Indicates a very small base size (n<20)*

GCC's NPS is weaker than most 4-year schools, but stronger than all community/technical colleges.

NPS (Likelihood to Recommend Colleges or Universities) *Among Those Aware of the College or University*	Total (n=30-523)	GLOW (n=10-261**) (A)	HS Juniors (n=10-126**) (B)	GCC Faculty/Staff (n=10-101**) (C)	GCC Students (n=24*) (D)
Cornell University	41%	50%	52%*	23%**	***
SUNY Geneseo	24%	29%	-11%**	48%*	***
Rochester Institute of Technology	22%	25%	13%	25%*	***
Syracuse University	17%	17%*	13%*	17%**	***
University at Buffalo (SUNY)	13%	30%	-12%*	3%	***
Roberts Wesleyan College	13%	11%*	***	9%**	***
University of Rochester	10%	22%	23%*	-27%*	***
The College at Brockport (SUNY)	7%	7%	-4%*	11%	***
Buffalo State College (SUNY)	5%	20%	-50%**	-20%**	***
Canisius College	3%	-6%**	6%**	***	-
Empire State College (SUNY)	2%	6%**	-	-7%**	-
St. John Fisher College	2%	21%**	-25%**	17%**	***
GCC	**1%**	**4%**	**-49%**	**42%**	**38%**
Nazareth College	-1%	5%**	***	***	***
Monroe Community College (SUNY)	-5%	1%	-30%**	***	***
Alfred State College (SUNY)	-5%	13%	-19%	-30%**	***
Finger Lakes Community College	-24%	-13%**	***	***	***
Erie Community College (SUNY)	-44%	-30%*	***	***	***

AWARE OF GCC/AWARE OF SCHOOLS OTHER THAN GCC

Q800 How likely would you be to recommend **Genesee Community College (GCC)** to someone else?

Q812 Now, please think about **[INSERT SCHOOL NAME]** as a place to study or work. How likely would you be to recommend **[INSERT SCHOOL NAME]** to someone else?

** Indicates a small base size (n<30)*

*** Indicates a very small base size (n<20)*

****Data hidden due to small base size (n<10)*

Affordability/value is the most common reason for recommending GCC, followed by *good location/close to home/local* (particularly among the GLOW Residents and HS Juniors). There is little consensus regarding why GCC would not be recommended.

Main Reason For Recommending/Not Recommending GCC (Unaided; Top Responses)	Total (n=381)	GLOW (n=204) (A)	HS Juniors (n=59) (B)	GCC Faculty/Staff (n=87) (C)	GCC Students (n=21*) (D)
For Recommending GCC *Among Those Who Would Recommend GCC*					
Affordability/value	38%	33%	34%	48% **A**	43%
Good location/close to home/local	24%	32% **C**	32% **C**	7%	14%
Faculty/staff	16%	10%	17%	25% **A**	33%
Good course selection/programs offered	15%	17%	12%	15%	10%
Good start to a college education	12%	12%	20% **C**	8%	10%
General satisfaction/good school	9%	9%	12%	7%	5%
Support/individual attention/small class size	9%	3%	5%	26% **AB**	5%
Quality education	8%	5%	7%	13%	5%
I attend/attended	6%	8% **C**	-	2%	14%
Friendly atmosphere/good environment	6%	<1%	10% **A**	14% **A**	14%
Know people who attended and were satisfied	5%	9%	3%	-	-
For Not Recommending GCC *Among Those Who Would Not Recommend GCC*					
	(n=67)	(n=23*)	(n=34)	(n=8***)	(n=1***)
Negative comment (variety of mentions)	16%	6%	15%	38%	***
Lack of program/class variety	9%	3%	6%	25%	***
Want to go further away/outside of New York	7%	3%	9%	-	***
Don't like because it's only a two-year school/community college	6%	3%	9%	-	-
Would not recommend going there	5%	-	9%	-	-
Poor faculty/staff quality	5%	-	-	25%	***

GCC Alumni (n=10**) also mention *affordability* (5 mentions) is a top reason for recommending GCC.

"It's an affordable college that has multiple campus centers that allow students to take classes close to home. The employees there take the time to get to know the students and make sure the students are succeeding and get the help that they need if they aren't." *GLOW Resident*

"It really is a very nice campus filled with wonderful faculty and staff. There are excellent degree options and many extracurricular activities to become involved with." *GCC Faculty/Staff*

"2 year community college, almost no selection of the student body, produce a cycle of low expectations and low levels of achievement. Appropriate for students with moderate abilities, who have to work to support themselves (evening classes), or who do not have the means to pursue education in a more competitive, but expensive, institution." *GCC Faculty/Staff*

WOULD/WOULD NOT RECOMMEND GCC

Q805 What is the main reason you [would/would not] recommend **Genesee Community College (GCC)**?

** Indicates a small base size (n<30)*

*** Indicates a very small base size (n<20)*

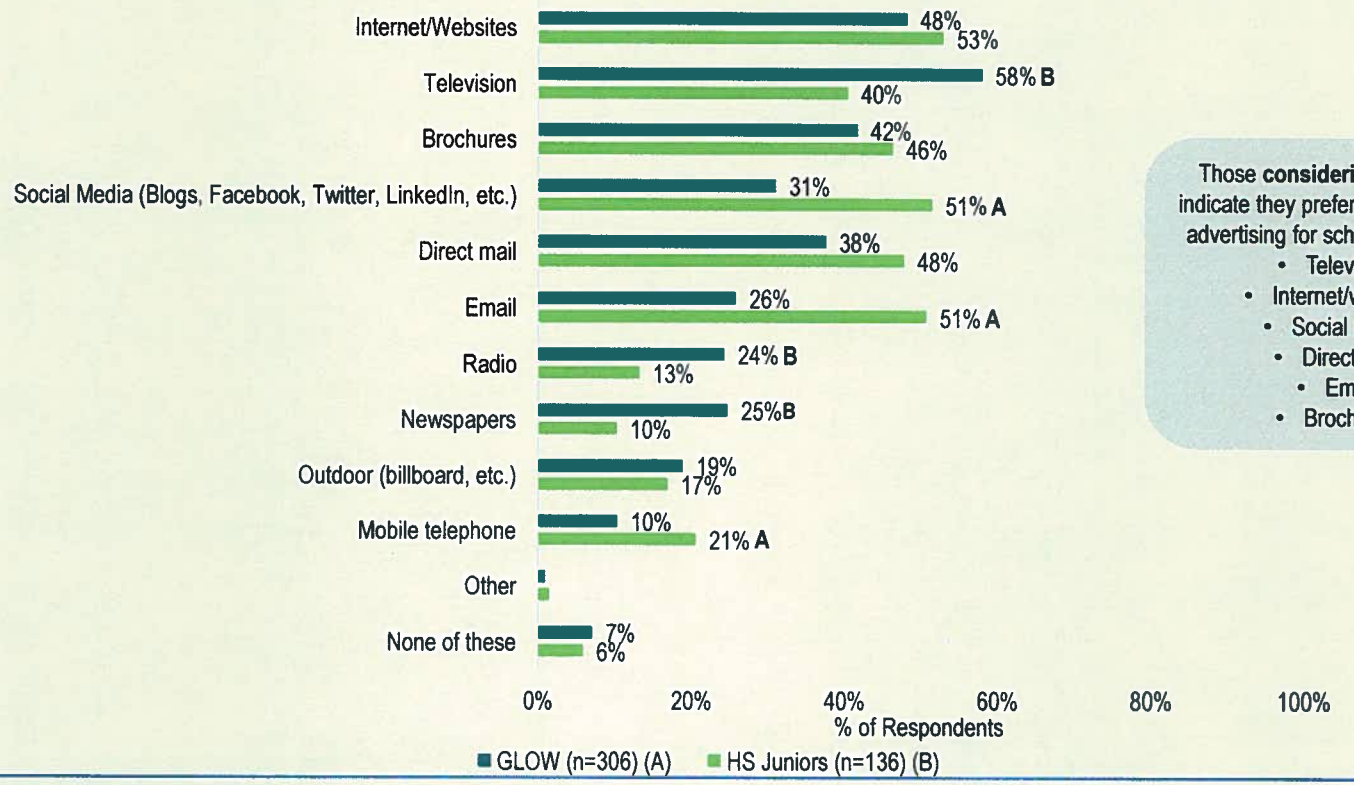
****Indicates extremely small base size (n<10); interpret with caution; some data hidden*

Detailed Findings: Advertising

GLOW Residents, HS Juniors, and those considering college prefer several modes of school advertising, especially *internet/websites* and *television*.

Preferred Advertising for Colleges and Universities

Multiple Responses



Those **considering college** (n=188) indicate they prefer the following types of advertising for schools (top responses):

- Television (53%)
- Internet/websites (52%)
- Social media (48%)
- Direct mail (46%)
- Email (46%)
- Brochures (44%)

Note: data ranked by total.

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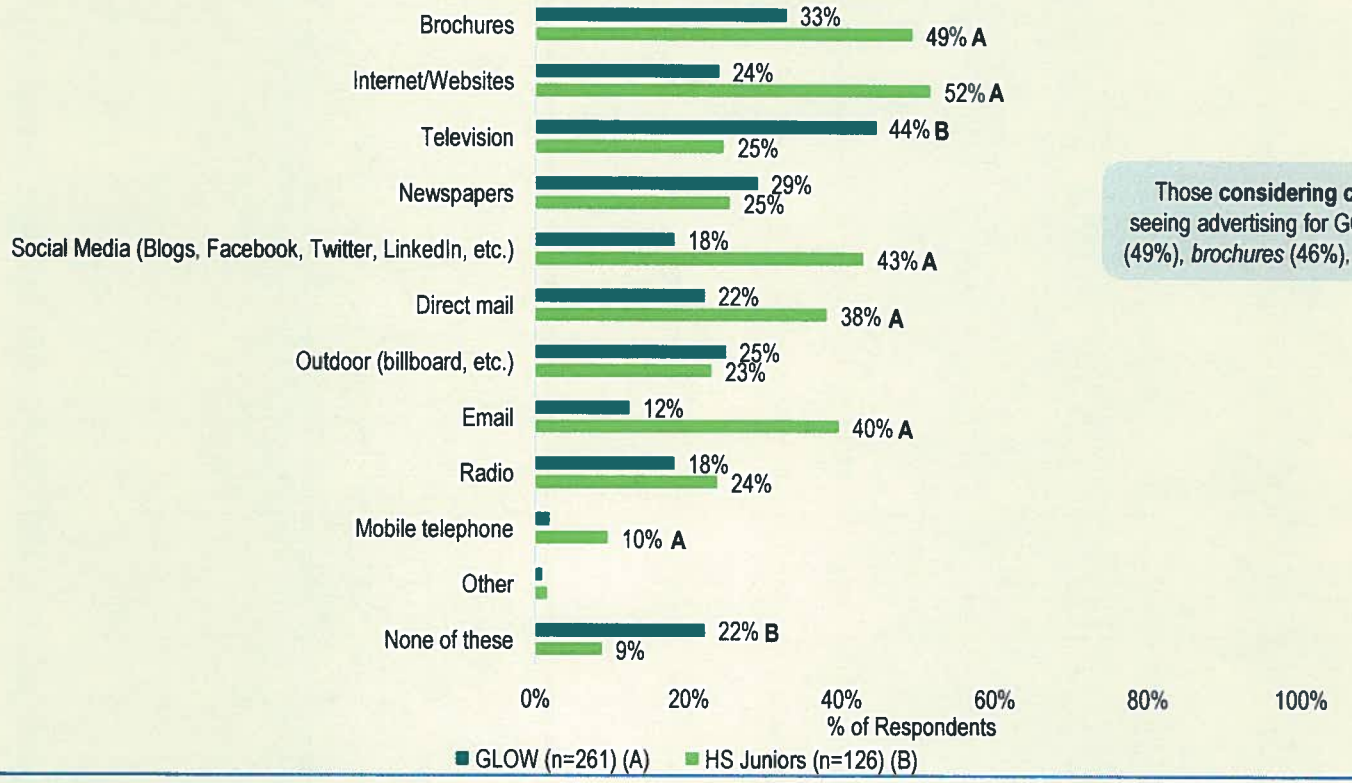
ALL QUALIFIED RESPONDENTS

Q900 Now, switching gears, what types of advertisements do you prefer to see for colleges and universities?

HS Juniors, as well as those considering college, most often recall GCC advertising through the *internet/websites, brochures,* and *social media*. HS Juniors are more likely to recall multiple types of advertising for GCC than are GLOW Residents. GLOW Residents are most likely to recall *television* advertising.

Advertising Recall for GCC

Among Those Aware of GCC; Multiple Responses



Those **considering college** (n=188) recall seeing advertising for GCC via *internet/websites* (49%), *brochures* (46%), *and social media (41%).*

Note: data ranked by total.

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ALL QUALIFIED RESPONDENTS

Q905 Now, what types of advertisements have you seen for **Genesee Community College (GCC)?**

Detailed Findings: Overall College and University Attitudes

Overall, respondents most often agree 2-year colleges are *worthwhile* and *can lead to attractive career opportunities;* however, agreement is weakest for these perceptions among HS Juniors and those considering college. Importantly for GCC, few would *only recommend 4-year colleges*.

Attitudes and Perceptions (Mean)^ *All Respondents*	Total (n=581)	GLOW (n=306) (A)	HS Juniors (n=136) (B)	GCC Faculty/Staff (n=103) (C)	GCC Students (n=24*) (D)	Considering College (n=222)	Faculty/ Adjunct Faculty (n=31) (C1)	Staff (n=72) (C2)
An associate (2-year) degree is a worthwhile step toward a bachelor's degree	5.6	5.7 **B**	4.8	6.2 **AB**	5.9	5.3		
An associate (2-year) degree can lead to attractive career opportunities	5.2	5.3 **B** (+0.5)	4.3 (-0.6)	5.6 **B**	5.9	4.8		
Students should attend the college that offers the best value for the money	5.1	5.3 **B**	4.4	5.2 **B**	5.8	5.0		
Attending a 2-year college is a good way to avoid student loans/debt±	4.9	4.8 **B**	4.2	5.6 **AB**	5.7	4.7		
A good education depends on the student, not the school	4.8	5.0 **B**	4.6	4.6	4.5	4.9		
I prefer to use value-brands, as they perform just as well as name-brands	4.7	5.0 **B**	3.8 (-0.6)	4.9 **B**	5.2	4.6		
Living away from home is an important part of the college experience	4.3	4.5	4.2	4.2	3.8	4.3		
Students should borrow money if they cannot afford but wish to attend their first-choice college	4.0	4.1 **C**	4.2 **C**	3.7	3.2	4.3	4.1 **C2**	3.4
Students benefit more from having a degree than the knowledge they get from college	3.7	3.9 **C**	3.9 **C** (+0.7)	2.9	2.8	4.1	2.5	3.1 **C1**
An online college education is comparable to the traditional college experience	3.5	4.0 **BC** (+0.6)	3.0	2.9	3.1	3.6	2.3	3.1 **C1**
The more prestigious a school is, the better the education provided	3.5	3.6 **C**	3.9 **C**	2.7	2.7	4.0		
Students must attend a 4-year college to get a "real" college experience±	3.2	3.4 **C**	3.3 **C**	2.6	2.6	3.6		
I will pay a premium to use name-brand products that are status symbols	2.9	3.0 **C** (+0.3)	3.3 **AC**	2.1	2.1	3.5		
I would only attend or recommend a 4-year college, not a 2-year college	2.9	3.0 **C**	3.7 **AC**	1.7	2.2	3.7		

GCC Alumni (n=12**) are most likely to agree an *associate degree is a worthwhile step toward a bachelor's degree* (6.2) and *attending a 2-year college is a good way to avoid student loans/debt* (6.2).

^Agreement rated on a 7-point scale where 1 means "totally disagree" and 7 means "totally agree."
±Attributes added in 2018

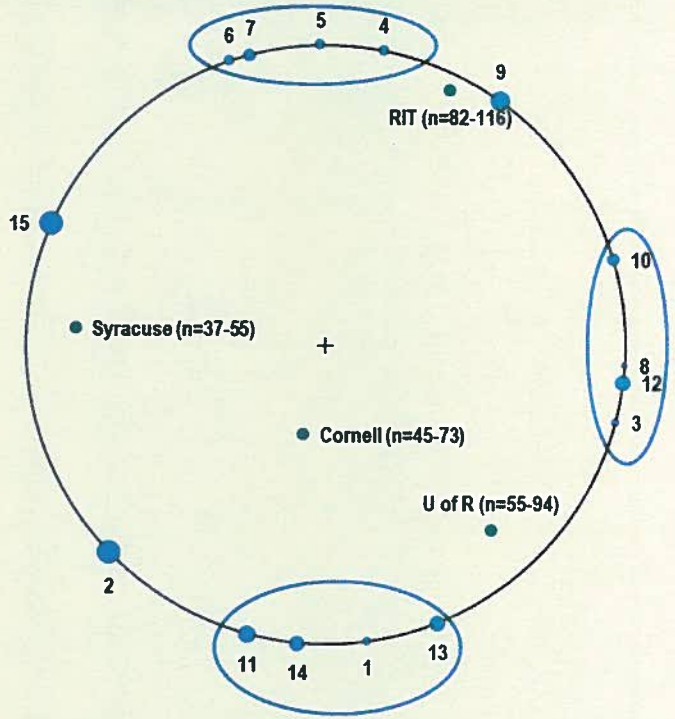
AWARE OF GCC/AWARE OF SCHOOLS OTHER THAN GCC
Q500 Now we will move on to some questions about your views regarding colleges and universities. Please rate how strongly you agree or disagree with the following statements.
Q505 Please rate how strongly you agree or disagree with the statements below.

** Indicates a small base size (n<30)*
*** Indicates a very small base size (n<20)*

Appendix

Unsurprisingly, the "prestigious" private schools are not seen as *affordable.* Syracuse is differentiated from the other schools by *competitive athletics*, RIT by *its superior individual attention* and U of R by having a *diverse campus* and *career planning services*; Cornell is more balanced across a variety of attributes.

Perceptual Mapping – "Prestige" Private Schools



Rank*	Attribute
1	Offers a program of interest
2	Is affordable
3	Career planning services including transfer opportunities are superior
4	High quality faculty/professors/instructors
5	Is safe and secure
6	Is educationally innovative (including student support services)
7	Partners with local businesses to create job opportunities
8	School has a good reputation (including accreditation)
9	Offers superior individual attention
10	Technology is advanced
11	Has convenient class times and campus locations
12	Has modern, clean facilities
13	Has a diverse campus
14	Offers on-campus living
15	Athletics are competitive

*Rank based on MaxDiff Importance

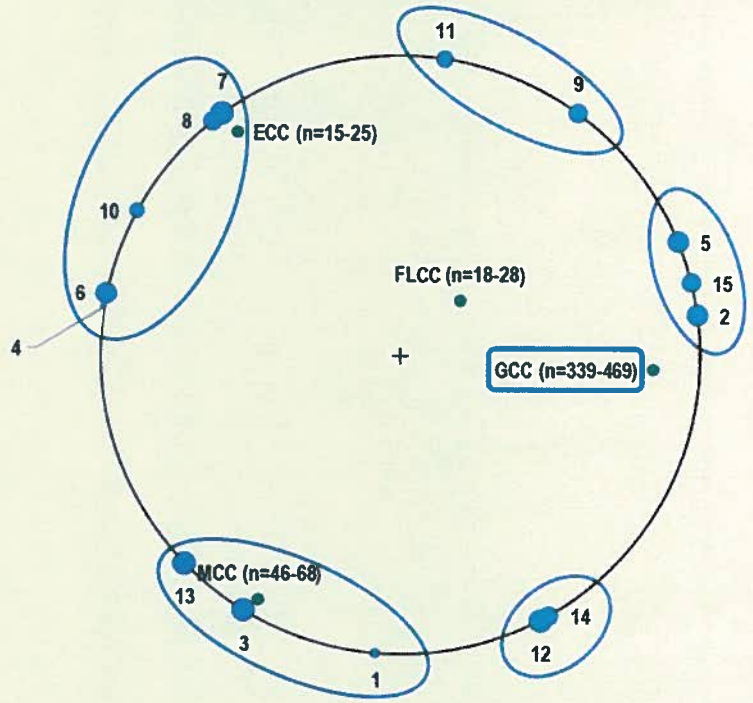
kjtgroup INSIGHT BY DESIGN

AWARE OF COLLEGE

Q815 Thinking about various aspects of _[INSERTED SCHOOL]_, please rate each of the following items on how well they describe _[INSERTED SCHOOL]_.

Compared to other community colleges, GCC is associated with *affordability, athletics,* as well as *safety and security.* None of the community colleges currently own *convenient class times, superior individual attention, modern/clean facilities* and *offers on-campus living.*

Perceptual Mapping – Community Colleges



Rank*	Attribute
1	Offers a program of interest
2	Is affordable
3	Career planning services including transfer opportunities are superior
4	High quality faculty/professors/instructors
5	Is safe and secure
6	Is educationally innovative (including student support services)
7	Partners with local businesses to create job opportunities
8	School has a good reputation (including accreditation)
9	Offers superior individual attention
10	Technology is advanced
11	Has convenient class times and campus locations
12	Has modern, clean facilities
13	Has a diverse campus
14	Offers on-campus living
15	Athletics are competitive

*Rank based on MaxDiff Importance

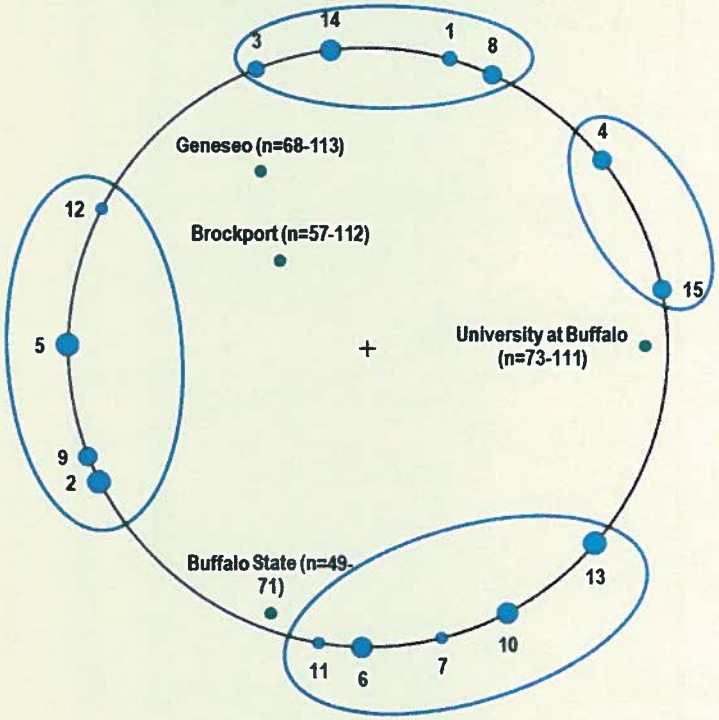
kjtgroup INSIGHT BY DESIGN

AWARE OF COLLEGE

Q815 Thinking about various aspects of **_[INSERTED SCHOOL]_**, please rate each of the following items on how well they describe **_[INSERTED SCHOOL]_**.

