



OPPORTUNITY – THEN. NOW. ALWAYS.

# 50<sup>th</sup> Anniversary Goals

Raise awareness of PCC's impact.

Honor and celebrate our history.

Connect with alumni.

Strengthen relationships.

Share PCC's vision for the future.



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# Raise awareness of PCC's impact.

- Significant media coverage.
- Participation from elected officials and key business leaders.
- Nearly 75,000 hours of service throughout the college district.
- Solid public attendance at events.
- Diamond Alumni publicity and advertising campaign.
- Governor declared PCC Day.



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# Honor and celebrate our history.

- Exhibit at the Oregon History Museum.
- Special edition of *Communities* magazine.
- Founders' Week Picnic: all living presidents.
- Commemorative edition of the Bridge.
- Five-part web feature series.
- “From the Ground Up” theater production.
- Set of 15 pop-up history banners for events.



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# Connect with alumni.

- Diamond Alumni nomination campaign and reception at OHS.
- Identified historic photos at alumni events.
- Diamond Pride e-newsletters to 5,000 alumni and all PCC employees.



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# Strengthen relationships.

- District-wide, grassroots service project.
- Business Journal article about PCC's contribution to economic vitality.
- Partners Breakfast at Rock Creek.
- Nearly 500 at inaugural fundraising gala.



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# Share PCC's vision for the future.

- PCC's critical role: ongoing theme, talking points at events, (including governor), picked up by media.
- Storytelling theme of transformation.
- Gala enlisted key leaders in our cause.
- Opportunity.pcc.edu is evolving to rally our advocates.



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# Marketing and PR Awards

- “I Am” Television Ad
- Shuttle Bus Graphics
- OHS Exhibit
- Grad. Zipper Pull
- Pole Banners
- Foundation Mailer
- Anniversary Campaign
- Opportunity Microsite
- Coffee Sleeves
- “I Am” Video
- Diamond Alumni
- Foundation Report
- Gala Invitation Items
- “Wrap Rap” Music Video



# Conclusion

We have positioned the college to better compete for resources, which will ultimately help more students succeed and strengthen our entire community.



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