



Prepared for Harper College Board of Trustees
June 2017



- **Honor** our rich past
- **Affirm** our mission and impact
- **Aspire** to a brighter future

- Engage partners, students, staff, faculty, alumni, and community
- Increase public awareness
- Strengthen brand identity

Milestones

Soft Launch: (graduation day)

- Graduation
- Branding
- 50th Web Live & Toolkit
- Social Media Takeover

- Phase 2: Marketing Committee Activities/Tasks Complete
- Campus Signage
- Timeline Complete

- September 13, 1967
FIRST DAY OF CLASSES

- Student Hullabaloo
- Gala

Daily Herald –
Special Section

- 50th Themed All Campus Meeting
- Student Welcome Week

Close: Graduation
Concluding
Celebration

2017
May

2017
July

2017
September

2017
November

2018
January

2018
March

2018
May

2017
June

2017
August

2017
October

2017
December

2018
February

2018
April

- Jazz Under Stars
- Golf

Ramp Up

- All Campus Kick-Off Luncheon
- Historical Book Launch (print & digital)

Begin and Continue:

- Spirit Days
- Employee Apparel
- Community Visits
- Internal, Student, External Communications
- Media Relations/Editorials
- Curriculum Infusion

- Giving Back Week

- Student Winter Carnival

Community Day April 14, 2018

- Alumni Reunion
- Founders Reception
- College and Career Expo
- Adult Ed Experiences

May/June 2018:
Go dark on 50th/Transition Out

50
years

PROUD PAST
STRONG FUTURE



Harper College

Priorities

- Employee Engagement
- Historical Book
- Community Day
- “Doing More Together”
Giving Back Initiative
- Graduation 2018



Employee Engagement

- 50th Infusion into Curriculum
 - led by Pearl Ratunil and the Academy of Teaching Excellence
- Fall 50th Kick-Off Lunch/Celebration
 - Immediately following August all-campus meeting
 - Spirit wear display, music, social activities
- Weekly Spirit Day

Historical Book

- Detailed narrative and intriguing original images covering Harper's humble beginnings through today
- Infusing content as part of curriculum
- Available in digital and hard cover format fall 2017

Doing More Together

Giving Back Initiative



- Week of October 23, 2017
- Demonstrate our gratitude through faculty/staff volunteers
- Impact 11 school districts
 - 200+ in-community volunteers
- 10+ on-campus volunteer opportunities

Community Day

- April 14, 2018
- Engagements
 - College and Career Expo
 - Alumni Reunion
 - Founders' Reception
 - Adult Education Live Experiences
 - Campus Tours
 - New Student Info Sessions
 - More

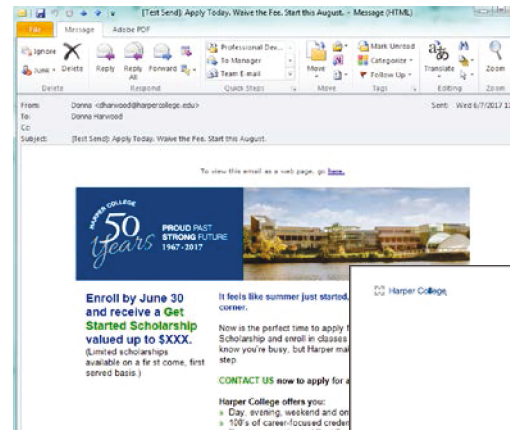


Graduation 2018

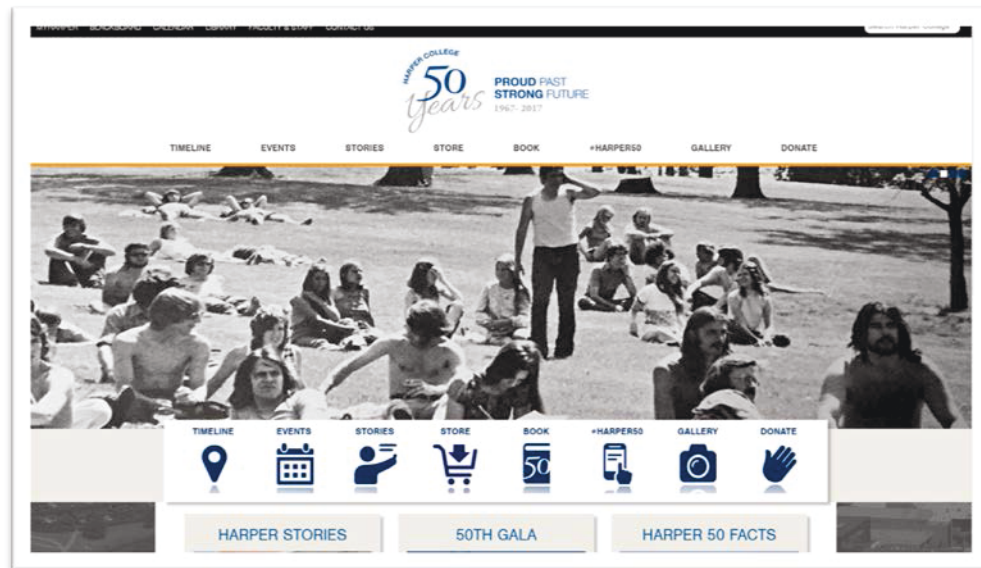
- 50th Celebration Finale
- Diploma design/ Regalia
- Prominent Speaker
- Post-Event Refreshments



Branding



harpercollege.edu/50



Thank You