Among the 4-year SUNY schools, University at Buffalo is most associated with *competitive athletics*, Buffalo State is most associated with having *convenient class times and campus locations* and being *educationally innovative*, while Geneseo and Brockport are associated with a variety of standard college experiences.

Perceptual Mapping – SUNY Schools



Rank*	Attribute
1	Offers a program of interest
2	Is affordable
3	Career planning services including transfer opportunities are superior
4	High quality faculty/professors/instructors
5	Is safe and secure
6	Is educationally innovative (including student support services)
7	Partners with local businesses to create job opportunities
8	School has a good reputation (including accreditation)
9	Offers superior individual attention
10	Technology is advanced
11	Has convenient class times and campus locations
12	Has modern, clean facilities
13	Has a diverse campus
14	Offers on-campus living
15	Athletics are competitive

*Rank based on MaxDiff Importance

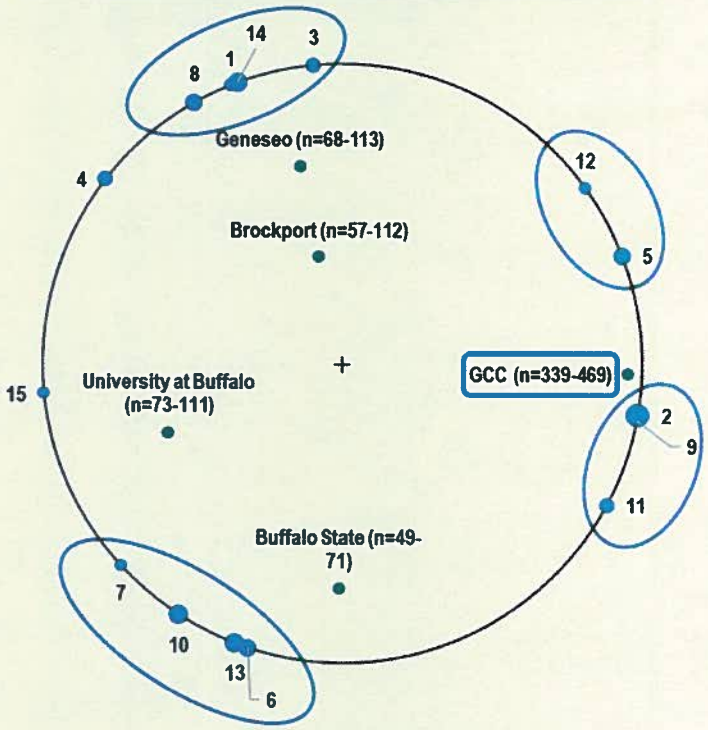
kjtgroup INSIGHT BY DESIGN

AWARE OF COLLEGE

Q815 Thinking about various aspects of _[INSERTED SCHOOL]_, please rate each of the following items on how well they describe _[INSERTED SCHOOL]_.

When GCC is included with the 4-year SUNY schools, it stands apart through *affordability, offering super individual attention*, and being *convenient.* The 4-year SUNY schools, while still mostly different from one another, are also offer a very different experience than GCC.

Perceptual Mapping – SUNY Schools with GCC



Rank*	Attribute
1	Offers a program of interest
2	Is affordable
3	Career planning services including transfer opportunities are superior
4	High quality faculty/professors/instructors
5	Is safe and secure
6	Is educationally innovative (including student support services)
7	Partners with local businesses to create job opportunities
8	School has a good reputation (including accreditation)
9	Offers superior individual attention
10	Technology is advanced
11	Has convenient class times and campus locations
12	Has modern, clean facilities
13	Has a diverse campus
14	Offers on-campus living
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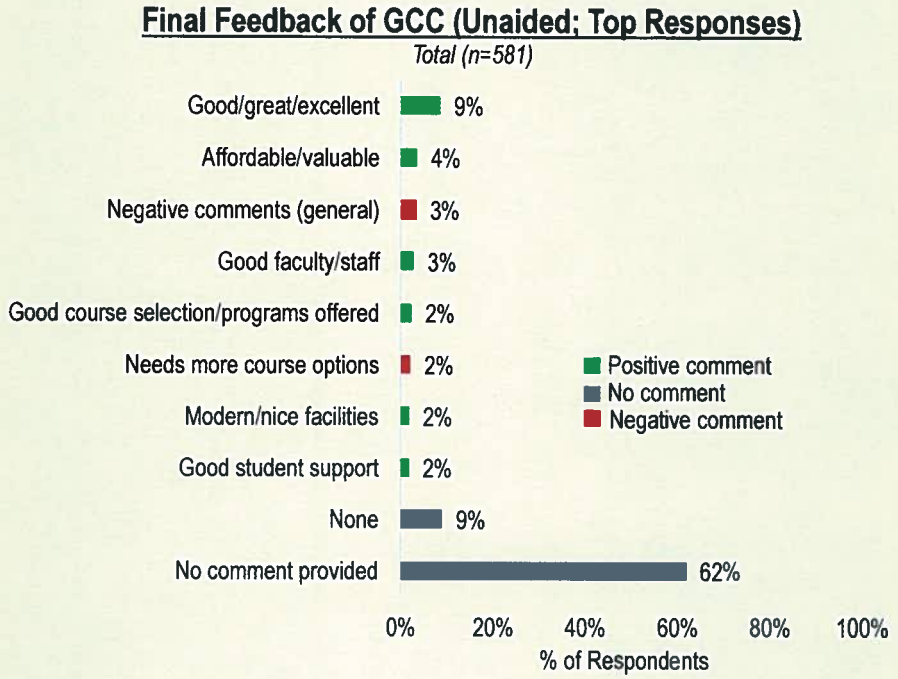
*Rank based on MaxDiff Importance

kjtgroup INSIGHT BY DESIGN

AWARE OF COLLEGE

Q815 Thinking about various aspects of **_[INSERTED SCHOOL]_**, please rate each of the following items on how well they describe **_[INSERTED SCHOOL]_**.

Final Feedback of GCC



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ALL QUALIFIED RESPONDENTS

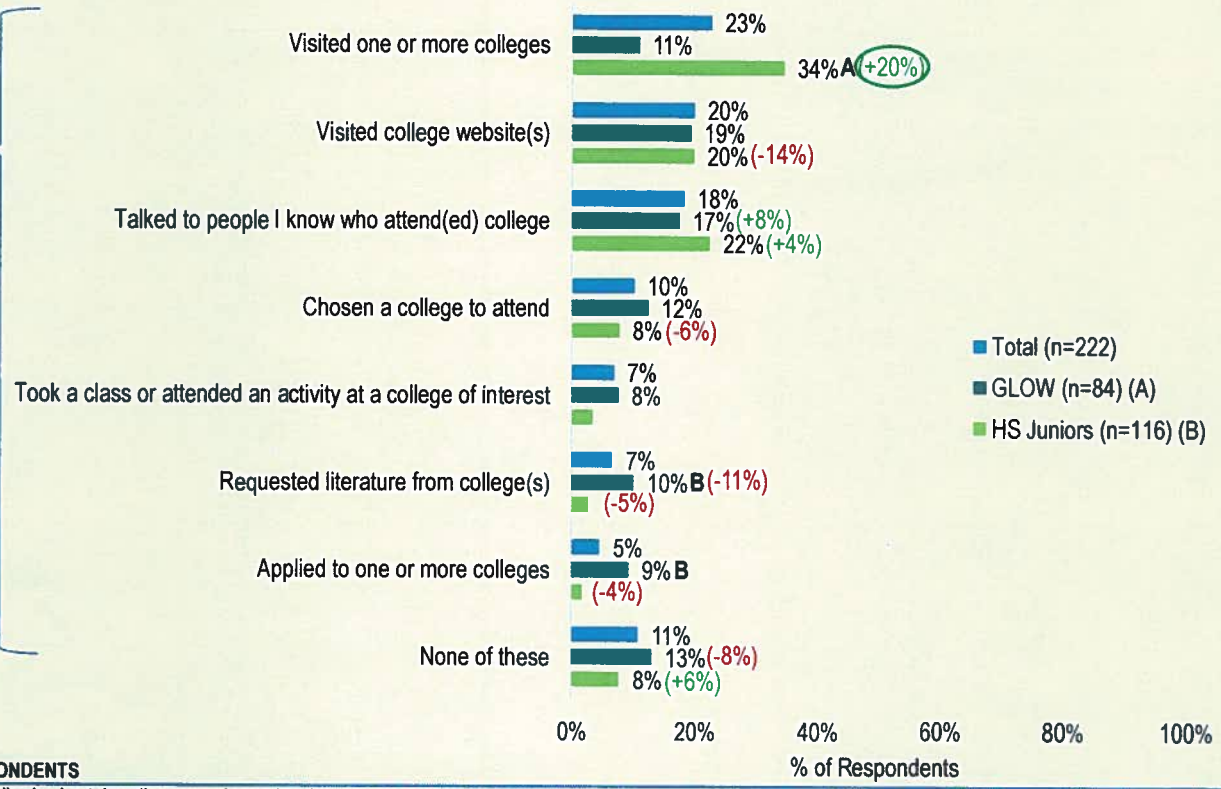
Q150 If there is anything else you would like to share about **Genesee Community College (GCC)**, please type it in the space below. We are particularly interested in your thoughts about what specifically you feel are the college's strengths or weaknesses. Your input will help us to improve the school.

Future College Plans

39% of **all respondents** (n=581) plan to attend college in the next three years.

Stage of Planning for College

Among Those Considering College in the Next Three Years



ALL QUALIFIED RESPONDENTS

Q105 Which of the following best describes your plans related to attending college in the future?

CONSIDERING COLLEGE IN NEXT THREE YEARS

Q110 You indicated that you are considering college in the next three years. At what stage of planning are you?

College Decision

Most Influential Source of Information Regarding College Decision *Among Those Considering College in the Next Three Years*	Total (n=222)	GLOW (n=84) (A)	HS Juniors (n=116) (B)
Parents(s)	26%	3%	46% A (+24%)
Teachers/professors	13%	18% (+13%)	9%
Friends	10%	10% (-12%)	10% (-4%)
Online reviews of schools and/or teachers	9%	8% (-14%)	9% (-5%)
Spouse or significant other	8%	17% B	3%
Sisters or brothers	7%	9% (+9%)	7%
College guide publications	5%	5%	3%
Career counselor	5%	5% (-6%)	5%
Boss or supervisor at work	4%	8% (+6%)	-
Relatives (other than parents or siblings)	4%	4%	4%
Neighbors	2%	4% (+4%)	-
School counselor	1%	2%	1% (-7%)
Fellow parishioners	<1%	1%	-
Other	7%	6%	3% (-5%)

CONSIDERING COLLEGE IN NEXT THREE YEARS

Q115 Thinking of the opinions or advice you get from people you know and sources of information you use, which of the following is the most influential to you related to your decision on which college(s) to consider attending?

Demographics

		Total (n=581)	GLOW (n=306) (A)	HS Juniors (n=136) (B)	GCC Faculty/Staff (n=103) (C)	GCC Students (n=24*) (D)	Alumni (n=12**) (E)
Gender	Male	44%	51% C	46% C (+7%)	24% (-4%)	42% (+19%)	33%
	Female	55%	49%	50% (-11%)	75% AB	58% (-19%)	58%
	Transgender	<1%	-	1% (N/A)	-	-	-
Parent, Step-Parent, Legal Guardian	Yes	53%	70% B (+12%)	2%	78% B	21% (-18%)	67%
	No	47%	30% (-12%)	98% AC	22%	79% (+18%)	33%
Spanish/Hispanic or Latino	Yes	2%	1%	4%	1%	-	-
	No	96%	98% B	91%	94%	96%	100%
	Decline to answer	2%	<1%	5% A	5% A	4%	-
Race	White	93%	95%	90%	91% (-6%)	83% (-17%)	100%
	Black or African American	3%	2%	4%	1%	8% (+8%)	-
	Asian or Pacific Islander	1%	<1%	2%	2%	-	-
	Native American or Alaskan Native	2%	2%	2%	1%	-	-
	First Nation/Native Canadian	-	-	-	-	-	-
	Other	2%	1%	4%	1%	4% (+4%)	-
	Decline to answer	3%	<1%	4% A (+4%)	7% A (+7%)	8% (+8%)	-

*Indicates a small base size (n<30)

**Indicates a very small base size (n<20)

Demographics, cont.

		Total (n=581)	GLOW (n=306) (A)	HS Juniors (n=136) (B)	GCC Faculty/Staff (n=103) (C)	GCC Students (n=24*) (D)	Alumni (n=12**) (E)
Age	<18	24%	2%	99% A (+6%)	-	4% (+4%)	-
	18-24	6%	5% B (-5%)	1% (-6%)	2%	67% (+18%)	-
	25-34	13%	17%	-	13%	21% (-5%)	33%
	35-64	46%	60% (-6%)	-	77% A (-5%)	4% (-22%)	50%
	65+	10%	16% C (+11%)	-	8% (+5%)	4% (+4%)	17%
County	Genesee	51%	39% (+11%)	85% AC (+71%)	46% (-13%)	33% (-12%)	33%
	Livingston	16%	26% BC (-5%)	5%	4% (-9%)	13% (+13%)	-
	Orleans	10%	18% BC	1%	5% (-9%)	4% (-28%)	-
	Wyoming	13%	17% B	7% (-69%)	11% (-4%)	8% (-14%)	8%
	Other	9%	-	1%	33% B (+6%)	42% (+13%)	58%
	Not Sure	1%	-	1%	2%	-	-
Highest Level of Education	Less than high school	3%	<1%	14% A (+9%)	-	-	-
	Some high school	18%	3%	71% A	-	-	-
	High school or equivalent (e.g., GED)	12%	16% C (-9%)	13% C (-10%)	3%	4%	-
	Some college, but no degree	15%	20% BC (-4%)	1%	6% B	71% (-7%)	-
	Associate degree	13%	16%	-	19% (+7%)	13%	50%
	Bachelor's degree (e.g., B.A., B.S.)	15%	20% (+4%)	-	18% (+11%)	13% (+6%)	17%
	Some graduate school, but no degree	3%	4%	-	3%	-	8%
	Graduate school (e.g., M.S., M.D., Ph.D., professional degree)	21%	21% B (+13%)	1%	50% AB (-15%)	-	25%

** Indicates a small base size (n<30)*
*** Indicates a very small base size (n<20)*

Demographics, cont.

		Total (n=581)	GLOW (n=306) (A)	HS Juniors (n=136) (B)	GCC Faculty/Staff (n=103) (C)	GCC Students (n=24*) (D)	Alumni (n=12**) (E)
Employment Status	Employed full-time	42%	51% B	1%	76% AB	8%	75%
	Employed part-time	17%	10%	26% A	22% A	29%	8%
	Self employed	2%	3% B	1%	-	-	-
	Not employed, but looking for work	5%	2%	15% A	-	8%	-
	Not employed and not looking for work	3%	4%	5%	-	-	-
	Retired	12%	20% BD	1%	1%	4%	17%
	Student	16%	3%	50% AD	1%	50%	-
	Homemaker	3%	5% B	1%	-	-	-
Income	Under $25,000	11%	10% (-10%)	8% (-6%)	7% (+5%)	50% (+8%)	17%
	$25,000 - $49,000	14%	20% B (-16%)	5%	13% B (-7%)	-	17%
	$50,000 - $74,999	20%	30% BD (+12%)	5%	15% B	13%	25%
	$75,000 – 99,999	15%	16% B (+6%)	6%	29% AB (+7%)	8% (+8%)	-
	$100,000 - $149,999	12%	11% (+6%)	13% (+7%)	16%	4%	25%
	$150,000 or more	5%	5% (+3%)	5%	4%	-	8%
	Prefer not to say	23%	9%	58% AD	17% A	25%	8%

kjtgroup INSIGHT BY DESIGN

Q135, Q145

*Indicates a small base size (n<30)
**Indicates a very small base size (n<20)

GCC MarCom Service Survey Fall 2018

1. How familiar are you with MarCom's services?

- ◯ Extremely familiar – use their services monthly
- ◯ Very familiar – use their services most semesters
- ◯ Familiar – use their services annually
- ◯ Not very familiar – seldom use their services
- ◯ No idea what they do – never used their services

2. How often have you used the www.genesee.edu/offices/MarCom Marcom webpage

- ◯ Used regularly – a few times each semester
- ◯ Used occasionally – used each year
- ◯ Used rarely - used once or twice
- ◯ Used only once
- ◯ Never knew it existed

3. What are the first three things that come to mind when you think of MarCom?

1. _____
2. _____
3. _____

4. From the following list of services MarCom provides, how important do you feel each service is to the college as a whole with 5 being critically important and 1 being a poor investment of time and resources:

- Press Releases to share College news and opportunities
- Website updating and development of new content
- Photography
- Videography
- Development of academic brochures/promotional materials
- Promoting and supporting special events
- Student achievement announcements through Merit Badges
- Faculty and staff achievements announcements
- College signage
- Annual Report
- Social Media Promotions
- Advertising
- Holiday greeting message

5. Overall, how satisfied are you with the ***breadth*** of services MarCom currently provides?

- ◯ Extremely satisfied
- ◯ Very satisfied
- ◯ Satisfied
- ◯ Not very satisfied
- ◯ Extremely unsatisfied
- ◯ Never used MarCom Services

6. Overall, how satisfied are you with ***timeliness*** of services MarCom provides?

- ◯ Extremely satisfied
- ◯ Very satisfied
- ◯ Satisfied
- ◯ Not very satisfied
- ◯ Extremely unsatisfied
- ◯ Have never used MarCom Services

7. Overall, how satisfied are you with the ***quality*** of services MarCom provides?

- ◯ Extremely satisfied
- ◯ Very satisfied
- ◯ Satisfied
- ◯ Not very satisfied
- ◯ Extremely unsatisfied
- ◯ Have never used MarCom Services

8. How familiar are you with MarCom's efforts to promote both student and faculty/staff achievements

- ◯ **Extremely familiar** – I send information to MarCom regularly for their use in press releases and/or Merit
- ◯ **Very familiar** – I occasionally send MarCom information to promote GCC achievements
- ◯ **Familiar** – I have seen student or staff promotional press releases
- ◯ **Not very familiar** – I rarely see or have any information about GCC achievements
- ◯ **No familiarity whatsoever** – I didn't know MarCom promotes GCC achievements

9. If you could make one suggestion to improve MarCom's service to the College, what would it be?

10. Name three things you wish MarCom could do for you or your department?

1.
2.
3.

11. From your experience with the MarCom Office, please list the top two ***strengths*** of the department.

1.
2.

12. From your experience with the MarCom Office, please list the top two ***weaknesses*** of the department.

1.
2.

13. How long have you worked at GCC?

- ◯ More than 20 years
- ◯ Between 10-20 years
- ◯ Between 5-9 years
- ◯ Between 1-4 years
- ◯ Less than a year

14. Please indicate the role that best captivates your primary involvement with GCC:

- ◯ Full-time staff member
- ◯ Part-time staff member
- ◯ Full-time faculty
- ◯ Part-time faculty
- ◯ Volunteer
- ◯ Retired employee
- ◯ Other

15. Other comments:

16. ***Optional:*** Please feel free to include your email address if you would like to receive a copy of the survey results or the MarCom FAR report later this year.

NET NATIVES

Genesee Community College

Fall Open House & International Promotion

END OF CAMPAIGN REPORT – NOVEMBER 2018

CAMPAIGN STRATEGY

PLATFORMS:	Facebook, Instagram, YouTube & Google Search
AD TYPE:	**Facebook** - Newsfeed Link Posts with Instagram & Messenger Placements **Instagram** - Sponsored Content with Story & Facebook Placements **YouTube** - TrueView In-Stream Ad **Google Search** - Standard Ads
OBJECTIVE	To encourage students to sign up and attend the Veteran's Day Open House. Additionally, we wanted to increase brand awareness throughout the ABC islands and encourage prospective students to attend the in-country events in November.
KEY KPI'S:	Sign-ups/registrations
LANDING PAGES	Program-specific and tactic-specific LPs.
CALL TO ACTION:	Facebook - 'Learn More' Instagram - 'Contact Us' YouTube and Google Search - 'Visit Us'

Facebook

International Promotion - ABC Islands

October 11 - November 6, 2018

FACEBOOK

NEWSFEED LINK POSTS

893,867	$3.38	4,565	7,262	0.81%	$0.42	77
IMPRESSIONS	CPM	ENGAGEMENTS	CLICKS	CTR	CPC	LEADS

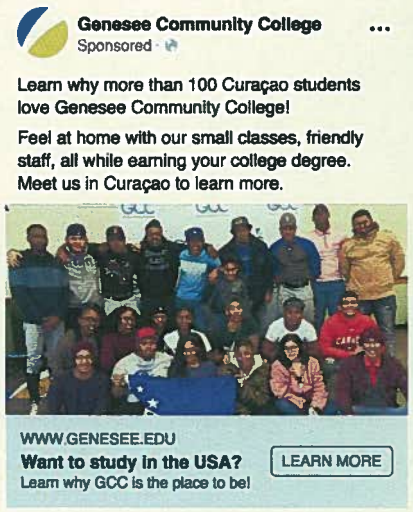
FACEBOOK | ABC ISLANDS

Newsfeed Link Posts with Placements

- **77 leads** were generated as a result of this tactic. **92%** of these leads came from **mobile devices.**
- **6** of the leads came from **Instagram**, while the remaining **71** came from **Facebook Messenger** or **Newsfeed**.
- **Curaçao** was the top performing country, with **81%** of the leads. **Aruba** generated **13%**, while **Bonaire** generated the remaining **6%**.
- **75%** of the leads were between the **ages of 18-24**.
- **51%** of the leads were **women**, while the remaining **49% were men**.
- The average **CTR** for this tactic was **0.81%**. This is above the industry average of 0.30% when placements are used.
- There were a total of **4,565 post engagement actions**. This includes reactions, comments and shares.

