

# College of Marin Centennial Planning Update

College Council | April 11, 2024

Nicole A. Cruz, Director of Marketing & Communications

Keith Rosenthal, Director of Advancement



**by collegeofmarin**

# Core Committee Members



**Kathy Joyner**

*Retired Executive Assistant  
to the President and  
Board of Trustees*

**Focus:** Retirees and  
Campus Community



**Carl Cox**

*Retired COM Librarian*

**Focus:** History and  
Alumni



**Anna Pilloton**

*Retired Director of Outreach  
and Community Partnerships*

**Focus:** Campus and  
Community  
Partnerships



**Luanne Mullin**

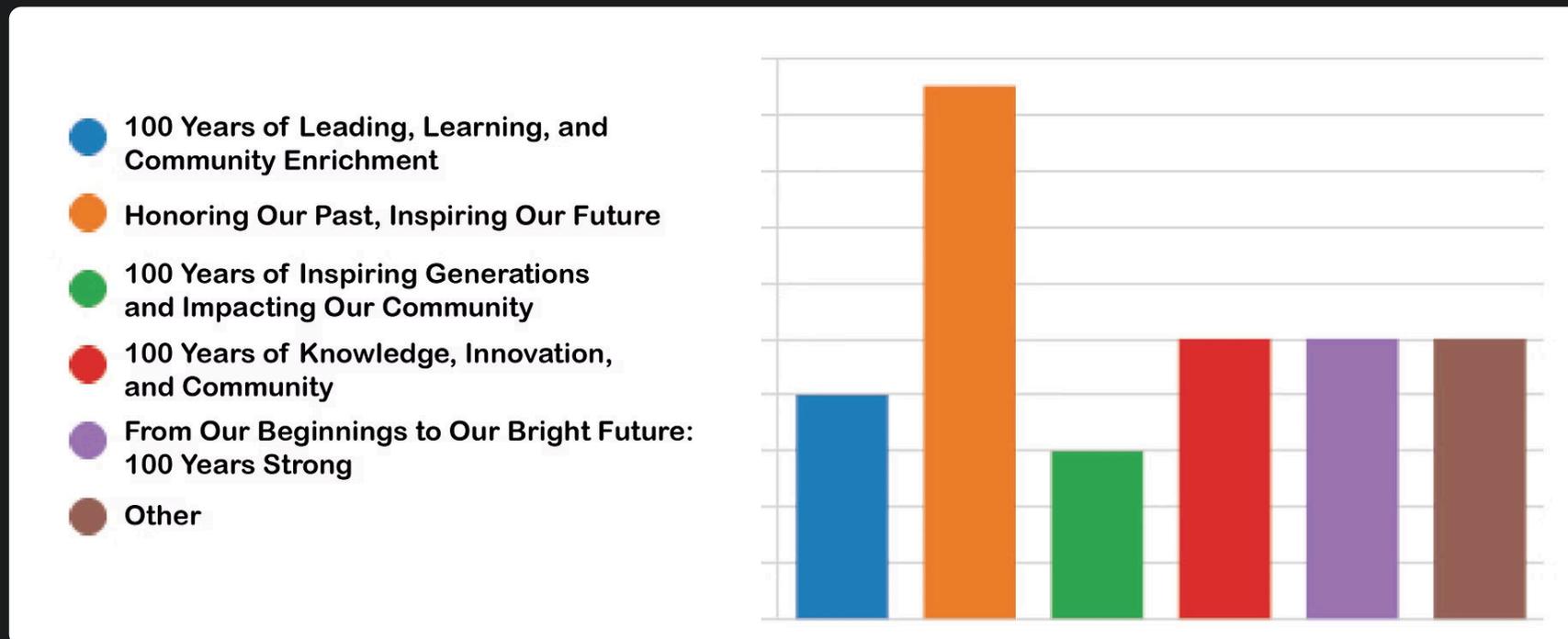
*Former ESCOM President*

**Focus:** Lifelong  
Learners and Service  
Organizations

Event planner, Mimi Cunningham, was hired to help with planning and executing events for the centennial. A seasoned and local professional with deep ties in Marin County, she will also help us expand our reach in the community.

# Centennial Slogan: Honoring Our Past, Defining Our Future

The Centennial Committee brainstormed ideas for a centennial slogan that were put out to the campus community, alumni, and donors for a vote.



Honoring Our Past, Defining Our Future was the clear winner, with many great alternative slogans suggested too.

# Developing Top-Level Themes



## COM's Land Acknowledgement

Elevating awareness about Coast Miwok American Indians and our collaboration



## 100 Years of Stories

Collecting stories from our students, faculty, staff, alumni, and others



## Connections

Shining a light on what COM means to different stakeholders

Top-level themes for Defining Our Future are being developed from feedback gathered at Spring Convocation 2024, institutional focus groups, and College governance meetings.

