

November 4, 2009

To: Kenai Peninsula College Council
RE: Department Update

From: Suzie Kendrick
KPC Advancement

- **KTBY Fox 4 advertising:** We are re-running the 30-second commercial we produced last year with an updated “splash” page through the month of November. The commercial will run AT LEAST 148 times. We did shoot new footage in early September that will become the “other season” version of the original. We will run the new commercial as part of our summer/fall ad campaign. The new commercial was shot in HD format and is still in production.
- **2010 spring course schedule:** The spring schedule is at the printer set for delivery next week. One thousand copies will be printed and will be distributed at the Kenai River Campus. A pdf has been posted at the KPC Web site.
- **2010 spring course list for bulk mail:** The advancement office will again prepare a fold-out brochure for mass mailing to approximately 17,000 households.
- **KPC Connection:** The second edition of the KPC Connection, a collaborative effort by KRC English and journalism professors and their students, the advancement and director’s offices, faculty and staff writers and the Peninsula Clarion, was published on Nov. 2. The next edition is currently in production and will be published Nov. 30.
- **KPC annual report:** The report is in production with layout coming close to complete. As the college’s student, faculty and staff accomplishments, note worthy facilities projects, various awards, and general growth and expansion of services have added up over the last year, so has the size of the annual report. The current document will have 24 pages, up from 16 last year. It was decided that future reports will cover KPC’s fiscal year, rather than calendar years as was done in the past. This report will cover the time period from Jan. 1, 2008 through June 30, 2009. The will be distributed to the Council when it is available. It will also be posted on the Web site.
- **Web site update:** Four KPC staff members attended Ektron CMS400.net training this month in San Francisco, California to learn the finer points of our new content management system that will be implemented with the KPC Web site re-design. The development team will meet next week to de-brief those who attended training. The initial planning regarding timeline and implementation will be refined based on what team members learned in training. The group will report the new recommendations to administration as soon as they are available.
- **Momentum Campaign related:** A modest appreciation event recognizing staff and faculty who supported the’09 campaign will be held from 3:30- 4: 45, Friday, Nov. 6 in the River View commons. Light refreshments will be served and entertainment will be provided by local jazz guitarist, J.D. Uponen. The announcement regarding the modification of this year’s Momentum Campaign to include the entire academic year has gone out. Four donations have been received to date for the 2010 campaign.