SUNY GCC

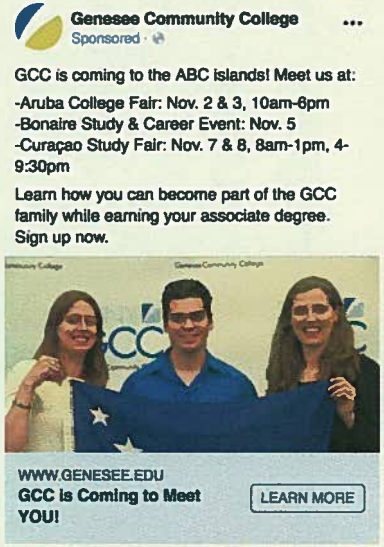
| - OVERALL TOP PERFORMING AD – 49 LEADS & 4,211 CLICKS



KEY MEASURABLES

CPM	$3.38
CPC	$0.42
CPL	$1.32

| - TOP PERFORMING AD (CTR) – 0.89%



AS A RESULT OF THIS TACTIC

14	NEW PAGE LIKES
4,565	ENGAGEMENT ACTIONS

Instagram, YouTube & Google Search

Fall Open House Promotion

October 10 - November 13, 2018

INSTAGRAM

SPONSORED CONTENT

304,630	$13.03	332	1,729	0.57%	$2.29	5
IMPRESSIONS	CPM	ENGAGEMENTS	CLICKS	CTR	CPC	LEADS

FALL OPEN HOUSE PROMOTION

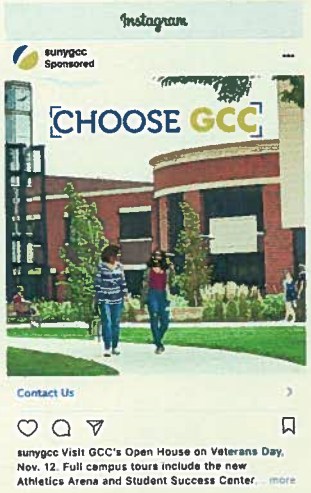
Sponsored Content with Placements

- The Instagram ads generated **5 leads -** Akero form completions.
- All leads came from **mobile devices**.
- **4** of the leads came from **Instagram** directly. We expanded the targeting to include a Facebook placement, which generated the additional lead. However, Instagram stories remained the most successful placement (3).
- **3 leads came from the NYC metropolitan area.** Buffalo and Rochester generated 1 lead each.
- The majority of leads (3) were between the **ages of 18-24**.
- **60% of leads were female.**
- The average **CTR** for this tactic was **0.57%**, which is above the industry average of 0.30% when placements are used.
- The majority of leads (3) came from the **interests ad set** (audience built off digital interests and habits).
- **60% of the leads** converted between **9:00 pm - 12:00 am**.

SUNY GCC

|- TOP PERFORMING ADS – 2 LEADS each





|- LOWEST PERFORMING AD – 1 LEAD



KEY MEASURABLES

CPM	$13.03
CPC	$3.82
CPL	$794.30

AS A RESULT OF THIS TACTIC

319	POST REACTIONS
332	PAGE ENGAGEMENT ACTIONS

YOUTUBE

TRUEVIEW IN-STREAM AD

173,451	$14.26	24,781	32,879	18.96%	$0.07	3
IMPRESSIONS	CPM	ENGAGEMENTS	VIEWS	VIEW RATE	CPV	LEADS

FALL OPEN HOUSE PROMOTION

TrueView In-Stream Ad

- The Open House video was **watched 32,871 times**.
- **35-44 year olds** had the **most views at 5,938**.
- However, **18-24 year olds** had the **highest view rate at 28.28%**, which is above the industry average of 23.00%.
- The video also generated **3 leads -** Akero form completions. All leads came from **mobile devices**.
- However, **computers** had the **best view rate at 22.72%.**
- **All leads** came from **the NYC metropolitan area** and were between the **ages of 18-24**.
- **30.31%** of people **watched half the video (15s)**, which is industry average (30.00%) for the platform.
- The **CTR of 0.79%** was far above the industry average of 0.10%, which indicates the **video was relevant to our target audience.**
- The **custom affinity audience** (built off digital interests and habits) had the **most views at 20,398.**



KEY MEASURABLES

CPV	$0.07
CPC	$1.82
CPM	$14.26

AS A RESULT OF THIS TACTIC

4	EARNED VIEWS
24,781	ENGAGEMENT ACTIONS

GOOGLE SEARCH

37,655	$175.80	1,833	$3.54	4.87%	56	1.9
IMPRESSIONS	CPM	CLICKS	CPC	CTR	CONVERSIONS	AVG. POS

FALL OPEN HOUSE PROMOTION

Google Search

- This tactic generated a **total of 56 conversions** - 34 phone calls and 22 Akero form completions.
- The **top performing city** was Batavia, NY with 9 conversions. However, New York City and Rochester, NY generated 6 conversions each. Batavia also had a high CTR of 8.60%.
- The **"Genesee Community College" ad group** generated the majority of conversions (48). It also had the highest CTR (8.58%), the most impressions (14,471) and held the majority share of clicks (1,241).
- **Almost all conversions (49) came from mobile phones.** 4 came from computers and the remaining 3 from tablets.
- Most conversions came in on either a **Monday** or **Tuesday** (10 and 11 conversions, respectively).
- The **Average Position** across all locations was **1.9**, meaning the ads appeared at the top of search results.
- The **average CTR was 4.87%.** This is far above the industry average of 2%.

SUNY GCC

TOP PERFORMING AD FOR CONVERSIONS (23) & CTR (9.25%)



QUICK CLICK STATS

BEST LOCATION	264	New York, NY
BEST DEVICE ENGAGEMENT	1,439	Mobile devices
BEST KEYWORD	642	[genesee community college]

KEY MEASURABLES

CPM	$175.80
CPC	$3.54
CPCon	$118.21

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Total Clicks	857
Total Impressions	274,898
Avg. CTR (All)	0.31%
Total Conversions	3

Campaign	Start Date	End Date	Platform	Ad Type	Status	Clicks	Impressions	CTR	Page Likes/Followers	Content Engagement	All Conversions
2018 - June - College Village - Facebook Link Post	06/19/18	07/27/18	Facebook	Link Post	Ended	1,954	304,668	0.64%	24	1,367	-
2018 - July - Not Too Late To Apply - Facebook Link Post	07/10/18	08/10/18	Facebook	Link Post	Ended	857	274,898	0.31%	17	501	3

NET NATIVES

Genesee Community College

Summer Promotion Campaigns

June & July 2018

END OF CAMPAIGN REPORT – AUGUST 2018

CAMPAIGN STRATEGY

PLATFORMS:	Facebook
ADVERT TYPE:	Newsfeed Link Posts & Lead Generation Ads **Note:** The campaign type for 'It's Not Too Late to Apply' was switched from Newsfeed Link Posts to Lead Gen for the last week of the campaign, in order to generate more traffic and leads.
OBJECTIVE	To promote College Village housing availability for Fall 2018 to current and/or prospective GCC students and to encourage prospective students to inquire and apply for the fall semester, which started on August 20th.
KEY KPI'S:	Inquiries, applications
LANDING PAGES	https://www.genesee.edu/home/promo/lp/college-village/ https://www.genesee.edu/home/promo/lp/not-too-late-to-enroll/
CALL TO ACTION:	Learn More

Facebook

College Village

June 19 - July 27, 2018

SUNY GCC

FACEBOOK

NEWSFEED LINK POSTS

27	339,274	$6.27	2,178	$0.97
PAGE LIKES	IMPRESSIONS	CPM	CLICKS	CPC

FACEBOOK - COLLEGE VILLAGE

Newsfeed Link Post

- This ad generated a total of **246 clicks.**
- **Males** held a slight majority share of clicks (137), while females generated 109.
- The **majority of clicks (244) were generated from the NYC Metropolitan Area** (NY, NJ, CT, PA) and the rest came from the following regions:
  - Chicago, IL (1)
  - Philadelphia, PA (1)
- **145 clicks came from iPhones** and 99 came from Android devices. The rest were generated from iPads.
- 179 clicks were generated from Facebook ads, 54 came from Instagram, and 13 from Facebook Messenger.
- The overall **CTR was 0.56%.**
- This ad generated a total of 38,640 impressions.



CPM $6.18

CPC $1.40

AS A RESULT OF THIS CAMPAIGN

4	PAGE LIKES
266	PAGE ENGAGEMENT
262	POST ENGAGEMENT

FACEBOOK - COLLEGE VILLAGE

Newsfeed Link Post

- This ad generated a total of **365 clicks.**
- **Females** held the majority share of clicks (225), while males generated 140.
- The **majority of clicks (305) were generated from the NYC Metropolitan Area** (NY, NJ, CT, PA) and the rest came from states scattered across the US, such as:
  - Illinois (8)
  - Georgia (6)
  - California (5)
- **213 clicks came from iPhones** and 143 came from Android devices. Only one click came from a Desktop.
- 257 clicks were generated from Facebook ads, 104 came from Instagram, and 4 from Facebook Messenger.
- The overall **CTR was 0.56%.**
- This ad generated a total of 64,547 impressions.



CPM $6.71

CPC $1.23

AS A RESULT OF THIS CAMPAIGN

9	PAGE LIKES
345	PAGE ENGAGEMENT
336	POST ENGAGEMENT

FACEBOOK - COLLEGE VILLAGE

Newsfeed Link Post

- This ad generated a total of **1,567 clicks.**
- **Males** held the majority share of clicks (880), while females generated 880.
- The **majority of clicks (1,530) were generated from the NYC Metropolitan Area** (NY, NJ, CT, PA) and the rest came from states scattered across the US, such as:
  - Illinois (10)
  - Ohio (4)
  - Massachusetts (3)
- **895 clicks came from Android devices,** 647 came from iPhones, and one click came from a Desktop.
- 1,497 clicks were generated from Facebook ads, and 70 came from Instagram placement.
- The overall **CTR was 0.66%.**
- This ad generated a total of 236,087 impressions.



CPM $5.60

CPC $0.84

AS A RESULT OF THIS CAMPAIGN

- 14 PAGE LIKES
- 1,346 PAGE ENGAGEMENT
- 1,332 POST ENGAGEMENT

Facebook

It's Not Too Late to Apply

July 10 - August 10, 2018

FACEBOOK
NEWSFEED LINK POSTS

17	274,898	$8.01	857	$2.57	3
PAGE LIKES	IMPRESSIONS	CPM	CLICKS	CPC	LEADS

FACEBOOK - JULY - NOT TOO LATE

Newsfeed Link Post/Lead Generation

- In total, this ad generated **3 leads.**
- All leads were **female** and **between the ages of 18-24.**
- **2 leads came from Buffalo, NY** and 1 was generated from Syracuse, NY.
- All leads came from **Android Smartphones**.
- The overall **CTR was 0.39%.**
- This campaign generated a total of 102,367 impressions and 382 clicks.
- Of these clicks, the majority came from females (260), while 120 came from males.
- The **majority of clicks (186) were generated from Buffalo, NY** and the rest came from the following regions:
  - Syracuse (110)
  - Rochester (76)
  - Elmira/Corning (7)



SUNY GCC

CPM $10.61

CPC $2.77

AS A RESULT OF THIS CAMPAIGN

10	PAGE LIKES
261	PAGE ENGAGEMENT
251	POST ENGAGEMENT

FACEBOOK - JULY - NOT TOO LATE

Newsfeed Link Post/Lead Generation

- In total, this ad generated **475 clicks.**
- **Females** held a majority share of clicks (301), while males generated 173.
- The **majority of clicks (280) were generated from Buffalo, NY** and the rest came from the following regions:
  - Syracuse (133)
  - Rochester (44)
  - Elmira/Corning (11)
  - Binghamton (4)
  - New York City (1)
- **296 clicks came from iPhones** and 166 came from Android devices.
- 380 clicks were generated from Facebook ads, and the remaining 95 came from Instagram.
- The overall **CTR was 0.27%.**
- This ad generated a total of 172,504 impressions.



CPM $6.16

CPC $2.24

AS A RESULT OF THIS CAMPAIGN

7	PAGE LIKES
257	PAGE ENGAGEMENT
250	POST ENGAGEMENT

Marcom Media Outlets

TV Adv. / Video:	Forest Publications	826 Auburn Avenue, Buffalo, NY 14222
Billboards:	The Lamar Companies	P.O. Box 96030, Baton Rouge, LA 70896
Digital Advertising:	Net Natives	Suite 1122, 1133 Broadway, New York, NY 10010
Radio Advertising:	WBTA	113 Main Street, Batavia, NY 14020
	WCJW	P.O. Box 251, Merchant Road, Warsaw, NY 14569
	WKPQ-FM	21 E. Market Street, Suite 101, Corning, NY 14830
	WLVL	P.O. Box 477, Lockport, NY 14095
	WMRV/WDNY	195 Main Street, Dansville, NY 14437

Press Releases:

Glow Region: 60 media recipients, 28 contacts for **88 total recipients**
(GLOW= Genesee, Livingston, Orleans and Wyoming Counties)

Spectrum News - Rochester	News Director	Rochester, NY
Akron Bugle	Editor and Publisher	Akron, NY
Alden Advertiser	Editor	Alden, NY
ALL WNY News	Editor & Publisher	Buffalo, NY
Arcade Herald	Editor	Arcade, NY
Associated Press/Buffalo	Correspondent	Buffalo, NY
Batavia Daily News	Managing Editor	Batavia, NY
Boonville Herald & Adirondack Tourist	Editor	Boonville, NY
Brighton-Pittsford Post	Editor	Pittsford, NY
Buffalo News	Assistant Managing Editor for Local News	Buffalo, NY
Canandaigua Daily Messenger	Executive Editor	Canandaigua, NY
Corning Leader	News Editor	Corning, NY
The Daily Record	Editor	Rochester, NY
Finger Lakes Times	Managing Editor	Geneva, NY
Gates-Chili Post	Executive Editor	Rochester, NY
Genesee Sun	Editor	Geneseo, NY
Genesee Valley Pennysaver	Managing Editor	Batavia, NY
Greece Post	News Editor	Pittsford, NY
Hamlin Clarkson Herald	Editorial Assistant	Spencerport, NY
Henrietta Post	Editor	Pittsford, NY
Hornell Evening Tribune	Regional Editor	Hornell, NY
Irondequoit Post	Editor	Pittsford, NY
Livingston County News	Editor	Geneseo, NY
Lockport Union-Sun & Journal	Managing Editor	Lockport, NY

Niagara Falls Reporter	City Editor	Niagara Falls, NY
Niagara Gazette	City Editor	Niagara Falls, NY
Niagara Gazette	Managing Editor	Niagara Falls, NY
Olean Times Herald	Managing Editor	Olean, NY
Orleans Hub	Editor	Albion, NY
Patriot & Free Press	Managing Editor	Cuba, NY
Perry Herald	Editor	Perry, NY
Rochester City Newspaper	Editor	Rochester, NY
Rochester Democrat & Chronicle	News Director	Rochester, NY
Rochester Democrat & Chronicle	News Desk	Rochester, NY
Spectrum News - Buffalo	Assignment Editor	Buffalo, NY
Spectrum News - Central NY	News Director	Syracuse, NY
Suburban News	Editor	Spencerport, NY
Warsaw's Country Courier	Editor	Warsaw, NY
WBEN-AM 930	News Director	Buffalo, NY
WBFO-FM 88.7	News Director	Buffalo, NY
Webster Herald	Editor	Webster, NY
Wellsville Daily Reporter	Regional Editor	Wellsville, NY
WENY-AM 1230	News Director	Corning, NY
WENY-TV, Ch. 36, ABC	Producer	Horseheads, NY
WGRZ-TV, Ch. 2, NBC	News Director	Buffalo, NY
WHAM-AM 1180	News Director	Rochester, NY
WHAM-TV, Ch. 13, ABC WUHF-TV, Ch. 31 FOX	News Desk	Rochester, NY
WHEC-TV, Ch. 10, NBC	Assistant News Director	Rochester, NY
WIVB-TV, Ch. 4, CBS	News Director	Buffalo, NY
WJET-TV, Ch. 24, ABC	Assignment Editor	Erie, PA
WJSL-FM 91.1	News Director	Rochester, NY
WKBW-TV, Ch. 7, ABC	Assignment Editor	Buffalo, NY
WLEA-AM 1480	News Director	Hornell, NY
WLVL-AM 1340	News Director	Lockport, NY
WNED-AM 970	Director of News and Public Affairs	Buffalo, NY
WROC-TV, Ch. 8, CBS	Assignment Editor	Rochester, NY
WUBJ-FM 88.1	News Director	Buffalo, NY
WXXI-AM 1370	News Director	Rochester, NY
WXXI-TV, Ch. 21, PBS	Producer	Rochester, NY
Wyoming County Free Press	Community Editor	Batavia, NY
WYSL-AM 1040 / WYSL-FM 92.1	News Director	Avon, NY

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Glow/Metro Region: 97 media recipients, 27 contacts for **124 total recipients**

Spectrum News - Rochester	News Director	Rochester, NY
Akron Bugle	Editor and Publisher	Akron, NY
Alden Advertiser	Editor	Alden, NY
ALL WNY News	Editor & Publisher	Buffalo, NY
Am-Pol Eagle	Editor	Cheektowaga, NY
Amherst Bee	Editor	Buffalo, NY
Angola Penny Saver	Editor	Angola, NY
Angola Pennysaver	Editor	Angola, NY
Arcade Herald	Editor	Arcade, NY
Associated Press/Buffalo	Correspondent	Buffalo, NY
Batavia Daily News	Managing Editor	Batavia, NY
Boonville Herald & Adirondack Tourist	Editor	Boonville, NY
Brighton-Pittsford Post	Editor	Pittsford, NY
Buffalo News	Assistant Managing Editor for Local News	Buffalo, NY
Canandaigua Daily Messenger	Executive Editor	Canandaigua, NY
Cheektowaga Bee	Editor	Buffalo, NY
Cheektowaga Chronicle	Editor	Cheektowaga, NY
Clarence Bee	Editor	Buffalo, NY
CNY Central	News Director	Syracuse, NY

Corning Leader	News Editor	Corning, NY
The Daily Record	Editor	Rochester, NY
Depew Bee	Editor	Buffalo, NY
Dunkirk Evening Observer	News Editor	Dunkirk, NY
Dunkirk Evening Observer	Managing Editor	Dunkirk, NY
East Aurora Advertiser	Managing Editor	East Aurora, NY
East Aurora Bee	Editor	Buffalo, NY
Eden-North Collins Pennysaver	Editor	Eden, NY
Elma Review	Managing Editor	East Aurora, NY
Fairport-East Rochester Post	Editor	Pittsford, NY
Finger Lakes Times	Managing Editor	Geneva, NY
Front Page (Lackawanna Edition)	Managing Editor	Lackawanna, NY
Gates-Chili Post	Executive Editor	Rochester, NY
Genesee Sun	Editor	Geneseo, NY
Genesee Valley Pennysaver	Managing Editor	Batavia, NY
Grand Island Dispatch	Editor	Grand Island, NY
Grand Island Pennysaver	Editor	Grand Island, NY
Greece Post	News Editor	Pittsford, NY
Hamlin Clarkson Herald	Editorial Assistant	Spencerport, NY
Henrietta Post	Editor	Pittsford, NY
Hornell Evening Tribune	Regional Editor	Hornell, NY
Irondequoit Post	Editor	Pittsford, NY
Jamestown Post-Journal	Editor	Jamestown, NY
Ken-Ton Bee	Editor	Buffalo, NY
Lakeshore News	Editor	Red Creek, NY
Lancaster Bee	Editor	Buffalo, NY
Lewiston-Porter Sentinel	Editor	Grand Island, NY
Livingston County News	Editor	Geneseo, NY
Lockport Union-Sun & Journal	Managing Editor	Lockport, NY
Niagara Falls Reporter	City Editor	Niagara Falls, NY
Niagara Gazette	City Editor	Niagara Falls, NY
Niagara Gazette	Managing Editor	Niagara Falls, NY
Niagara/Wheatfield Tribune	Editor	Grand Island, NY
The Observer	Owner/Publisher/Editor	Dundee, NY
Olean Times Herald	Managing Editor	Olean, NY
Orchard Park Bee	Editor	Buffalo, NY

Orleans Hub	Editor	Albion, NY
Patriot & Free Press	Managing Editor	Cuba, NY
Penfield Post	Editor	Pittsford, NY
Perry Herald	Editor	Perry, NY
The Reporter	Editor	Amherst, NY
Riverside Review	Managing Editor	Buffalo, NY
Rochester City Newspaper	Editor	Rochester, NY
Rochester Democrat & Chronicle	News Desk	Rochester, NY
Rochester Democrat & Chronicle	News Director	Rochester, NY
South Buffalo News	Managing Editor	Lackawanna, NY
Spectrum News - Buffalo	Assignment Editor	Buffalo, NY
Spectrum News - Central NY	News Director	Syracuse, NY
Springville Journal	Editor	Springville, NY
Suburban News	Editor	Spencerport, NY
TAP into Greater Olean	Editor	Olean, NY
The Times of Wayne County	Editor	Macedon, NY
WACK-AM 1420	News Director	Newark, NY
WAER-FM 88.3	News Director	Syracuse, NY
Warsaw's Country Courier	Editor	Warsaw, NY
Wayne Post	Local Editor	Pittsford, NY
WBEN-AM 930	News Director	Buffalo, NY
WBFO-FM 88.7	News Director	Buffalo, NY
WDOE-AM 1410	News Director	Dunkirk, NY
Webster Herald	Editor	Webster, NY
Webster Post	Editor	Pittsford, NY
Wellsville Daily Reporter	Regional Editor	Wellsville, NY
WENY-AM 1230	News Director	Corning, NY
WENY-TV, Ch. 36, ABC	Producer	Horseheads, NY
West Seneca Bee	Editor	Buffalo, NY
WGRZ-TV, Ch. 2, NBC	News Director	Buffalo, NY
WHAM-AM 1180	News Director	Rochester, NY
WHAM-TV, Ch. 13, ABC WUHF-TV, Ch. 31 FOX	News Desk	Rochester, NY
WHEC-TV, Ch. 10, NBC	Assistant News Director	Rochester, NY
WIVB-TV, Ch. 4, CBS	News Director	Buffalo, NY
WJSL-FM 91.1	News Director	Rochester, NY
WJTN-AM 1240	News Director	Jamestown, NY
WKBW-TV, Ch. 7, ABC	Assignment Editor	Buffalo, NY

WLEA-AM 1480	News Director	Hornell, NY
WLVL-AM 1340	News Director	Lockport, NY
WNED-AM 970	Director of News and Public Affairs	Buffalo, NY
WNYMedia.net	Managing Editor	Buffalo, NY
WROC-TV, Ch. 8, CBS	Assignment Editor	Rochester, NY
WRVO-FM 89.9	Director of Regional News Content	Oswego, NY
WSYR-TV, Ch. 9, ABC	Assistant News Director	East Syracuse, NY
WUBJ-FM 88.1	News Director	Buffalo, NY
WXXI-AM 1370	News Director	Rochester, NY
WXXI-TV, Ch. 21, PBS	Producer	Rochester, NY
Wyoming County Free Press	Community Editor	Batavia, NY
WYSL-AM 1040 / WYSL-FM 92.1	News Director	Avon, NY

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Internal: 0 media recipients, 116 contacts for **116 total recipients**

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pechaya@genesee.edu,
BCChow@genesee.edu,
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aacrofts@genesee.edu,
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CMDelmar@genesee.edu,
RLDziekan@genesee.edu,
jledwards@genesee.edu,
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rgensman@genesee.edu,
MTEthington@genesee.edu,
AMFeary@genesee.edu,
ejfix@genesee.edu,
kjgavin@genesee.edu,
tageorge@genesee.edu,
dmgrant@genesee.edu,
rlgreen@genesee.edu,
cshagelberger@genesee.edu,
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mawelch@genesee.edu

Publication Column Sizes

Updated 12/10/2018

Akron Bugle (W) **AB**
Ken or Marilyn Kasperek, (716) 542-9615
akronbugle@gmail.com
1 column – 2"
2 column – 4"
3 column – 6"
4 column – 8"

Alden Advertiser (W) **AA**
Brittany Walker, (585) 343-3111
brittanywalker@gvpennysaver.com

2 column – 4"
3 column – 6"

Arcade Herald (W), **AH**
East Aurora Advertiser (W),
Elma Review (W)
Franklinville-Mercury Gazette (W),
Warsaw Country Courier (W),
Springville Journal (W),
College Decisions (Jim Deck)
Kate Mosser, (716) 652-0320 x 103
ads@eastaurorany.com and
katemedia@eastaurorany.com

1 column – 1.7"
2 column – 3.54"
3 column – 5.38"
4 column – 7.23"

ArtVoice (W) **AV**
(716) 881-6604
Judy – judy@artvoice.com

1 column – 2.4" x 2.7" (1/16th page)
2 column – 4.9" x 5.55" (1/4 page)
3 column – 7.45" x 8.4" (Junior page)
4 column – *full page- 10" x 11.25" (Full page)*

Bee Publications of WNY (W) $ BEE
Mark Militello / Brenda Denk - (716) 204-4953
markm@beenews.com / brendad@BeeNews.com
production@BeeNews.com

(Amherst Bee, Cheektowaga Bee, Clarence Bee, Depew Bee, East Aurora Bee, Ken-Ton Bee, Lancaster Bee, Orchard Park Bee, West Seneca Bee)
Special Section (free color with contract)– Quarter page 3.69"x7.75"-vertical; 7.56"x3.75" horizontal
(200 word max. editorial)
1 column – 1.75"
2 column – 3.69"
3 column – 5.63"
4 column – 7.56"
5 column – 9.5"

Buffalo Healthy Living **BHL**
Shannon Traphagen, Assoc. Publisher
smchc@yahoo.com
Annette @buffalohealthyliving.com
¼ page – 3.5 x 4.75
½ page – 7.125 x 4.75
Full page – 7.125 x 9.625

Buffalo News, The (D) $ **BN**
Jim Dowell JDowell@buffnews.com (716) 849-5427
Laura Doxbeck (Jim's Assistant)
ldoxbeck@buffnews.com (716) 849-4621

1 column – 1.729"
2 column – 3.558"
3 column – 5.388"
4 column – 7.217"
5 column – 9.046"
6 column – 10.875"

City Newspaper (W) **CN**
David White, (585) 244-3329 x21
Cell: 730-2666
dwhite@rochester-citynews.com

1 column – 2.35"
2 column – 4.85"
3 column – 7.35"
4 column – 9.90"

Chautauqua Star News **CS**
(Campus Consultant)
Susan Eubanks 716-366-9200 x 1006
Email: susane@starmg.co

1 column – "
2 column – "
3 column – "
4 column – "

Country Folks, Western Edition **CF**
Patrick Burk, Sales Rep
(585)343-9010
burk.patrick1956@gmail.com

1 column – "
2 column – "
3 column – "
4 column – "

Publication Column Sizes

Updated 12/10/2018

Craigslist
(Digital Classified Ads)
http://rochester.craiglist.org/
sign in – see procedure manual

Curacao Chronical
info@curacaochronicle.com

Daily News, The (D), TDN
Livingston County News (W) LCN
(Batavia Newspapers Corp.)
Bridget Gass, (585) 343-8000 x 1446
bridget@batavianews.com
batads@batavianews.com
Newspaper & Special Section:
1 column - 1.75" wide
2 column - 3.65" wide
3 column - 5.55" wide
4 column - 7.45" wide
5 column - 9.35" wide
6 column - 11.25" wide

Magazine:
¼ V 1.875" x 3.875"
¼ H 2.35" x 1.875"
½ V 2.35" x 7.875"
½ H 4.875" x 3.875"
Full 4.875" x 7.875"

Empire Farm & Dairy:
4.889" x 5.2"

Democrat & Chronicle (D) $ D+C
College Knowledge
Clare McMahon, (585) 258-22424
Cell 585.455.8733
cemcmahon@gannett.com
Ashley Manfredi – amanfredi@gannett.com
1/24 - 2 column 3.25" x 2.625" **
1/12 - 2 column 3.25" x 5.25" **
1/8 - 3 column x 4.93" x 5.25"
3/16 - 3 column – 4.93" x 7.875"
¼ - 3 column – 4.93" x 10.5"
½ H - 6 column – 10" x 10.5"
½ V - 3 column – 4.93" x 21"
¾ - 6 column – 10" x 15.75"
Full – 6 column – 10" x 21"
** Discount does not apply to these ad sizes

Eagle News, The New York (W) NYE
Linda Rex Childs, Owner/Publisher (607)522-5676
culpepper@empacc.net; eaglenews@empacc.net
(Avon, Bath, Canandaigua, Cohocton, Dansville, Geneseo, Hammondsport, Honeoye, Lakeville, Mt. Morris, Naples, Penn Yan, Prattsburgh, Wayland, Hornell, Arkport, Avoca, Pulteney, Horseheads, Newark, Greenwood, Wellsville, Waterloo)
**See size chart
1 column – 1.87"
2 column – 3.90" x 4.94 or 5.19"
3 column – 5.93"
4 column – 7.95"
5 column – 10"
½ page – 10" x 6.9" h
¾ page – 10" x 10.5" h
Full page- 10" x 13.75 h

Eagle Newspapers EN
College Choices
Lori Lewis – cell (315)434-8889 x311
llewis@eaglenewsonline.com
1/8 - 3 column - 4.9" x 4"
1/6 Page – 3 column – 4.9" x 5.5"
¼ H – 6 column – 10" x 4"
¼ V - 4 column – 4.9" x 8"
3/8 – 6 column – 10" x 6"
½ H - 6 column – 10" x 8"
½ V - 3 column – 4.9" x 15.5"
Junior Full – 6 column – 10" x 10"
Full – 6 column – 10" x 15.5"

Ebay (digital classified ads)
http://www.ebayclassifieds.com
sign in- see procedure manual

Facebook
Http://www.
sign in- see procedure manual

Genesee Country Express (W) GCX
Hornell Evening Tribune (D)
The Spectator (Sunday)
The (Wellsville) Reporter (D)
Dansville-Wayland PS/Gatehouse $NO!
PennySaverPlus (W) $NO!
(Gatehouse Media Corp.)
Billiejo Klees, Multimedia Sales Executive
(607) 324-1425 x 215
bklees@eveningtribune.com
1 column – 1.528"
2 column – 3.222"
3 column – 4.917"
4 column – 6.611"
5 column – 8.303"

Publication Column Sizes

Updated 12/10/2018

Genesee Valley Pennysavers (W) GVPS

Brittany Walker, (585) 343-3111
brittanywalker@gvpennysaver.com

(Batavia Edition, O-At-Ka Edition, Rush-Henrietta Edition, Pittsford-East Rochester Edition, Fairport-Perington Edition, Eastway Edition, Livingston Edition, Canandaigua-Naples Edition, Tri-County Edition, Webster-Ontario Edition, Warsaw PS, Dansville-Wayland PS)

1 column – 1.792"
2 column – 3.75" *(1/4 page size)* x .5" or 1" only
3 column – 5.708" x .33", .66" or 1" only
4 column – 7.667"
½ page - 3.75" x 11"
Full page – 7.667" x 11"
*Height cannot be .25 or .75, only whole or half inches

GeneseeSun.com (digital)

Josh Williams, 585-245-8395
josh@geneseesun.com

banner ad 728 px x 90 px
bright spot video ad
box ad

Niagara Falls Gazette (M,W,TH,F,S,Su) GN
Lockport Union-Sun (M,W,TH,F,S,Su)
Your Hometown Extra (W)

Greater Niagara Newspapers
Ann Fisher-Bale, (585) 798-1400 x 6323
ann.fisherbale@journal-register.com

1 column – 1.586"
2 column – 3.269"
3 column – 4.951"
4 column – 6.634"
5 column – 8.317"
6 column – 10"

In Good Health (Rochester-Genesee Valley Healthcare Newspaper)

Anne Westcott 585.421.8109
anneighsales@gmail.com
Anne!GVHealthNews.com

Lake Country Pennysaver (W) LCPS
OrleansHub.com

(Lake Country Media)
Brad London, (585) 589-5641 x 16
brad@lakecountrypennysaver.com
ads@lakecountrypennysaver.com

1 column – 1.625"
2 column – 3.375"
3 column – 5.125"
4 column – 6.875"
5 column – 8.625"
6 column – 10.375"

LeRoy Pennysaver (W) LPS

Kim Mangefrida, (585) 768-2201
office@leroyny.com

1 column – 1.75"
2 column – 3.75"
3 column – 5.625"
4 column – 7.625"

Meadville Tribune, The $ MT

(Sharon Herald, Ashtabula Star Beacon, New Castle News, Sunbury Daily Item)
Pete Mierke, (814) 724-6370 ext. 241
Fax: (814) 724-5437
petem@meadvilletribune.com
947 Federal Court
Meadville, PA 16335

Full Page – 9.25" x 10.5"
Half Page Horizontal – 9.25" x 5.375"
Half Page Vertical – 4.25" x 10.5"
Quarter Page – 4.5" x 5.375"

Messenger Post (W) $ MP

(Gates-Chili / Henrietta/Greece/Brighton-Pittsford)
Tom Wheeler (585) 337-4216
artdept@mpnewspapers.com
twheeler@messengerpostmedia.com
Zones 1, 3 (Gates,Chili, Greece & Henrietta)

1/8 page (V) 3 column – 4.94" x 5"
Quarter (V) 3 column – 4.94" x 10"
Half page – 10" x 10"
Full page – 10" x 20"

Publication Column Sizes

Updated 12/10/2018

Mt. Morris Shopper (W) **GVPS**
Brittany Walker, (585) 343-3111
brittanywalker@gvpennysaver.com

2 column – 3.75"
3 column – 5.708"

Niagara-Wheatfield Tribune (Th) **NF**
Island Dispatch (F)
Lewiston-Porter Sentinel (Sa)
Grand Island PS (Tu)
(Niagara Frontier Publications)
Jennifer Buckley, 800/322-8224 x 2122
majoraccounts@wnypapers.com
Fax: 716/773-7190

Pandora
http://
Contact:
Sign in- see procedure manual

Penn-E-Saver Plus PS (W) $ **PS+**
(former Hornell-Canisteo PS)
Covers Dansville, Hornell & Wellsville
Billiejo Klees, Multimedia Sales Executive
(607) 324-1425 x 215
bklees@eveningtribune.com

2 column – 3.22"
3 column – 4.917"

Perry Herald (W)/LS Press **PH**
Lorraine Sturm, (585) 237-6310
rsturm@frontiernet.net; perryherald@frontiernet.net

1/16 page – 3.38" x 2"
Eighth page– 3.5" x 2"
Sixth page – 3" x 3"
Quarter page – 3.38" x 5.5"
Half page (V) – 3.38" x 11"
Full page – 7" x 11"

Perry Shopper (W) **GVPS**
Brittany Walker, (585) 343-3111
brittanywalker@gvpennysaver.com

2 column – 3.75"
3 column – 5.708"

Post-Journal, The $ **PJ**
(College Bound)
Send to: Cynthia Gardner
(716)488-2397 cgardner@post-journal.com
Susan Muscarella (716)487-1111 ext 257
smuscarella@post-journal.com
3 column – 4.949" x 6"
3 column – 4.949" x 7"
3 column – 4.949" x 8"
¼ page – 4.949" 10"
½ page – 6 column – 10" x 10"

RW Publications (W) **RW**
Brittany Walker, (585) 343-3111
brittanywalker@gvpennysaver.com
(Attica PS, Akron/Corfu PS, Orchard Park PS, East Aurora PS, West Seneca PS)

2 column – 3.25"
3 column – 5.0"
4 column – 6.75"
5 column – 8.5"
6 column – 10.25"

(Lancaster PS)

2 column – 2.975"
3 column – 4.525"
*Height must be in WHOLE inches ONLY

Sentinel Publications, The MHFL **SENT**
(Pandamensional Solutions)
2 Lantern Lane
Honeoye Falls, NY 14472
Betsy Carosa, Owner
betsycarosa@mhflsentinel.com
585-489-5907
Donna – submissions@mhflsentinel.com
(Prefers PDF only)

1 col. – 1.75"
2 col. – 3.75"
3 col. - 5.75"
3 col. - 5.75" x 7" (1/4 page)
10"x16" – full page B & W

Steuben Courier-Advocate (W) **SCA**
Brittany Walker, (585) 343-3111
brittanywalker@gvpennysaver.com

2 column – 3.22"
3 column – 4.917"
4 column – 6.611"

Publication Column Sizes

Updated 12/10/2018

Suburban News (W), Hamlin-Clarkson Herald (W), (Westside News) SN

Joanne Michielsen, 585-352-3411
production@westsidenewsny.com

1 column – 1.5625"
2 column – 3.25"
3 column – 5"
4 column – 6.75"
5 column – 8.5"
6 column – 10.25"

Syracuse Newtimes (W) $$ SYR

Elizabeth Fortune, Advertising Consultant
315-422-7011 x116
efortune@syracusenewtimes.com
efortune@familytimes.biz
Anna Brown AnnaB@Syracusenewtimes.com
1415 W. Genesee Street
Syracuse, NY 13204

1/8	4.44" x 2.55"
1/6	4.44" x 3.4"
1/4H	9" x 2.55"
¼	4.44" x 5.25"
1/3 V	4.44" x 7"
3/8 H	6.73" x 5.25"
½ V	4.44" x 10.62"
½ H	9" x 5.25"
Full	9" x 10.62"

The Batavian (digital)
The Wyoming County Free Press (digital)

Lisa Ace, 585-250-4118
lisa@thebatavian.com
www.TheBatavian.com
www.wyomingcountyfreepress.com
www.Bataviaslist.com

The Daily Public (W) Wed. TP

Dailypublic.com
Barbara Fisher, barb@dailypublic.com
716-939-7800
**Geoff Kelly, Geoff@dailypublic.com

1/6 H	7.45" x 3.35" H
1/8	4.9" x 3.35" H
1/4B	4.9" x 6.9" H
1/4H	10" x 3.35" H
3/8 V	4.9" x 10.45" H
3/8 H	7.45" x 6.9" H
½ V	4.9" x 14" H
½ H	10" x 6.9" H
Full page	10" x 14" H
Back page	10" x 14.25" H

Vibrant Times VITI

Leanna DiRisio, Coordinator, (585) 738-7388
leanna@vibrantbatavia.com
(June 1, Sept. 1, Dec. 1)

Business Card– 3.3" x 2"
Eighth page– 3.3" x 5" or 5.04" x 3"
Quarter page – 5.04" x 7" or 6.7" x 5"
Half page – 10.25 x 7 or 5.04" x 13"
Junior Page – 8.5" x 11"
Full page – 10.25" x 13"

Villager, The – Ellicottville Edition (W) VIL

Alex Obenauer, Director, (716) 699-2058
alex@thevillagerny.com
AND Dustin App, Office Manager
dustin@thevillagerny.com

1/16 page – 5.625" x 2.5"
Eighth page– 5.625" x 5"
Quarter page – 5.625" x 10" or 11.625" x 5"
Half page – 5.625 x 20 or 11.625" x 10"
Full page – 11.625" x 21.5"

WNY Pennysaver & News (W) WNY
Arcade
Cuba/Franklinville
Ellicottville
Springville
Gowanda
(owned by Buffalo News)

Kevin Owens
Cell phone (716) 870-9675
kowens@wnypennysaver.com
wnypennysaver@gmail.com
*8 day notice required, Fri pm for next week
(deliver Fri. & Sat.)

1 column – 1.5"
2 column – 3.10"
3 column – 4.70"
4 column – 6.30"
5 column – 7.90"
6 column – 9.5"

WNY Jobs

Jeffm@wnyjobs.com
716-648-5627

MarCom Inventory vs Case Inventory
201901

				updated: 8/7/2018
	Inventory Items	**Responsibility**	**Availability**	**Notes:**
A.	**General - for reference and use, MarCom maintains:**			
1	A brief history of your institution	MarCom	Y	http://sunygcc50.genesee.edu/
2	A list of members on your institution's board of trustees or principal governing body as well as lists of ~~members of~~ advisory boards	Pres. Office	X	Foundation, Alumni Council
3	Your institution's internal organizational chart, including a brief profile of your president, head of school or CEO and the names of administrative and academic leaders	Pres. Office	Y	ORG chart continously evolving, esp, given Rick's situation.
4	Your institution's mission statement	Pres. Office	X	https://www.genesee.edu/home/about/administration/strategic-planning-initiative/mission-vision-values/
5	A current academic catalog	MarCom	X	https://www.genesee.edu/home/catalog/
6	A list of the top five schools your institution competes against for students as well as a list of the top aspirational schools	MarCom	N	
7	An academic profile of the institution, including admissions criteria and statistics	MarCom	Y	https://www.genesee.edu/home/about/administration/glance/fast-facts/
8	The name of your institution's athletic conference and schools in the conference as well as a list of varsity sports		X	www.geneseeathletics.com
9	The last three institutional or presidential annual reports	MarCom	Y	http://annualreport.genesee.edu/
10	Summary of current financials and costs (tuition, fees, operating and capital budgets , etc.)	Pres. Office	X	https://www.genesee.edu/home/offices/student-accounts/tuition-and-fees/
11	List of accrediting agencies and reaccreditation schedule	Pres. Office	X	https://www.genesee.edu/home/about/administration/accreditation/
12	Your institution's most recent published long-range or strategic plan	Pres. Office	X	https://www.genesee.edu/home/about/administration/strategic-planning-initiative/
13	Your institution's student, faculty, and staff handbooks, including disciplinary procedures	HR	X	
14	A complete set of relevant institutional policies & procedures (human resources, IT, etc.)		X @ request	Available on myGCC intranet
15	List of major institutional affiliations		D	
16	A fact sheet or FAQ that includes institutional facts and figures	MarCom	Y	mini "Fast Facts"-. Updated semi-annually
17	Compilation of pride points	MarCom	X @ request	http://sunygcc50.genesee.edu/
18	For U.S. schools, the Common Data set and other relevant data that may be gathered by your institutional research office		N	?
19	List of faculty by expertise		Y	continous project
20	Data or statements on the economic impact of the institution in its region	MarCom	Y	"Fast Facts" version__. updated annually? + P.R. 2013 (PDF) posted.
B.	**Constituency Demographics - for reference and use, MarCom maintains:**			
1	Demographic data on students, alumni, parents and other relevant constituencies, including total number and by gender, by decade, by geography, by income, by age, by level of preparation of applicants, and, when appropriate, by race and ethnicity	GSI/HR/IR	Y @ request	Info available through IR
2	Top five concentrations geographically (students, alumni, donors)	GSI/HR/IR	Y @ request	Info available through IR
3	Top five undergraduate academic majors	GSI/HR/IR	Y @ request	Info available through IR
4	Top five graduate or professional programs in terms of enrollment	GSI/HR/IR	D	Info available through IR

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MarCom Inventory vs Case Inventory
201901

	Inventory Items	Responsibility	Availability	Notes:
5	Student outcomes, such as graduation rates, employment rates, graduate and professional school acceptance rates, scores on graduate and professional school qualifying exams, etc	GSI/HR/IR	Y @ request	Info available through IR
6	List of major gifts and donors, historical and current	DEA/ Foundation	N	Info available through IR
7	Number of faculty and staff and related, relevant demographic information	GSI/HR/IR	N	Info available through IR
8	Information about institutional research initiatives, technology transfer and intellectual property	GSI/HR/IR	N	Info available through IR
C.	**Communications and Marketing Overview - for reference and use, MarCom maintains:**			
1	Proof points for institutional distinction; campus "elevator speech"	MarCom	Y	Branding Manual
2	Key messages and positioning statement	MarCom	Y	Branding Manual
3	Famous and notable alumni	DEA	D	Alumni Hall of Fame + Athletic Hall of Fame
4	Recent awards		Y	New Cougar Awards Page, press release archives
5	Market research from last five years		Y @ request	KJT Study
6	Marketing strategies/brand plan	MarCom	D	
7	Experts and speakers bureau lists		N	speaker bureau on DEA to do list
8	List of and background on recent issues at your institution, including commonly asked questions and answers	DEA	N	
9	Past press releases and recent media coverage	MarCom	X	archived
10	Key web pages and viewership	MarCom	X @ request	
11	List of rankings, surveys, and benchmarking data, including competitors' data		Y @ request	KJT Study- in MarCom self-study Appendix
12	List of all active official and unofficial social media platforms, regardless of where they are managed, that focus on the institution or institutional groups	MarCom	X	
13	Complete set of current publications for all audiences (marketing communications, fundraising programs) that call for action	MarCom	N	
14	Office and institutional protocols for customer service	Pres. Office	N	
15	Boiler-plate language for institutional press releases	MarCom	Y	Branding Manual
D.	**Policies and Procedures - MarCom Goals and KPIs tracked in MarCom (covers work for HR, Finance, Enrollment, MarCom)**			
1	Your program has a strategic plan tied to your institution's mission and goals that incorporates the following plans within it: financial, human resources, academic, strategic enrollment management, marketing and communications	MarCom	N	MarCom's strategic plan is tied to the college's but does not incorporate HR financial, and operations plans within it.
2	That plan is tied to budget and human resources	HR	NA	does not apply to MarCom
3	That plan includes a collaborative process for working with academic leaders to conduct market analysis of current and potential programs and majors and acknowledges that there may be other factors such as institutional mission that contribute to decisions regarding academic programs	Academic Affairs	D	does not apply to MarCom
4	That plan includes procedures for coordinating communications across the institution regardless of centralized or decentralized structure		D	YES- Emergencies, Public Relations, Social Media NO- Admissions, Recruitments, Student Acocunts
E.	**Emergency Communications - Public Relations Crisis Management Procedure/ Templates**			
1	Your program has a crisis communications plan that is reviewed and rehearsed annually	MarCom	X	Ready for launch & implementation
2	It identifies who has authority to declare a crisis, who has the authority to enact the communications plan, and the processes for doing so	Office of Operations	X	Campus Safety

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MarCom Inventory vs Case Inventory
201901

	Inventory Items	Responsibility	Availability	Notes:
3	It includes the identification of a spokesperson and a backup	MarCom	X	Ready for launch & implementation
4	It includes a list of key contacts and emergency contact information within the institution	Pres. Office	X	Ready for launch & implementation
5	It includes a list of key contacts and tools for communicating outside of the institution, including media contacts, the campus website, social media sites and other vehicles	MarCom	X	~~Director of External Affairs/Assoc. Director of MarCom/Online Communications Specialist/Public Relations Specialist~~
6	It includes a list of key contacts within the institution's local jurisdiction, including police, fire, etc.	Campus Safety	NA	does not apply to MarCom
7	It includes a plan to maintain the institution's web presence through a redundant website or other means and the incorporation of social media into the overall crisis communication strategy	Computer Services	NA	does not apply to MarCom
8	It includes a protocol for making emergency announcements (such as school closings), including strategies to manage communication when there is a catastrophic loss of infrastructure	MarCom	X	General Emergency is responsibility of Campus Safety
9	It articulates the relationship of the crisis communications plan to the institution's overall crisis management plan	MarCom	X	General Emergency is responsibility of Campus Safety
10	It includes the definition of the roles and goals of the institution's crisis team	MarCom	X	Ready for launch & implementation
11	It includes lists of resources and information related to crisis communications response, including alternative locations for communications management, key media and other contacts, and applicable policies and procedures; these lists are regularly updated and easily accessible to all staff members with responsibilities for crisis communications and response (e.g., on a USB key)	Campus Safety	Y	Crisis Management/ Incident Command Training 10 yrs. ago
12	It includes a post-crisis review and assessment	MarCom	X	Ready for launch & implementation
13	It includes fact sheets/"how tos" on predictable public health and campus emergency issues	Campus Safety	N	General Emergency is responsibility of Campus Safety
14	It includes templated scripts needed in immediate response to predictable public health and campus emergency issues	MarCom	X	Ready for launch & implementation
15	It includes a strategy for on-going risk assessment of issues and crises that might affect the institution	MarCom	X	Ready for launch & implementation
F.	**Media Relations**			
1	Your program has a protocol for the management of media relations	MarCom	Y	Brand Manual or Procedure
2	It identifies who is eligible to speak officially on behalf of the institution	MarCom	X	College Policy #
3	It includes a process for the approval of press releases	MarCom	X	
4	It includes training or resources for faculty and staff who may interact with reporters	MarCom	D	
5	It includes a review of media relationships and preferred method of contact	MarCom	X	secretary maintains meticulously
6	It includes orientation of new employees who are likely to engage with the media	MarCom	D	
7	It includes a process for monitoring information reported about the institution through the traditional news media as well as through other venues (e.g., social media)	MarCom	Y	Google alerts, Merit, "Lori's process"
G.	**Graphic Standards**			
1	Your program has graphic identity standards that apply to print and electronic communication	MarCom	Y	Branding Manual
2	These standards include print and electronic templates, including web templates and templates for multiple formats, including mobile and digital formats and email	MarCom	Y	Branding Manual
3	The institution has an office designated to oversee the use of the standards	MarCom	Y	Branding Manual
4	These standards address licensed products		D	

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MarCom Inventory vs Case Inventory
201901

	Inventory Items	Responsibility	Availability	Notes:
5	These standards include guidelines for internal, external and commercial use of institutional logos	MarCom	Y	Branding Manual
6	These standards include a process for review and compliance across campus and with affiliated units	MarCom		
7	Your program has standards, policies or guidelines that apply to the content and organization of your website	MarCom	D	
8	These standards address accessibility and mobile formats	MarCom	Y	Branding Manual
9	Your program has standards, policies or guidelines that apply to the use of photo and video images	MarCom	Y	Branding Manual
10	These standards address usage in multiple formats and through multiple venues	MarCom	Y	Branding Manual
11	Your program has standards, policies or guidelines that apply to the development and management of the institution's official presence on social media platforms, regardless of where they are managed within the institution	MarCom	Y	Branding Manual/ Social Media Guidelines
12	These standards address the handling of negative comments and privacy issues	MarCom	Y	Branding Manual/ Social Media Guidelines
13	These standards also address best practices for official engagement in sites that are not overseen by the institution	MarCom	Y	Branding Manual/ Social Media Guidelines
14	Your program has adopted an editorial style guide and preferred dictionary	MarCom	D	
15	Your program has a process for review and approval of internal and external marketing materials	MarCom	Y	
H.	**Ethics**			
1	Your program abides by the CASE Statement of Ethics, the CASE Principles of Practice for Communications and Marketing Professionals and the CASE Principles of Practice for University and College Periodicals Editors	HR	N	
2	Your program also incorporates all of CASE's ethical standards, including those for development and alumni relations offices	HR	N	
3	Your program incorporates institutional policies for release of information about students, employees and others associated with your institution in compliance with state, regional and federal laws (for example, FOIA, FERPA, HIPAA)	HR	X	https://www.genesee.edu/home/about/administration/consumer-information/
I.	**Program and Personnel**			
1	You maintain a current organizational chart for communications and marketing	HR	Y @ request	
2	Your organizational chart was developed in consultation with institutional human relations		Y @ request	
3	You have a process for communications and marketing professionals to communicate with each other across the institution through, for example, a communications council or discussion list	MarCom	N	Digital Communication Group
4	You have job descriptions for all exempt and non-exempt employees	HR	X @ request	
5	These job descriptions comply with institutional guidelines		X @ request	
6	All communications and marketing programs have a written set of annual performance goals and objectives, including professional development goals		Y	
7	You have an orientation program for all new communications and marketing employees		D	
8	Your orientation includes discussion of mission, key talking points, editorial style, branding, logo usage and other institutional goals		D	

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MarCom Inventory vs Case Inventory
201901

	Inventory Items	Responsibility	Availability	Notes:
9	The orientation includes an introduction to the benefits and services of CASE, including ethical Principles of Practice and the CASE Management Checklists		D	
10	You conduct annual performance reviews	MarCom	X @ request	
11	These reviews outline goals for the coming year, including new skill development and cross-training	MarCom	X @ request	
12	These reviews convey the relevance of institutional goals to individual goals	MarCom	X @ request	
13	These reviews provide an opportunity for self-assessment	MarCom	X @ request	
14	The format follows institutional guidelines.	MarCom	X	
15	The format includes reference to annual performance goals and objectives, their attainment or non-attainment	MarCom	X	
16	You have a common understanding of when people report to work and when they depart.	MarCom	X	
17	You have a common understanding about filing itineraries for business trips		NA	does not apply to MarCom
18	You have a common understanding about the handling and filing of correspondence; this understanding addresses the matter of timeliness		D	
19	You have a common understanding of appropriate attire	MarCom	X	
	Summary of Inventory Findings			
	Satisfied Items (X or X @ request)	38	*some available upon request*	
	Existing Items that require refinement (Y or Y @ request)	34	*some available upon request*	
	Items Not Available or on Radar (N)	14	*includes Case Mngmnt. Ethics Practices or IR Demogaphics*	
	Items Desired by MarCom (D)	15		
	Not Applicable to MArCom (NA)	4		
	Total Inspected Elements	**105**		
	Total Elements:	*106*	*just here to double check - will be deleted once all items marked*	

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SUNY GCC
Genesee Community College

PLANNING A PUBLIC EVENT
at
GENESEE COMMUNITY COLLEGE

A comprehensive guide for successful event planning

Table of Contents:

Page 2-7 **Event Planning Q & A**
A step-by-step guide to help plan an event at GCC

Page 8 **List of Contacts**
- Internal at GCC
- External

Page 9 -12 **Summary Event Check List**

Page 13-23 **SAMPLE DOCUMENTS:**
- Budget
- Event Agenda (Encore)
- Registration Form
- Promotional Plans (two samples)
  - Humphrey Symposium
  - Veterans' Symposium
- Photography List
  - Encore
- Follow-up Thank You Letter
- Tool Box Supply List
- Evaluation form
- Event Program (Humphrey Symposium)

Page 25-28 **Area Event Calendars**

Event Planning Q & A / FIRST STEP: The Basics

1-1 Do you want the event to have a *theme*? If so, what? State the theme and/or purpose.

1-2 Select a date, time and location. *Hint: Consider a rain date for outdoor events, or include "Rain or Shine" in announcements. Public drop-in events usually attract the most visitors during the late afternoon-early evening period.*

1-3 *Assignment:* Check the general calendar, College calendar (X6401) and community calendar before finalizing the date and time. You don't want the event to conflict with another major event or a public holiday. Reserve the space as soon as possible with College Services (X6401) or a staff associate at The BEST Center.

1-4 Make a list of key people who must be present for success, and those who you prefer to be present. For example – College administration, faculty, staff, key note speakers, volunteers, advisory council members, students, parents, etc.

1-5 *Assignment:* Call each person on your must-attend list to be sure they are available on your proposed date and time. If not, go back to item 1-2.

1-6 Prepare a budget for the event, if appropriate. Your budget might include:

✓ Decorations	✓ Gifts and Plaques
✓ Entertainment	✓ Mailing
✓ Fees	✓ Postage
✓ Food and Beverage	✓ Printing (invitations, signs, programs, name tags)
✓ Labor	✓ Develop a list of potential donors & preferred vendors

Hint: Aim for tastefulness with simplicity.

1-7 *Assignment:* Check to be sure you have sufficient funds available to cover the expenses you will incur.

1-8 *Assignment:* If you need any permissions, licenses or permits, obtain them. *Hint:* The College has a no-alcohol policy. You'll need special permission to serve alcohol, as well as a temporary liquor license.

1-9 *Assignment:* Scan the rest of this guide and build a step-by-step calendar. Tentatively assign planning tasks to others.

Event Planning Q & A / SECOND STEP: Volunteers

Serving as a volunteer for a public event is an honor. So think of everyone involved in preparing for your event as a volunteer, even members of your staff.

2-1 What jobs/tasks need to be performed before, during and after the event?

2-2 *Assignment:* Write simple "job descriptions" for each volunteer. Just a sentence or two will suffice in most cases.

2-3 Who will serve as *chairperson* of the event? *Hint:* The primary role of the chair is to recruit other volunteers and mobilize support for the event. A chair is a valuable addition to even the smallest of public events.

2-4 *Assignment:* Recruit the chairperson.

2-5 Who will serve on the committee? *Hint:* Involve your chair in the selection of the committee, and allow the chair to work with you in selecting the other members. And remember: Many hands make light work. Large committees often produce the largest turnout.

2-6 *Assignment:* Recruit the remaining members of your committee. Among the various tasks committees can be assigned to manage are:

✓ Decorating	✓ Guest lists
✓ Refreshments	✓ Finances / Budget
✓ Public/media relations	✓ Invitation
✓ Day of ushers / welcomers	✓ Printing
✓ Hospitality	✓ Gifts and Plaques
✓ Program development	✓ Post-event Follow-up
✓ Entertainment	✓ Donors

2-7 *Assignment:* Be sure to thank each new member with a confirming letter or email. Include each member's "job description."

Event Planning Q & A / STEP THREE: Guests

3-1 *Assignment:* Make a list of the people you want to attend this event. Some groups you may wish to consider:

✓ Faculty / Staff	✓ Faculty / Staff
✓ Advisory Council members	✓ Civic or service club leaders or members
✓ Elected officials	✓ Guidance counselors
✓ Principals	✓ Clergy / Faith-based groups
✓ School board members	✓ Donors
✓ Opinion leaders	✓ Students
✓ Parents	✓ Business Leaders
✓ Alumni	✓ Healthcare Facility Administrators

This is not an exhaustive list and every event is different. Your guest list should reflect the nature of your event.

3-2 *Assignment:* Develop a draft invitation list. *Hint:* GCC's External Affairs Department may be able to draw many names and addresses from its own databases.

3-3 *Assignment:* Review the draft invitation list, ideally with several committee members. Make name and address changes as appropriate. Add the names of individuals who do not fall into any of the categories you initially selected. Keep lists updated.

3-4 *Assignment:* Consider how you will distribute and address invitations and announce your event. Among your options: printed invitations with or without a RSVP mechanism, email, phone calls, flyers, public announcements.

Hint: There are different invitation and announcement phases to consider:

- ✓ Save the Date announcements and invitations are brief and usually go out *2 to 5 months prior to the event*.
- ✓ Invitations should be sent *3 to 4 weeks prior to the event.*
- ✓ General public announcements and flyers are usually distributed *3 to 4 weeks prior to the event.*

3-5 *Assignment:* Draft invitation copy and select an invitation style. *Hint:* The Marketing Communications Office can assist with various styles of invitations.

3-6 *Assignment:* Draft copy for supplementary promotional materials, if any. These might include posters, save-the-date card, RSVP cards, thank you cards, homepage banners, advertising, table tents, postal cards, tickets or other items. *Hint:* The Marketing Communications Office can help create these materials along with the invitations.

3-7 *Assignment:* Figure out how RSVPs will come in to you, if appropriate. Who will accept, track and tabulate these? What kind of list will be maintained? *Hint:* If you want to send follow-up correspondence via database query after the event, ask the External Affairs Office to provide you with an RSVP register.

3-8 *Assignment:* Enlist the help of your committee in making personal calls, inviting people to the event. Identify event captains. These captains are responsible for recruiting 5 volunteer callers who will also attend the event. These 5 callers will, in turn, arrange to have at least 5 invitees attend. *Hint:* In today's time-starved environment, this is the single most important step in bringing people to the door.

3-9 Be sure to list the event on the GCC website calendar and appropriate area event calendars (See attached Area Event Calendars list).

Event Planning Q & A / STEP FOUR: The Program

4-1 What kind of program, if any, will your event offer? What organized activities will be featured at your event?

4-2 *Assignment:* List each of your prospective speakers or featured guests you need to recognize during the program. Obtain media kits on speakers and key guests. *Hint:* GCC Speaker's Bureau is free and available to the public. Contact the MarCom secretary or go to: www.genesee.edu/offices/marcom/speakers-bureau.

4-3 *Assignment:* Ask your greeting chair to secure 2 – 4 volunteers to staff the door, and host a guest sign-in book. Does your event warrant having name badges identifying guests and if so, ensure these will be printed several days prior to your event.

4-4 Make a list of any special arrangements you, or your speakers or dignitaries, might need:

- Media Kits
- Review of press releases or media alerts
- Transportation
- Driving directions
- Copies of resumes or photos
- Advance copies of the schedule
- Security

- Technical equipment: laptop, projector, screen, Smartboard, Internet access, podium

4-5 *Assignment:* Draft your printed program and review it with chair and key committee members. Make printing arrangements. *Hint:* Program should be designed one week prior to event allowing time for proofing and printing.

Event Planning Q & A / STEP FIVE: Media

5 -1 *Assignment:* Be sure the Marketing Communications knows the date and time of the event with a minimum of 6 weeks advance notice. MarCom will issue an announcement to the media as much as possible. Consider the following:

- ✓ Save the Date announcements are brief and should be released approximately *2 to 5 months prior to the event*.
- ✓ Key press release provides all the details with in depth information including photographs and related websites if possible. This should be sent *4 to 6 weeks prior to the event.*
- ✓ Media Alerts are simple reminders about the event and are sent the week or day before the event.
- ✓ Social media postings day of event. Use the Social Media Marketing Request form located on MarCom's webpage: http://www.genesee.edu/home/offices/marcom/social-media-marketing-request-form/

Please note: There is no guarantee that press announcements will be picked up by any publications or media outlet. Only paid advertisements offer guaranteed placement.

5-2 *Assignment:* If you'll need photographs, be sure to place a photo request with the MarCom staff photographer via marcom@genesee.edu. *Hint:* Prepare a photo opportunities 'hit list' giving all key guests an exact place and time to be for specific photo shoots. (See sample on page 18)

Please note: MarCom reserves the right to decline a request, based on time and work load.

Event Planning Q & A / STEP SIX: Decorations & Logistics

Decorating for a small public event can be challenging but usually worth the effort. Consider contacting the Tourism and Hospitality Management Department (x6332) to explore ideas and possibly opportunities for assistance with decorating.

6-1 *Assignment:* Assign a member of the decorating committee to be sure that the location is thoroughly cleaned and orderly for the day of the event and after the event. Contact GCC's Buildings and Grounds / Maintenance departments (x6824)as needed.

6-2 *Assignment:* Encourage your decorating chair and/or committee to select a motif and colors suitable that reinforce the theme or your event and also stays within your budget.

6-3 *Assignment:* Make arrangements with your decorating chair or staff for set-up the day of the event. If you need extra assistance during the event, assign ushers or support staff.

6-4 *Assignment:* Make arrangements for any special equipment you might need during the event. For example:

- Video / Sound system (Media Services)
- Two way radios for security (Campus Safety)
- Lectern (Maintenance)

- Extra lighting (Maintenance)
- Chairs (Maintenance)
- Tables (including exhibits and guest entry)
- Golf cart for on-campus transportation (Rent from outside firm)

Hint: Contact Media Services (X6349) for TV's, microphones, projectors and other media equipment at least 3 weeks in advance of event. Contact College Services (X6401) for set-up assistance.

6-5 *Assignment:* Make arrangement with your decorating chair or committee for set-up the day of or the day prior to event.

6-6 *Assignment:* Make an event "tool box" including tape, fishing line/wire, safety pins, comb, thumb tacks, scissors, markers, blank paper, Tylenol and the cell phone register of key committee members. (See attached)

Event Planning Q & A / STEP SEVEN: Food and Beverages

7-1 Decide what you'd like to serve at the event. Aim for variety even with the simplest of events. Consider seasonal opportunities and the time of the day for hot or cold beverages and what kind of refreshments you want to have available.

7-2 *Assignment:* Secure catering prices, and be sure they fit within your budget. The College's Catering Service can be reached at X6258.

Please Note: The catering department requires advance notice, which could be weeks or months in advance, based on the size of the event. Contact the catering department as soon as possible. In addition, the catering department should be given first right of refusal for all catering needs.

7-3 *Assignment:* If you are considering serving alcohol at your event you must contact the College's Catering Services at x6258. Permission to serve alcohol at any of Genesee Community College's campus locations must follow specific guidelines established by the College's Board of Trustees.

Event Planning Q & A / STEP EIGHT: Logistics

8-1 *Assignment:* If parking spaces are limited, arrange with Buildings and Grounds department to have the lot sectioned off with suitable directional signs nearby. (X6824)

8-2 *Assignment:* Plan the location of tables and chairs and complete a diagram using the form available with College Services. If necessary, complete a work request form for set-up. (College Services can help, x6401). Assign a committee or staff member to prepare the tables and the place cards. *Hint:* College students can help with logistics especially if they can earn community service hours or attend the event for free.

8-3 *Assignment:* If this is a formal program, make a seating chart and label clearly.

8-4 *Assignment:* Assign a committee or staff member to arrange the coat room.

8-5 *Assignment:* Consider favors, prizes or memorabilia for your event, if there is a budget allowance. Contact the distributor weeks in advance to avoid rush charges. *Hint:* Creating a bookmark with related information can be a cost-effective memento. To access GCC's logo go to: www.genesee.edu/offices/marcom/downloads/

8-6 *Assignment:* Develop an internal agenda that maps out every facet of the event including when and where photo ops will be available.

Event Planning Q & A / STEP NINE: Walk-Through

9-1 *Assignment:* A day or two before the event, confirm all ushers, attendants and on-site volunteers are prepared for their assignments.

9-2 *Assignment:* Conduct a walk-through the day before the event. Be sure all set-up is complete and the location thoroughly cleaned.

9-3 *Assignment:* Draft and circulate the event schedule to volunteers and staff

9-4 *Assignment:* Be sure you have prepared a display of College brochures, photographs or other material for easy public viewing.

9-5 *Assignment:* If this is an outdoor event, be sure you are prepared for alternate arrangements in the event of inclement weather. Tents are available for rent via an outside vendor. (See vendors list)

Event Planning Q & A / STEP TEN: After the Event Evaluation

10-1 *Assignment:* Be sure cleanup is complete and all equipment returned to proper owners.

10-2 *Assignment:* Complete thank you letters to all key participants, volunteers, committee members, key support staff and note-worthy participants. (See sample)

10-3 *Assignment:* Complete "sorry we missed you" correspondence.

10-4 *Assignment:* Schedule debriefing meeting and complete an evaluation, if appropriate. (See sample)

10-5 *Assignment:* Arrange with Marketing Communications to issue a follow-up media release and include photographs, testimonials or excerpts from the events.

List of Contacts

Effective June 2014 / Subject to Change

Internal GCC: 585-343-0055

- External Affairs Office – Patty Hume, Executive Secretary x 6234
- Marketing Communications Office – Lori Ivison, Secretary x 6116
- American Dining Creations / GCC Food Services - x 6258
- College Services / Room Reservation – Anne Feary x6401
- Buildings and Grounds – Diane Marchese, Secretary x 6824
- Tourism and Hospitality Management Professor, Amy Slusser x 6332
- The BEST Center – Sharon Burns, Secretary x 6253
- Genesee Center for the Arts - Jeanie Thompson, Secretary x 6438
    - Roz Steiner Art Gallery
    - Box Office
- Student Union – Secretary x 6196
- Media Services x 6349
- Library – Director x 6256
- Campus Centers
    - Albion 585-589-4936
    - Arcade 585-492-5265
    - Dansville 585-335-7820
    - Lima 585-582-1226
    - Medina 585-798-1688
    - Warsaw 585-786-3010

External:

- Office Max 343-6008
- Genesee County Chamber of Commerce 343-7440
- 4Imprint www.4imprint.com 1-877-446-7746 – Heidi (GCC Rep)
- Michael's -Art Supplies 343-2036
- Joanne Fabric – Fabrics & Crafts 343-0508
- Joe's Awards & Trophies 343-4243- Marty & Stacy Hein
- Mosman's Framing 343-2968- Bill
- Frankly Design 343-6336
- Hi-Tek Printing 948-9433- Eva
- Sterling Tent 343-3726
- D&R Depot- Catering 768-6270
- Carlsons- Outside Photography 786-2871- Kevin
- ABS- Printing 343-0962- Steve
- Print2Web- Printing 716-697-0858- Gene
- Flowers By Dick Burton- Flowers &Plants 343-1676
- Beverly's Floral & Gifts- Flowers & Plants 343-8500
- Tops- Bakery 343-9373x3
- Clarion Hotel 343-2100
- Hampton Inn 815-0475

GCC EVENT CHECKLIST

Event:_____ **Date:**_____

Assigned To:	Completed	
		10 – 12 MONTHS PRIOR
	☐	Determine the goals, format, & feasibility of the event
	☐	Determine chair for event (if applicable) & meet with them to discuss event details (event name/date/theme). Identify, recruit Honorary Chair (if required)
		☐ Determine 3-4 preferred dates for event or the preferred month
		☐ Check college & community calendars for any conflict with other significant events or religious holidays
		☐ Research & Finalize location for event (handicap accessible?) & reserve via College Services x 6401, Theatre x 6814 or BEST Center x 6347
		☐ Finalize date for event, place on college & community calendars
		☐ Prepare proposed budget & identify funding sources
	☐	Identify sub-committee chairs for Catering, Decoration, Entertainment, Promotion & Production
		☐ Develop "Job Descriptions" for committee members & volunteers, send confirmation letters
	☐	Entertainment Committee:
		☐ Discuss any potential speakers/entertainment for event, check GCC Speaker's Bureau: www.genesee.edu/offices/Marcom
		☐ Contact appropriate office to check for speaker/entertainer availability
	☐	Create guest list. Contact GCC Dept. of External Affairs for help developing targeted list of guests. (x 6234)
		☐ Contact VIPS offices for additional invitees
	☐	**6 – 9 MONTHS PRIOR**
	☐	Event Committee:
		☐ Identify & solicit sponsor opportunities
		☐ Update VIP participants
		☐ Create backup plan for weather, other problems
	☐	Entertainment Committee:
		☐ Finalize fees for speaker/entertainer(s) & process payment(s)
		☐ Prepare & sign contract(s), if required
		☐ Secure media kit with photos & resumes
		☐ Arrange for transportation, lodging & meals for speaker/entertainment
	☐	Catering Committee:
		☐ Determine catering needs
		☐ Solicit quotes from list of vendors
		☐ Meet with catering vendor
		☐ Finalize menu selections
		☐ Obtain licenses, permits (including alcohol), approvals
	☐	Promotion Committee:
		☐ Develop strategy & schedule (meet with MarCom)
		☐ Design, print & distribute promo materials, keeping with theme for event:
		☐ Save-the Date postcard
		☐ Printed posters
		☐ Email / Social media announcement(s)
	☐	Production Committee:
		☐ Meet with vendor/MarCom for ticket design, printing & distribution
		☐ Determine ticket sale process & location(s)
		☐ Determine cash management process

Assigned To:	Completed	
	☐	Decoration Committee:
		☐ Design facility decorations & submit for approval from Event Committee
		☐ Determine any favors or thank-you gifts for attendees

3 – 6 MONTHS PRIOR

	☐	Event Committee:
		☐ Finalize invite lists
		☐ Set & observe invitation mail date
		☐ Finalize & confirm sponsor support, organize any display required
	☐	Entertainment Committee:
		☐ Contact speaker to discuss event – equipment needs, style of lecture, translator, etc. & obtain copy of speech/program
		☐ Create & draft itinerary with suggested speaker bullet points
		☐ Arrange for translator, if needed
	☐	Catering Committee:
		☐ Place orders for decorations, favors & thank-you gifts
		☐ Confirm menu, preliminary quantity, date/time
		☐ Sign, copy & return contract, if needed
	☐	Promotion Committee:
		☐ Check with MarCom for the following:
		☐ Write & distribute press releases
		☐ Address & mail Save-the-Date postcard
		☐ Prepare copy & graphics for Invitations/Envelopes/Reply Cards/ Envelopes
		☐ Prepare copy & graphics for enclosures & posters
		☐ Prepare copy & graphics for tickets
		☐ All promotions are sent to appropriate staff for review & approval
	☐	Production Committee:
		☐ Arrange for disability accommodations
		☐ Contact College Services/outside vendor for tables, chairs, tents, etc.
	☐	Decoration Committee:
		☐ Check with GCC Tourism & Hospitality Management Department for available decorations
		☐ Purchase materials
		☐ Construction, as needed

1 - 3 MONTHS PRIOR

	☐	Event Committee:
		☐ Address & stuff invitations with enclosures or reply cards/envelopes, seal & mail as per final guest list & pre-determined date
		☐ Arrange for processing of replies
	☐	Entertainment Committee:
		☐ Send draft itinerary & copy of speech to VIPs for review
		☐ Arrangement for chairs, stands, location, cue system
		☐ Reserve dressing room for speaker/entertainment to relax before event
		☐ Order any gifts for speaker &/or attendees
	☐	Decoration Committee:
		☐ Finalize design
		☐ Complete decoration purchases
		☐ Develop list of volunteers & duties (hosts, coat room, registration, receiving, etc.)
	☐	Catering Committee:
		☐ Follow up with vendor on RSVP status, meal counts, menu changes
	☐	Production Committee:
		☐ Distribute posters for event

Assigned To: **Completed**

- ❑ Determine seating arrangement & confirm with Theatre & Building & Grounds
- ❑ Coordinate room set up, lectern, telephone
- ❑ Reserve A/V equipment
- ❑ Make parking arrangements (special guest parking/valet parking)
- ❑ Arrange for security
- ❑ Identify, recruit additional volunteers, as necessary

❑ Promotion Committee:

- ❑ Check with MarCom:
  - ❑ Photographer availability
  - ❑ Print & online advertising, as needed
  - ❑ Radio & TV advertising, as needed

1 – 4 WEEKS PRIOR

❑ Event Committee:

- ❑ Manage RSVP list & cross reference name spellings with invite list
- ❑ Distribution of event tickets
- ❑ Submit the following documents to VIPs:
  - ❑ Guest list (noting confirmed/pending/regrets)
  - ❑ Final table guests (if applicable) with bio information & table seating diagram
  - ❑ Evaluate response list & make follow-up calls/e-mails as needed
  - ❑ Establish # of attendees & create nametags

❑ Entertainment Committee:

- ❑ Check in with speakers to see if his/her equipment needs are being met
- ❑ Finalize presentation & load presentation on laptop/flash drive
- ❑ Gather all presentation items such as gifts, plaques, trophies. Collect ceremonial items. Designate one person to be in charge of transporting all to the event site
- ❑ Arrange for comfort items for speaker/entertainment room
- ❑ Confirm travel, lodging & transportation arrangements

❑ Decoration Committee:

- ❑ Order floral arrangements, balloons, etc.
- ❑ Take delivery of favors, mementos, novelty items & double-check for correct amount
- ❑ Meet with volunteers discussing event set up

❑ Catering Committee:

- ❑ Finalize details with caterer, rental company, & all vendors
- ❑ Make catering guarantees
- ❑ Plan table layout, table signs, place cards

❑ Production Committee:

- ❑ Finalize written itinerary & distribute to VIPS for review
- ❑ E-mail or call those invitees who have not responded
- ❑ Enlarge diagram of the room to be used as seating chart
- ❑ Prepare packets, copy handouts (if applicable)
- ❑ Call to confirm security & parking reservation
- ❑ Confirm receipt of tickets & cash box, if needed

❑ Promotion Committee:

- ❑ Prepare copy & graphics for programs, print as per count provided
- ❑ Create shot list for photographer
- ❑ Compose & release media alert for event

DAY BEFORE EVENT

- ❑ Event Committee:
  - ❑ Handle last minute RSVPs
  - ❑ Send reminder email to attendees/call RSVP list
  - ❑ Bring the final scenario, banquet orders, seating charts, name tags, table assignments, guest lists & event supply box with you
- ❑ Entertainment Committee:
  - ❑ Remind staff of any materials that they may need to bring (Handouts, Gifts for speakers/attendees
  - ❑ Ensure requested special accommodations have been made
- ❑ Catering Committee:
  - ❑ Finalize catering order numbers
- ❑ Production Committee:
  - ❑ Finalize seating chart
  - ❑ Arrange for coat room & ushers
  - ❑ Email itinerary, updates & guest list to relevant volunteers & staff
- ❑ Promotion Committee:
  - ❑ Confirm photographer, provide shot list
  - ❑ Contact key media by phone, as needed
  - ❑ Final wave of online promotion

DAY OF EVENT

- ❑ Complete pre-event walk-through:
  - ❑ Seating per diagram
  - ❑ A/V Equipment use & setup (Run through equipment with speaker (if possible)
  - ❑ Ensure catering arrives on time & is set up according to specs
  - ❑ Decorations
  - ❑ Set up registration. Be sure it is ready no later than 30 minutes prior to the start of your event
  - ❑ Transportation/Lodging
  - ❑ Meet with volunteers
  - ❑ Confirm security
  - ❑ Guest comfort room is ready
  - ❑ Guest transported to facility
  - ❑ Take notes during event about the flow of the activities
  - ❑ Follow your event itinerary & program timing
  - ❑ Follow shot list for photographer

AFTER EVENT

- ❑ All event committees:
  - ❑ Clean up event area including parking lot, as needed
  - ❑ Send follow-up press release / social media postings
  - ❑ Ensure all payments are made
  - ❑ Ensure catering/equipment rental is picked up
  - ❑ Survey attendees, if appropriate

POST EVENT

- ❑ Schedule wrap-up meeting & discuss follow up items
- ❑ Complete assessment for future reference
- ❑ Finalize list of attendees for "Thank You For Attending" letters to be typed, stuffed & mailed
- ❑ Process photos & create CDs/prints
- ❑ Mail CD/prints to appropriate people

SAMPLE: Event Budget

Proposed Budget: $ 10,000 Estimated Attendance: 350		
Event Line Item	**Estimated Cost**	**Total**
Event Committee:		
Invitations and Postage	$ 700.00	
Name Tags	$ 75.00	
Sub-Total Events		$ 775.00
Entertainment Committee:		
Speaker/Entertainer Fee	$2500.00	
Travel Expense	$1000.00	
Presentation Gifts, Trophies, Etc.	$ 250.00	
Sub-Total Entertainment		$3750.00
Decoration Committee:		
Decorations/Balloons	$ 300.00	
Favors and Mementos	$ 200.00	
Table signs and Place cards	$ 50.00	
Floral Arrangements	$ 200.00	
Sub-Total Decorations		$ 750.00
Catering Committee:		
Reception	$2000.00	
Rentals & Labor	$ 400.00	
Alcohol – 12 bottles x $7.00	$ 84.00	
Delivery	$ 10.00	
Sub-Total Catering		$2494.00
Production Committee:		
Audio/Visual Expense	$ 300.00	
Tickets and Itinerary	$ 25.00	
Presentation/Hand Out Duplicating	$ 40.00	
Parking	$ 200.00	
Sub-Total Production		$ 565.00
Promotion Committee:		
Printed Materials-Banner & Program	$ 500.00	
Advertising – Print, Radio or TV	$ 500.00	
Sub-Total Promotion		$1000.00
	Estimated Total Expense	$ 9334.00
	Budget	$10000.00
	Difference	$(666.00)

**** This is for demonstration purposes and not intended to reflect actual costs.**

SAMPLE: Event Agenda

Your agenda look can take a few different forms. It can be as detailed as to assign specific times, coordinators and locations, like this agenda here:

Time	Activity	Who's responsible?	Location
10:00- 10:15	Arrive, get refreshments, sit down	John	Room A
10:15- 10:45	Presentation of Agenda; Ice-breakers	Mary	Room A
10:45- 11:25	First half of the workshop	Pete	Room A
11:25- 11:30	Break		Cafeteria
11:30	Photo Opportunity of Key Players	MarCom	Clock Tower
11:35- 12:15	Second half of workshop	Sherry	Room B

Or your agenda might look more like a list of the topics that must be covered. In the interest of saving time and facilitating a good discussion, you may want to include a time estimate for how long the discussion of each topic will last. For example, if you are planning a fund-raiser of a dance party, your agenda might look something like this:

1. Recap of what's been decided:
    a. The date of the fund-raiser
    b. The venue where we'll hold the fund-raiser
2. What the fund-raiser's theme will be/ (10 minute discussion)
3. Other event details- create committees to be in charge of these:
    a. Promotion:
        i. Invitations
        ii. Publicity
        iii. Media
    b. Music
    c. Food
    d. Budget

As you make a meeting agenda, keep in mind the results you want to have come out of your meeting. In your meeting, you have ideas that need to be discussed, so you must have discussions and you should come to decisions from them. Discussions should be recorded in the notes (called minutes) taken at the meeting. You also have tasks that need to be accomplished in order to run your event, so you need people to take responsibility for the tasks to make sure they happen. Who commits to doing what task should also be recorded in the notes.

SAMPLE: Event Agenda

Encore Evening Itinerary

4:30 p.m.	Forum Players Coat Check Table Ready - Theatre Lobby Quinn Family Arrives to begin piano music Get Jane & Rick's flowers to them Get Guest Conductor Raffle Basket
5:00 p.m.	BPO Equipment Truck Arrives Prelude Reception Begins – Theatre Lobby/Art Gallery **GET PHOTO OF JANE AND RICK SCOTT WITH PAUL FERINGTON**
5:30 p.m.	STARS Students ready in Forum for assisting with seating
6:00 p.m.	Dinner Reception Begins – Forum Move Floral Arrangements as follows: • Two tall vases on either side of theatre doors • One arrangement by the bar • Take Prelude Ginger Jars out of Art Gallery and move to Forum. Place where needed – perhaps on Forum Stage area. • Collect chairs and move to the side behind coat check • Move coat check coats to the Forum
7:15 p.m.	Have John Witkowski and Michael Burton ready for Guest Conductor Raffle and announcements. Have spotlight manned and microphone ready. Push mute to turn on. Control panel in closet: WIRELESS is used for microphone. LAPTOP is used for CD shuffle. Have Paul Ferington nearby for winner to meet and get instructions.
7:30 p.m.	**ANNOUNCEMENT FROM FIVE STAR BANK AND GUEST CONDUCTOR RAFFLE (including second chance).**
7:30 p.m.	Forum Players in Theatre Lobby ready for seating guests with programs NOTE: May need coverage at coat check in Forum if all Forum Players are at the theatre.
7:40 p.m.	Guests head to Theatre for BPO Concert. Patty assemble speakers back stage – stage left. Bring plaque for Scott's.
8:00 p.m.	**ANNOUNCEMENTS FROM FIVE STAR, RUSS ROMANO, AND RICK & JANE SCOTT**
8:10 p.m.	BPO Concert Begins
9:00 p.m.	Begin shuffle Holiday music in Forum. (Turn power on and push playmode until it is on CD shuffle).
9:30 p.m.	BPO Concert Ends. Guests return to Forum for Dessert Reception.

NOTES:
Tickets held at Theatre Box office for Stafford family (guests of BPO Soloists)

SAMPLE: Event / Registration Form - This form can be adapted to suit the needs of your event!

Please complete one registration form per participant.

Organization: _____

Name: _____

Address: _____

City: _____ State/ Province: _____

Zip/ Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Registration: Fee Per Person [Set up a webpage & online registration form]

€ Register online: myeventregistration.com € Email your registration to: Janedoe@event.com

€ Full registration : $200 € Student registration: $100

The registration fee includes all materials required during the conference.
Refunds cannot be granted for cancellations made within 72 hours of the event.

Method of Payment

Please RSVP by: [Month XX, year]

€ Check or Money Order Enclosed Payable to:
[Name of The Event or Sponsoring Organization]

€ Credit Card: €Visa €Master Card € Discover € Amex

Card Number: _____ Exp. Date: _____

Name as it appears on card: _____

We will provide [breakfast, lunch and dinner]. Do you have special dietary needs?

€Vegetarian €Other _____

€Food Allergy What? _____

Will you require housing? ☐ Yes ☐ No
Please contact [Jane Doe] for a listing of local hotel accommodations.

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SAMPLE: Promotional Plan #1

Promotional Highlights for 2013 Humphrey Symposium

Jerry Greenfield / Wednesday, September 29, 2013; 5 – 7 PM
Updated: 8/27/13

ASAP	Ensure event is posted on all GLOW area community calendars
August	Genesee County Chamber Announcement
8/8	First Press Release http://www.genesee.edu/news/articles/dspArticle/4423/
8/9	GCC webpage developed and posted http://www.genesee.edu/cms/home/events/humphrey/
8/15	Invitations printed / mailed by printer
8/15	GCC Homepage banner posted
8/22	GCC All Email Users message #1
8/28	Leadership Genesee pitch to current class
8/29	Second Press Release
8/29	Public Service Announcement
8/30-9/25	Announcement on GCC's electronic roadside sign board
9/1-9/20	Paid advertising – depending on early response -Daily News -Livingston County News -Medina Journal Register -The Batavian -WGCC
9/6	WBTA/ Main & Center interview – who?
9/12, 9/19	Mention event on Genesee County program with Jay Gsell
9/9	Leadership Genesee Tidbits announcement
9/11	GCC All Email Users reminder
9/13	Daily News Editorial by committee chairperson (?)
9/18	Program details finalized
9/20	Program/Signage completed
9/27	Follow-up press release with photos attached / attendance numbers

SAMPLE: Promotional Plan #2

SUNY GCC
Genesee Community College

Promotional Plan for 2014 Veteran's Symposium

Tuesday, May 6, 2014; 1:00 – 7:30 PM

Program Schedule / Highlights

1 – 4pm Veteran's Open House featuring GCC's One Stop Services
T119 (+ side rooms T123/T124 for one-on-one advisement)

4-5:30pm Hospitality Hour & Veteran's Lounge Reception
Student Union

5:30-7:30pm Panel Discussion / Training with Key Speakers with Exhibitors in T119
T102

Promotional Efforts

➳ ASAP	Ensure event is posted on all GLOW area community calendars (we have a 4-page list)
3/18	First Press Release – Save the Date
3/24	Handout cards printed and PDF created for emails / 750 Cards Distributed • GCC / Campus Centers / Career Center / Others? • Veteran Service Organizations / VA Health Care Upstate NY • Army / Navy / Marine / ROTC Centers • AEOC Offices • VFW Posts • American Legions • Job Development Bureau • Others?
4/1-5/5	GCC Homepage banner posted, Video boards running
4/1	GCC All Email Users message / Veteran's message
4/11	Second Press Release + PSA – All speakers announced / program details included
4/15-5/6	Social Media announcements: Facebook & Twitter postings, Pinterest – photos from Veteran's Day Salute/Honor Guard; Wordpress blog, possibly written by GCC Veteran?
4/15-5/6	Announcement on GCC's electronic roadside sign board
4/15-5/6	Paid Advertising: Daily News, Livingston County News, Medina Journal Register, Genesee Valley Penny Saver (Oatka sections), The Batavian (?), WGCC (?)
4/18	Batavia Daily News Editorial – MarCom ghost writes on behalf of GCC student veteran (?)
4/30	WBTA/ Main & Center interview (who?)
4/24, 5/1	Event mentioned by Jay Gsell on his weekly Genesee County Program
5/2	GCC All Email Users / Veterans reminder
5/5	Event Program details finalized / program printed
5/8	Post event social media: photos posted and possible follow-up Veteran's blog (?)

SAMPLE: Photography List

Encore Starlit Celebration 2013 Tuesday, December 10

Photo Opportunities:

Prelude 5:00PM – Theatre Lobby & Art Gallery

- Attendees of Prelude
- Linda and Brian Daviau, Encore 2013 Co-Chairs
- Paul Ferington, BPO Conductor (at this time he will be dressed in street clothes) with guests
- GCC President Jim Sunser and Roseann Sunser with guests
- Group shot on stairwell or in Art Gallery with Sunsers, Daviaus and Paul Ferington

Encore Reception 6:00 – 7:45 PM – The Forum

- Linda and Brian Daviau, Encore 2012 Co-Chairs
- Five Star Bank executives and their families
- Paul Ferington, BPO Conductor with Buffalo friends
- GCC President Jim Sunser and Roseann Sunser with guests
- Members of the Board of Trustees
- Photo of guests at each (sponsored) table
- Photo of the sensational food stations with smiling chefs
- Group photo of Encore serving staff
- Forum Player students at Coat Check
- STARS Students assisting with seating in Forum during Dinner Reception

7:30 Drawing of Encore Guest Conductor – Usually the only speaking event at the reception and it occurs on the second stairway landing overlooking the Forum. Linda and Brian Daviau and Marty Griffith, Five Star Bank, along with scholarship students.

7:45 – 8:00 Encore guests on route to the Theatre

8:00 – 8:20 Holiday concert

- Robert Boyce, President, GCC Foundation Board of Directors
- Linda and Brian Daviau opening remarks
- Several shots of BPO from Audience perspective
- Several shots from the balcony
- Shot from back stage
- Shot of Guest Conductor, if possible.

8:30 – 9:15 Digital Download of images to be viewed at Celestial Dessert Finale in Student Union

9:30 Celestial Dessert Finale / Student Union

- Photo of delectable dessert table
- Random shots of the finale

SAMPLE: Follow-up Thank you Letter

SUNY GCC
Genesee Community College

Batavia Campus

One College Road
Batavia, NY 14020-9704
Phone: (585) 343-0055
www.genesee.edu

[Attendee/Business Name]
[Address]
[City, State, Zip]

Dear [_____]:

Thank you for [attending, supporting, volunteering] at [name of event] on [date]. This year's event was a huge success! Thanks to your generosity, the event raised $xxxx.xx towards [scholarships, support xxx club, travel to xxxxx, etc.].

It was a wonderful celebration and a true testament to the compassionate spirit of the community. It was great to have the opportunity to see so many community members in the same room, enjoying themselves.

On behalf of Genesee Community College, thank you for helping to make [name of event] a success. Your continued support to Genesee Community College is making a difference and creating educational opportunities for many.

Sincerely,

Jane Doe
Chairperson

SAMPLE: Tool Box Supply List

Event

- € Extra Blank Name Tags
- € Extra Blank Seating Cards
- € Door Stop
- € Table Stand
- € Wireless Remote

Office

- € Binder Clips
- € Blank Paper
- € Correction Tape
- € Glue Sticks
- € Paper Clips
- € Pens
- € Post-its
- € Rubber Bands
- € Scissors
- € Sharpie/ Markers
- € Staple Remover
- € Stapler
- € Thumb Tacks

Repairs

- € Double-sided Tape
- € Goo Gone
- € Lint Roller
- € Rubber Pads
- € Safety Pins
- € Velcro Strips
- € WD-40

Miscellaneous Items

- € Advil/ Tylenol
- € Band-Aids
- € Batteries
- € Comb
- € Lighter
- € Listerine Strips
- € Neosporin
- € Wine Key
- € Fishing Line/ Wire

SAMPLE: Event Evaluation Form

This form highlights some of the information event organizers need to know to assess the success of an event. It is best to have as many committee members, volunteers and participants complete the evaluation form and in as timely a fashion as possible. Having an evaluation form ready for distribution at the event with an organized system of collecting them at the end of an event is advantageous.

These are among some of the generic questions to consider.

Event Name: _____

Event Date(s): _____

Organizations/Departments involved: _____

_____

Please circle the appropriate answer and include additional comments:

1. Was the event timely and well organized:

0	1	2	3	4	5
↑	↑	↑	↑	↑	↑
Very Poorly Organized	Did Not Meet My Expectations	Needed Some Improvements	Met Most Expectations	Exceeded My Expectations	Simply Awesome

_____

_____

2. Did you enjoy the program and presentation?

0	1	2	3	4	5
↑	↑	↑	↑	↑	↑
Very Disappointed	Did Not Meet My Expectations	Needed Some Improvements	Met Most Expectations	Exceeded My Expectations	Simply Awesome

_____

_____

3. Was the topic relevant and interesting?

0	1	2	3	4	5
↑	↑	↑	↑	↑	↑
Very Disappointed	Did Not Meet My Expectations	Needed Some Improvements	Met Most Expectations	Exceeded My Expectations	Simply Awesome

_____

_____

4. Would you come again? ❒ **Yes** ❒ **No - Why not?**

_____

_____

Through the Wolcott J. Humphrey III Symposium, Genesee Community College recognizes the outstanding leadership and community contributions of the late Jay Humphrey, and continues his legacy of inspiring leadership initiatives and developing our vibrant community.

Past Keynote Speakers

2003- Jim Boeheim, Syracuse University Basketball Coach
2004- Thomas Golisano, Paychex CEO
2006- Donna Fernandes, CEO and President of Buffalo Zoo
2007- William Hudnut III, former U.S. Representative
2008- Paul S. Speranza, Chairman of the Board of Directors of the U.S. Chamber of Commerce
2009- Fred Grandy, television star, radio personality, former CEO and U.S. Congressman

2013 Symposium Steering Committee:

Lori Stupp (Chair)	Patty Hume
John Barrett	Bev Mancuso
Richard Ensman	Peggy Marone
Lynn Freeman	Jane Scott
Jay Gsell	Barbara Shine
Eve Hens	Gina Weaver

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Wolcott J. Humphrey III Symposium on Leadership and Community Life

"Building the Ice Cream Empire"

Get the Scoop on Building a Successful Venture



Jerry Greenfield

Co-founder of Ben & Jerry's Homemade, Inc.

Wednesday, September 25, 2013

5:00 p.m. Keynote Address
Stuart Steiner Theater

6:15 p.m. Ice Cream Reception
Theatre Lobby

SUNY GCC
Genesee Community College

SAMPLE: Event Program / Humphrey Symposium - front and back side



Remembering Jay 1951-2001

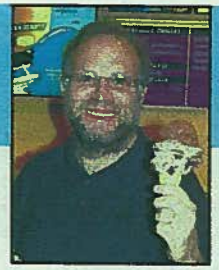
Wolcott J. (Jay) Humphrey III

Wolcott J. (Jay) Humphrey III was a man of vision. Throughout his career and life, he challenged others to question the status quo and to think about new possibilities. Jay inspired others to develop new initiatives and reach for extraordinary levels of success.

Jay Humphrey fully immersed himself in the life of the Genesee-Livingston-Orleans-Wyoming community. President of Pavilion State Bank since 1981, Jay was also an officer of Pavilion's parent corporation, Financial Institutions, Inc. and he served on numerous charitable and business boards. Among them: the boards of Iroquois Trail Council of the Boy Scouts of America, Genesee/LeRoy and also Rochester United Way, Genesee County Business Education Alliance, Genesee County Chamber of Commerce, and the New York State Banker's Association. Jay took special pride in his service as a member of the Board of Directors of the Genesee Community College Foundation. Later he became a member of the Board of Trustees of the College. At the time of his death in 2001, Jay was serving as the elected Chair of Genesee Community College's Board of Trustees.

Jay was quick to offer his time and talent to virtually any organization or cause. He was frequently called upon to serve on ad hoc task forces, and provide informal guidance and advice to community leaders. And he always responded with characteristic energy, generosity and inspiration. He took an active interest in the careers of his employees and was never too busy to talk with youngsters who walked into his bank selling cookies or candy. The passion and commitment he shared throughout his professional career was woven equally into his personal life as he provided for his wife, Mary, and their two children, Wolcott and Jaime Humphrey-Carli.

Throughout all of his endeavors, Jay demonstrated leadership. He approached problems as opportunities. He never shied away from asking hard questions, or presenting creative solutions—no matter how unusual. And through his energy and tenacity, he inspired his friends, colleagues, and family members to set goals high and remain steadfast in achieving them.



Jerry Greenfield

It all started in junior high in Merrick, Long Island when Jerry Greenfield met Ben Cohen. They discovered in gym class they shared a disdain for running but a love of food--thus forging a bond of friendship that would one day lead to a multimillion dollar company. After high school, Jerry went off to Oberlin College to study pre-med. He dabbled in the ice cream industry as a scooper in the college cafeteria and reunited with Ben after graduation when the two shared a Manhattan apartment. Tired of his job as a lab technician, Jerry worked with Ben to pursue a dream they'd had of running a food business together. They took a $5 correspondence course in ice cream making and with their life savings, opened the first Ben & Jerry's Homemade ice cream parlor in a converted Burlington, Vermont gas station.

They used only fresh Vermont cream and milk, the best and biggest chunks of nuts, fruit, and other add-ins. As product lines grew, Ben and Jerry retained their vision for a business that would share its rewards with employees and the community. Growth brought new responsibilities for Jerry and he handled everything from distribution to employee motivation. Two years after they opened the first scoop shop, Ben & Jerry's began making pints to sell to local grocers. In 1983, they opened a franchise in Maine. By 1987, sales were at $32 million and a year later, President Reagan named them U.S. Small Business Persons of the Year. They had shops in 18 states.

Success did not alter Ben & Jerry's fundamental operating principles and three-part mission focused on making the best possible product, being economically sustainable, and contributing to the community. Each year, Ben & Jerry's and its employees contribute a minimum of $1.1 million through corporate philanthropy that supports the founding values of the company: economic and social justice, environmental restoration, peace through understanding, and to support communities in which they do business. In 1985, they created the Ben & Jerry's Foundation, which Greenfield remains as president.

In 2000, Ben & Jerry's became a wholly-owned autonomous subsidiary of the Netherlands-based Unilever, which paid $326 million to purchase the ice cream giant. In the deal, Ben & Jerry's held fast to operating independently and maintaining its social mission. It became the first wholly-owned subisidiary to gain B Corp Certification, a new type of corporate commitment that uses the power of business to solve social and environmental problems. This builds on Ben & Jerry's belief in linked prosperity—that all stakeholders connected to the business should prosper as it prospers, from those who produce the ingredients, to employees who make the product, to the communities in which the company operates.

AREA EVENT CALENDARS
SUBMISSION/CONTACT INFORMATION

Genesee County

City of Batavia e
Email info to Lisa Casey, lcasey@BataviaNewYork.com
(585.345.6333 / fax 585.343.8182)

Genesee County COC e
Email info to Melissa George, chamber@geneseeny.com
Complete the forms

Gillam Grant Community Center e
Email info to gillamgrant@bbschools.org

Go-ART! Cultural Calendar of Events
Visit http://www.goart.org
You need to be a subscriber

The Daily News Online
Visit
http://www.thedailynewsonline.com/section/bdn08?site=bat&tpl=eventsearch&w=4&r=20&rl=Batavia&wd_site=BDN
Click on "Click here to submit an event" in the lower left corner, input information.

The Drummer Pennysaver e
All submissions are due on Wednesday, prior to publication.
Include all information in the body of the email.
Email info to: classified@batavianews.com
Questions? Call 343-8068

The Batavian
Visit http://thebatavian.com
To post events, there is a secure login/password required.
Username: marcom_147757
Email: marcom@genesee.edu
Password: marcom6616
Input information as requested.

LeRoy Pennysaver and News e
Email info to: calendar@leroyny.com

GVPS Local Events Section
Visit http://www.gvpennysaver.com/calendar/
To post events, there is a secure login/password required.
Username: GCC
Email: marcom@genesee.edu
Password: marcom6616
Click on Post My Event, input information, Click on Create Event.

Spectrum News
Visit www.twcnews.com/nys/rochester/submit-event.html
Input information.
Click on submit.
Use email: marcom@genesee.edu if no other contact info given.

Livingston County

Livingston County COC e
Email info to Laura Lane, llane@livingstoncountychamber.com

The Livingston County News e
Email info to news@livingstonnews.com

Honeoye Falls-Lima-Mendon, NY Community Calendar
Visit http://hflmcalendar.com/
Click on Add Event, input information as requested.

Genesee Country Express
Visit http://dansvilleonline.eviesays.com
To post events, there is a secure login/password required.
Email: marcom@genesee.edu
Password: marcom6616
Click on contact us, click on Add Event at the bottom right of the page.
Login. Input information. Click on submit events.

Orleans County

Orleans County COC e
Email info to Samantha Roskowski, sroskowski@orleanschamber.com

Lake Country Pennysaver e
Email info to Brad London, brad@lakecountrypennysaver.com

OrleansHub.com e
Note: There is a $20 per week charge for posting on their event calendar.
Email info to: info@orleanshub.com

One Stop Medina
Visit www.onestopmedina.com/index.html , Click on Submit Your Event, input Event Information
Click on Next

Wyoming County

Wyoming County COC e
For Tourism website, email info to: Eric (Tourism Director) at Eric@gowyomingcountyny.com
For COC website: To post events, there is a secure login/password required.
Visit https://www.wycochamber.org/ - Click on Membership – Click on Member Log in
Username: 3615
Email: marcom@genesee.edu
Password: 0055
Click on Submit an Event and input information as requested. Click on Submit Event.
Contact: Kelly Ashcraft - mailto:kelly@wycochamber.org

Wyoming County News e
Email info to Cheryl Ketchum, cketchum@wyomingco.net
By the 28th of the month BEFORE the published newsletter

Mt. Morris, NY
Visit www.mtmorrisny.com , Click on Events, input Event Submission Information,
Click on Submit

Perry Main Street Association (PMSA) e
Email info to events@iloveperryny.com

Wyoming County (cont.)

Arts Council for Wyoming County Events Calendar e
Email info to news@artswyco.org

WCJW Community Calendar e
Email info to cc@wcjw.com
Contact: Jimmy Jamm – alum '88

Rochester Area

Spectrum News
Visit www.twcnews.com/nys/rochester/submit-event.html
Input information.
Click on submit.
Use email: marcom@genesee.edu if no other contact info given

RochesterHomepage.Biz (WROC-Channel 8)
Visit: www.rochesterhomepage.biz/events.amp
To post events, there is a secure login/password required
Username: GCC Marcom
Login Email: marcom@genesee.edu
Password: marcom6616
Click on add an event
Click on the date of the event, input information as requested
Click on save changes

Westside News e
Email info to production@westsidenewsny.com

Visit Rochester.com's Calendar of Events
Visit www.visitrochester.com/events/add/
Input information. Click on submit event.

Democrat and Chronicle
Visit http://events.democratandchronicle.com/dc/
Click on submit an event, input information. Click on submit.

City Newspaper e
Visit http://www.rochestercitynewspaper.com/events/
or email: calendar@rochester-citynews.com
Click on Submit new event. Input information as requested. Click on Submit Event.

FreeTime Magazine e
Email info to freetime@frontiernet.net

The Minority Reporter e
Email info to: events@minorityreporter.net

Buffalo Area

ArtVoice's Buffalo Events Calendar e
Email info to calendar@artvoice.com by 5 pm Friday for upcoming week

Best of WNY.com e
Email info to webmaster@lkpro.com

BuffaloNews.com
Visit: http://thingstodo.buffalonews.com/events/manage/event.php
Input requested information. Click on Submit Event.
(Note: To post events you may need to be a subscriber and there is a secure login/password required.)

Buffalo Area (cont.)

The Buffalo News – Around the Town (Print Edition) e
Email to: citydesk@buffnews.com

Buffalo Spree e
Visit: http://www.buffalospree.com/Buffalo-Spree/Events/Calendar/
You need to create an account to log in
Click Submit an event. Log in.
Name: GCC Marcom
Username: marcom@genesee.edu
Password: marcom6616
Input requested information. Click on Save Event.
Email to: elicata@buffalospree.com
Requests 45 day notice

Observer Today – Virtual Newsroom
Visit www.ObserverToday.com
Click on Living Tab
Click on Submit lifestyles
Click on News Releases
Input information as requested. Click on Send my Submission.
Didn't print in newspaper? Contact John D'Agostino at 716-366-3000

The Public / dailypublic.com e
Email info to events@dailypublic.com

Western New York Events Listing
Visit http://www.exploreny.net/calendar
Click on Submit Event.
Input information as requested. Click on Submit.

Other Areas

East Aurora Advertiser
Visit http://www.eastaurorany.com/calendar/
Click on Click here to submit an event. Input information as requested, click on Submit Event.

Explore New York (Forge Ahead Promotions Inc.) e
Email info to: pforge@verizon.net
Pamela Forge (716) 934-3775

NY.Gov Events Calendar e
Email info to: MSCWebTeam@ogs.ny.gov
Melanie Hartgraves-Galinski (Melanie.Galinski@ogs.ny.gov)

Upstate Gardeners Journal e
Email info to: deb@upstategardenersjournal.com
Deb Eckerson - 2nd email - ugjdeb@gmail.com

New York Events Calendar e
Email info to: Robin Fitzgerald, robin.fitzgerald@exec.ny.gov
Courtney Ubiles, courtney.ubiles@its.ny.gov
Megan Dority, megan.dority@its.ny.gov
Upstate Gardeners Journal
Email info to: Jane Milliman, jane@upstategardenersjournal.com
Maria Walczak, maria@upstategardenersjournal.com

**** e denotes that you are able to send your event in a group email****

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NCMPR - National Council for Marketing & Public Relations

DISTRICT 1: 2018 Medallion of Excellence Submission

CATEGORY 34: Special Event or Fundraising Campaign

ENTRY: 50th Anniversary Celebration Campaign

Few institutions have the opportunity to celebrate a 50th Anniversary alongside the opening two new facilities that represent not only the largest capital project in its history, but also the largest open public building in the four-county region. Genesee Community College's multi-faceted, 18-month-long 50th Anniversary Celebration Campaign employed essentially every marketing tactic and tool available in the Marketing Communication Office toolbox to successfully recognize this milestone event, while reinforcing the College's 'Beyond Expectations' brand.

Submission by:
Genesee Community College
One College Road
Batavia, NY 14020
585.343.0055
866.CALL.GCC
www.genesee.edu

Contact: Associate Director of Marketing Communications, Donna Rae Sutherland
dsutherland@genesee.edu or 585.343.0055 x6616

The 50th Anniversary Celebration at Genesee Community College (GCC) was an 18 month-long, multi-media campaign comprised of a new logo, website, billboards and banners, celebratory messaging, digital, broadcast and print advertising, a history book, and a crescendo of EIGHT special events and opportunities. Among these events were the 50th commencement ceremony; the encapsulation of a Time Capsule; the new Serving Beyond Expectations Employee Recognition Ceremony, a Dedication Ceremony and Open House of the new facilities and three "legacy events" that adopted the Anniversary theme, ***"Our True-Blue Past-Your Golden Future."***

The entire 50th Anniversary Campaign was a campus and community-wide celebration honoring the College's unique history of GCC being one of several colleges nationwide founded by a grass roots citizen committee that successfully won a public referendum in support of establishing a junior college in the mid-1960s. Fifty years later, their work and dedication lives with seven campus locations in four counties, robust online opportunities, and now under the new roofs of the Student Success Center and the Richard C. Call Arena.

PROJECT OBJECTIVES:

The primary objectives of the anniversary campaign were to:

1. Recognize and celebrate GCC's 50 years of academic success and growth
2. Integrate the anniversary theme into new events while expanding existing traditions
3. Perpetuate and reinforce the College's "Beyond Expectations" brand

STRATEGIES AND TACTICS:

Any campaign of this enormity requires a multi-faceted approach. The overall campaign strategy was to tell as many of GCC's success stories as possible to as much of the world as possible.

To accomplish this, the following tactics were utilized:

1. ANNIVERSARY LOGO
2. PRINT, TV & RADIO ADVERTISEMENTS
3. PRESS RELEASES
4. DEDICATED ANNIVERSARY WEBSITE
5. WEBSITE HOMEPAGE BANNERS
6. SOCIAL MEDIA
7. DOWNTOWN BATAVIA & CAMPUS BANNERS
8. BILLBOARDS
9. VIDEO: THE HUMAN 50
10. ANNUAL REPORT
11. ***SPECIAL EVENT*** - TIME CAPSULE COLLECTION & ENCAPSULATION EVENT
12. ***SPECIAL EVENT*** – LALLAPALOOZA GOLD GALA CONCERT
13. ***SPECIAL EVENT*** – 50th ANNIVERSARY CONVOCATION
14. ***SPECIAL EVENT*** – DEDICATION CEREMONY FOR TWO NEW FACILITIES
15. ***LEGACY EVENT*** – 37th ANNUAL FASHION SHOW
16. ***LEGACY EVENT*** - THEATRE PRODUCTION
17. ***LEGACY EVENT*** - COMMENCEMENT
18. ***NEW EVENT*** – "SERVING BEYOND EXPECTATIONS" CEREMONY
19. Campus History Series Book "Genesee Community College-The First 50 Years"
20. CAMPAIGN ITEMS "SPECIAL SWAG"

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CAMPAIGN RESULTS/ OUTCOMES:

The Anniversary Campaign succeeded in bringing over 8,600 visitors to the various events on campus.

1. GSO Gold Gala Concert	500
2. Convocation	400
3. Commencement	2,000
4. Homecoming Weekend	1,500
5. Founder's Day	300
6. Theatre Shows	1,200
7. Annual Fashion Show	2,450 *includes online viewers*
8. Dedication Ceremony	300
Estimated Total Visitors	**8,650**

The campaign efforts ALSO drove over 5,500 visits to the Anniversary website.

CAMPAIGN COMPONENTS

#1 - CAMPAIGN LOGO:

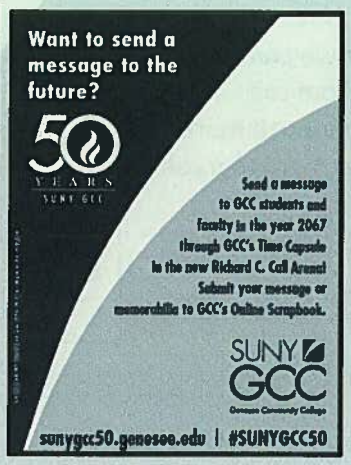


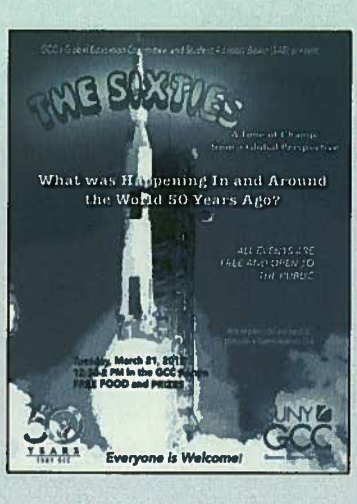
The new Anniversary logo was designed through the collaborative efforts of the 19-member Anniversary Planning Committee which was comprised of a cross-representation from the overall campus community including the Board of Trustees. It reflected GCC's rich 50-year history full of strong tradition including the College's long held blue and gold colors, while simultaneously focusing on the exciting future featuring two new facilities. The logo was featured on all marketing pieces, advertisements, invitations, staff and faculty email signatures, and much more.

#2 - PRINT ADVERTISEMENTS:

While dozens of print ads promoted specific Anniversary events, the special anniversary logo was featured in hundreds of ads and flyers throughout the 18-month campaign providing brand/ event awareness.

















#3 - PRESS RELEASES: http://news.genesee.edu/

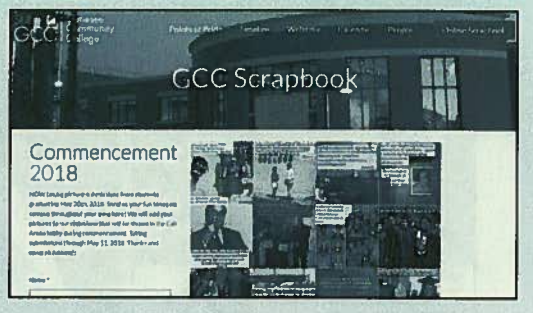
In total, 11 different 50th Anniversary press releases were distributed (seven of which were released between July 2017-June 2018) to more than 87 media outlets in GCC's four-county service area (Genesee, Livingston, Orleans and Wyoming counties), plus 125 media outlets in the greater metro areas of Buffalo and Rochester. From these releases, GCC anniversary news was mentioned at least 23 times in local papers, six times through online news, and a minimum of five times in local radio.

#4 – DEDICATED ANNIVERSARY WEBSITE: http://sunygcc50.genesee.edu/

An entirely new website was built to document the College's first 50 years to share stories of success and welcome the community to participate in the 18-month celebration!

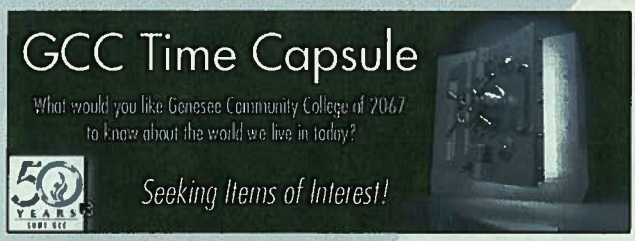


The site features 50 Points of Pride; a complete photographic timeline of the College's history; a calendar of the celebration events; a digital scrapbook that welcomed contributions from the community; and much more. Nearly two dozen photographs were submitted.



#5 - WEBSITE HOMEPAGE BANNERS:

To drive online traffic to the anniversary website, a series of banner advertisements were developed and displayed on the College's rotating homepage. The banners resulted in nearly 500 click-through visitors.



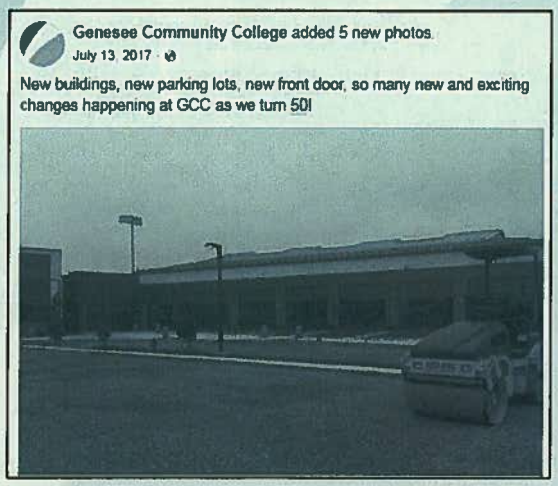


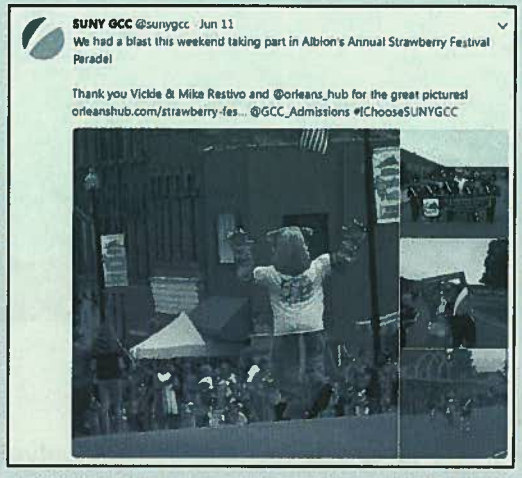




#6 - SOCIAL MEDIA: **#sunygcc50**

With the established hashtag #sunygcc50, GCC's Twitter, Facebook, Instagram and even YouTube accounts were bursting with anniversary celebrations. From posts promoting anniversary events to capital project updates, throw-back photos, and images from events as they happened, GCC's social media channels reached close to 10,000 users.





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#7 – DOWNTOWN BATAVIA AND CAMPUS BANNERS:

Batavia, New York is the "big city" in GCC's four-county, seven-campus locations service area. Part of the Anniversary Campaign was series of 25 different 24" x 36" banners that were proudly displayed for two full summer seasons throughout downtown Batavia. These banners featured current students as well as alumni and helped to promote the "Cougar Crawl" and Homecoming celebrations. Between the months of June through October 2016 and 2017, the variety of banner designs, many depicting GCC's many flagship academic programs promoted GCC's 50th Anniversary using new graphics, photographs and the anniversary logo.



 # 8 - BILLBOARDS:

The Anniversary campaign included billboard advertisements placed throughout the College's four-county, 2,400 square mile region with particular focus in GCC's rural communities. The billboard design creatively junxapositioned an historical black and white photo retrieved from the College's archives, alongside a contemporary image that showed similar activity or content with the College's Anniversary logo between. In total, 14 billboards were designed and displayed resulting in an estimated 65,000 daily

drive-by impressions in a 32-week time period over two summers in 14 locations. Throughout each summer, the College received a wide variety of very positive anecdotal responses.

Single-panel Billboards:

















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Double-panel/ Side by Side Billboards:





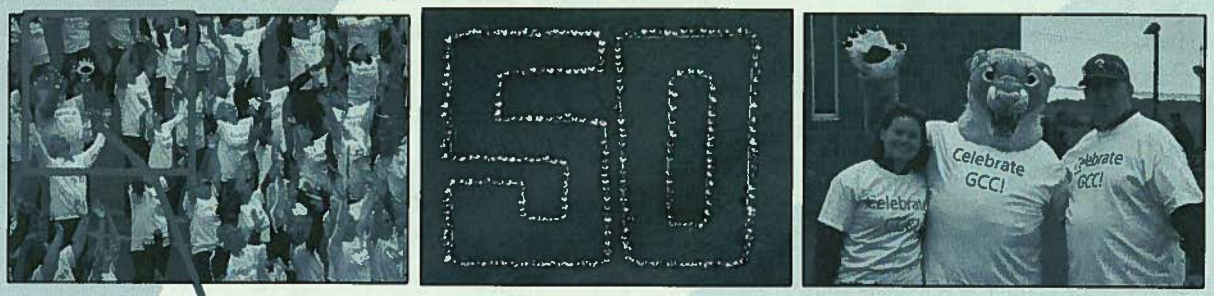


 # 9 - VIDEO: THE HUMAN 50: https://www.youtube.com/watch?time_continue=8&v=FlpttK7AkZE

Over 250 students, staff and faculty gathered on a cold gray day on the east campus lawn to form the Human 50 to celebrate and acknowledge the upcoming Anniversary events.

The event was orchestrated/ coordinated collaboratively by the College's Marketing Communications, Buildings & Grounds, Student Activities and the Office of the President and used the latest drone photography to capture this milestone event.

It has now been viewed online over 3,200 times and has had a reach of over 5,600 users.



President Sunser stands with GCC's Cougar Mascot

#10 - ANNUAL REPORT:
https://www.genesee.edu/content/about/administration/GCC_AnnualReport_2015-2016.pdf

The 2015-2016 Annual Report, themed "*50 Points of Pride*" highlighted the top 50 reasons to celebrate GCC and its accomplishments.

From the Fashion Show to the record number of international students to GCC's first ever Cougar Classic Scholarship Scramble Golf Tournament, the Annual Report was a reflection of the beginning the celebration campaign.

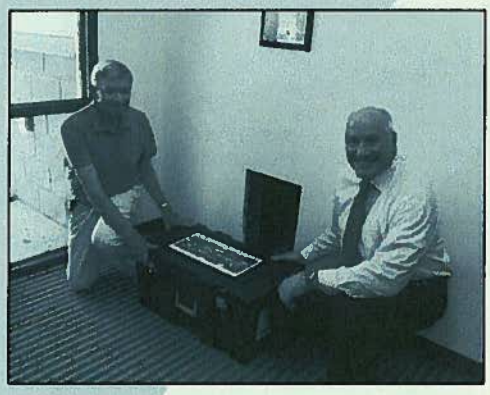


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Genesee Community College

#11 – SPECIAL EVENT TIME CAPSULE COLLECTION AND ENCAPSULATION: The Time Capsule was perhaps the Anniversary Committee's most dynamic new program celebrating the combination of the College's Anniversary and the completion of its largest capital project ever – the opening of the new Richard C. Call Arena and the new Student Success Center.



The contents of the Time Capsule were displayed in the new athletic trophy case of the Richard C. Call Arena during the 50th Commencement Ceremony.



For nearly a year during the Anniversary, the College's Marketing Communications Department actively solicited contributions from across the community for the Time Capsule resulting in more than 200 items which were inventoried then displayed in a prominent trophy case during the 50th Anniversary Commencement Ceremony. The fun and eclectic collection is now safely stored away in a special trunk concealed inside the wall of the Richard C. Call Arena. It includes a letter from the 50th Anniversary Committee to the Class of 2068.

(Above) GCC President (right) and Alumna Don Conway '79 prepare to stow the Time Capsule trunk in the special cavity in the Richard C. Call Arena. Afterward, the cavity was sealed and appropriately marked. Conway contributed his personal NASA memorabilia from his work on the CHANDRA team from 1987-1997. Below(right) is the Time Capsule trunk cover artwork and photo collage.





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#12 – SPECIAL EVENT – LALLAPALOOZA GOLD GALA CONCERT:

Gold Gala
Genesee Symphony Orchestra

The campaign's most spectacular event, planned to be part of the College's traditional Fall Fest was undoubtedly, "The Gold Gala." It was the first musical concert ever held in the new Richard C. Call Arena and featured GCC's orchestra-in-residence, the Genesee Symphony Orchestra. Led by Conductor and Music Director S. Shade Zajac, the GSO presented a variety of musical selections especially arranged for this one-time event. Music by Gershwin, Stravinski, Barber, John Adams and Saint-Saens were among the composers featured under the 50th Anniversary theme, "Our True-Blue Past – Your Golden Future."

The special, "Gold Gala" logo was created to be used in ads, the event invitation, flyers (see "Print Advertisement on page 3) and social media posts about the program.






#13 - SPECIAL EVENT – 50th ANNIVERSARY CONVOCATION:

In September 2017, afternoon classes were cancelled to allow more than 800 current staff and faculty to join students, community members and many other honored guests in a solemn ceremony recognizing GCC's 50th Anniversary as well as its promising future.



Genesee County Court Judge, the Honorable Charles Zambito, whose now deceased father was one of the founding College trustees, (The Anthony B. Zambito Gymnasium is also his namesake) gave the keynote address. The Convocation helped kickoff the Anniversary website which featured the "GCC Timeline: 50 Years" digital display.



President James M. Sunser, Ed.D. highlights GCC's history at the Convocation ceremony.

#14 - SPECIAL EVENT – DEDICATION CEREMONY FOR TWO NEW FACILITIES

The dedication of the Richard C. Call Arena and the Student Success Center Open House was an important event that not only helped conclude the College's 50th Anniversary, but more critically, it successfully recognized and honored the leading donors and supporters of the capital campaign, which raised $5.2 million. With the lead donors being major agricultural producers in the region, the overall theme of the building and the dedication ceremony embraced a harvest theme. The dedication event moved many of the participants to tears of appreciation and joy.



The family of Richard C. Call at the Dedication Ceremony









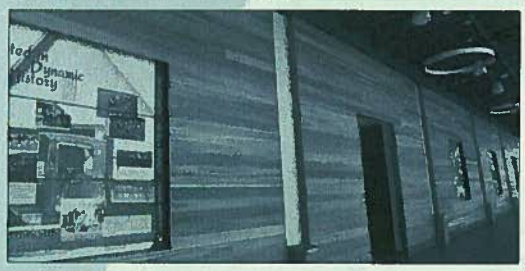
RICHARD C. CALL ARENA AGRICULTURAL DISPLAY PANELS

Throughout his life, Richard C. Call maintained a deep commitment to the well-being of the community and supported many charitable organizations including Genesee Community College. He served as a member of the Board of Directors of the Genesee Community College Foundation from 2001 through 2014 and contributed greatly to the College's success. He was an early advocate and rallied the support of his friends and peers in the agribusiness community for the creation of a multi-purpose event center that would benefit students, the wider community and the regional economy. Mr. Call encouraged other agricultural leaders across the region to support the concept of a new public space at GCC, which was affectionately known as "the Arena Ag Built." Sadly, Mr. Call died before the arena was completed. The Richard C. Call Arena – bears the name of a man who left his own historic legacy in the community he loved.

To suitably honor Mr. Call, the Marketing Communications Office was charged with creating a series of four large (9' x 12') display panels to illustrate the critical role, history and economic impact that agriculture has played in the Genesee, Livingston, Wyoming and Orleans County region for two centuries. The majority of images and the content of the message were sourced from local historical societies, churches, schools and especially from the photo albums of local farming families. The Marketing Communications Office even asked a local freelance writer who is the daughter of a major agricultural producer in the region to compose the content. Once completed, the panels which adorn the Arcade walkway of the new Arena, became the talk of the town for several months, and were well received by the Call Family and the many guests who attended the Dedication Ceremony on September 7, 2017.







To view each of the four Agricultural panels close up, please click on the following links:
http://marketing.genesee.edu/images/Rooted in Dynamic History_AgPanel 1.jpg
http://marketing.genesee.edu/images /Tops in Crops_AgPanel 2.jpg
http://marketing.genesee.edu/images/Feedingt the World_AgPanel 3.jpg
http://marketing.genesee.edu/images /Beyond the Barn_AgPanel 4.jpg

#15 - LEGACY EVENT: 37TH ANNUAL FASHION SHOW – ENHANCED BY ANNIVERSARY CELEBRATION:
The Anniversary celebration elevated GCC's long-running legacy events as well. In April 2018, GCC hosted the annual 37th Fashion Show under the bright lights of the new Richard C. Call Arena field house for the first time – making the College's biggest fashion show ever!





SUNY GCC
Genesee Community College

#16 - THEATRE PRODUCTION: 50th ANNIVERSARY CELEBRATION OF THEATRE:

The Forum Players, GCC's theater performance group, recognized the anniversary with a special celebratory production paying tribute to 50 years of GCC theatre through spectacular songs, dances and dramatic highlights from multitudes of productions including *Peter Pan, Chicago, Clue* and many more.





The production featured 24 students and two alumni performing 27 numbers in four separate shows to full, standing room only audiences.

#17 LEGACY EVENT - 50th ANNUAL COMMENCEMENT CEREMONY:



GCC's 2018 Commencement Ceremony marked the College's 50th graduating class in a big way. It was not only the first commencement ceremony held in the new Richard C. Call Arena, but GCC welcomed Dr. Kristina Johnson, the new State University of New York Chancellor as the keynote speaker.

The venue and speaker symbolized GCC's celebration of past accomplishments and plans for the future utilizing the new Student Success Center.



Exemplifying the College's focus on student success, the 50th Anniversary ceremony included the inaugural class of 11 Science, Technology, Engineering, and Math (STEM) Program students who started at GCC in sixth grade and continued to earn an associate degree at GCC while completing high school.



SUNY Chancellor, Dr. Kristina Johnson (left) congratulates Lauren E. Stumpf who surprised her family and the entire arena when she left her wheelchair, which she has been in most of her life, to walk across the stage and receive her degree.

SUNY GCC
Genesee Community College

#18 - "SERVING BEYOND EXPECTATIONS" CEREMONY – FEATURING THE NEW COUGAR AWARDS:
The Anniversary campaign presented a special opportunity for the Marketing Communications department to work with the President's Office and the Human Resources department to introduce and establish a new tradition – the "GCC Employees Serving Beyond Expectations" ceremony.

SUNY GCC Employees
SERVING BEYOND EXPECTATIONS!

Held the week of Commencement, the inaugural event kicked off a new annual tradition bringing together several different employee recognition efforts into one at the end of the academic year. 'Serving Beyond Expectations" not only reinforces the College's brand, but it specifically celebrates:

- The SUNY Chancellor's Awards for Excellence
- The Longevity Awards celebrating milestones of service
- The newly introduced "Cougar Awards" established by the College's President.



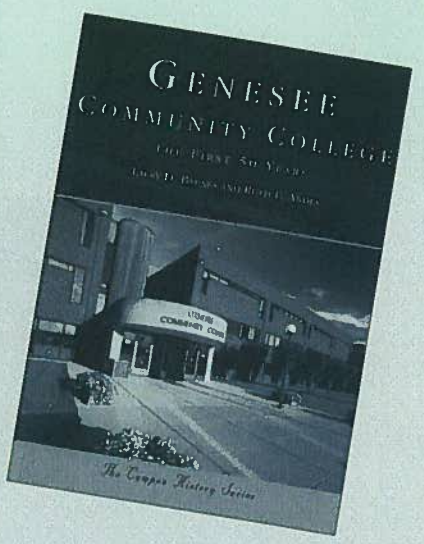
GCC's 2018 SUNY Chancellor's Award Winners

The Marketing Communications department helped to name the event, create the associated logo (seen above), program, PowerPoint presentations and the awards themselves.

#19 - HISTORY BOOK – *"GENESEE COMMUNITY COLLEGE THE FIRST 50 YEARS"*



For perpetuity and as a special complement to the 50th Anniversary Celebration, the unique history of Genesee Community College was researched and documented by two retired GCC faculty members, Larry D. Barnes and Dr. Ruth E. Andes. Working as volunteers, their efforts were accompanied by the Marketing Communications Office which helped research photography and edit the final document which consists of 128 pages and more than 200 black and white photographs. The book was then printed by Arcadia Publishing and is available for sale at many area bookstores, including the College's Bookstore.



SUNY GCC
Genesee Community College

#20 - CAMPAIGN ITEMS "SPECIAL SWAG":
For GCC's Anniversary, the Marketing Communications department carefully introduced imprinted items that would serve the widest audiences possible including drink cups, pens, post-it note cubes, specialty bags, T-shirts, cell phone pockets and more!



College apparel was made available with an embroidered anniversary logo and GCC's official tartan plaid was used by the College's Fashion students to make special vests and kilts.



Special "Thank you" notecards and envelopes were created to show GCC's appreciation to our various sponsors, campaign members, volunteers and dedicated community members.







State Legislator Stephen Hawley dons a pair of GCC Anniversary socks.

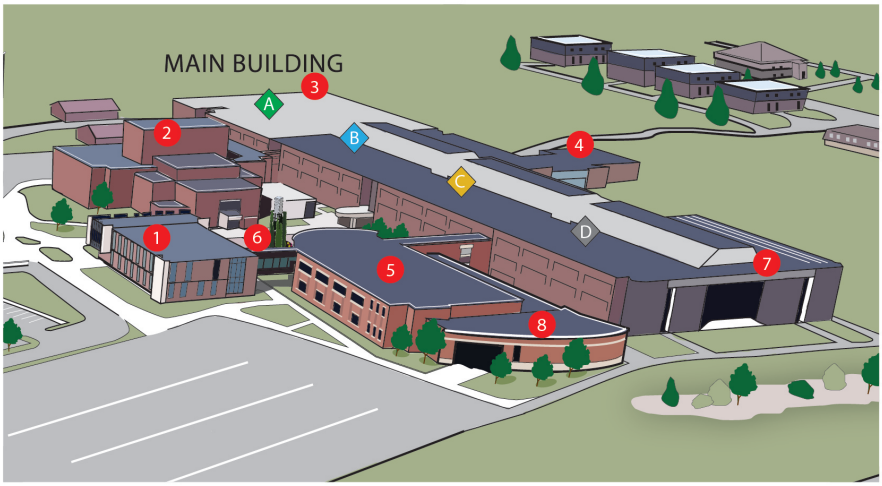






Noted dignities wearing their GCC tartan ties.





- Building A
- Building B
- Building C
- Building D
- Blue Lights (For Emergency Assistance)

1. Student Success Center (Building G)
2. Genesee Center for the Arts (Building E)
   - Stuart Steiner Theatre
   - Rosalie Steiner Art Gallery
   - Ceramic, Drawing, Dance Studios
   - MAC and CADD Labs
3. Anthony T. Zambito Gymnasium / Pool
4. Wolcott J. Humphrey III Student Union (Building S)
5. Conable Technology Building / The BEST Center (Building T)
6. Academic Quad
7. Alfred C. O'Connell Library
8. Lecture Hall - T102