# Next Steps: Create Centennial Playbook & Visual Identity

The Centennial Playbook will provide basic background information to guide campus and community engagement on events, activities, messaging, as well as logo and visual identity use.

More than a gala, more than a logo.

# Audiences

## Students & Alumni

Origins  
Traditions  
Updates  
Connections



## Employees & Retirees

Perspective  
Legacy  
Nostalgia  
Acknowledgment

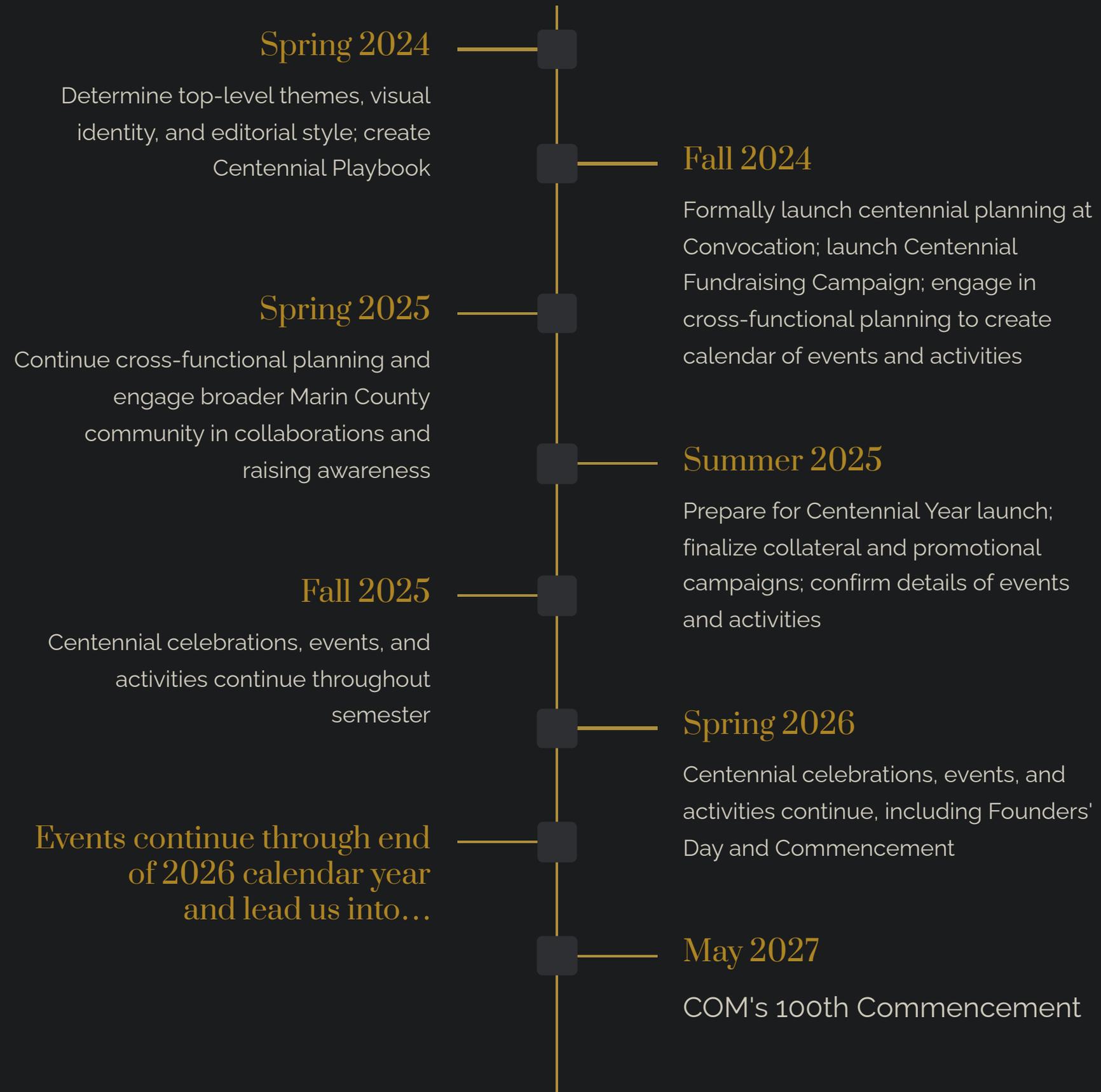


## Taxpayers, Donors, & Community

Impact  
Vision  
Stewardship  
Visibility



# Timeline



# Connections: Strengthening Bonds

## Engaging Alumni

COM's alumni are an integral part of its rich history and legacy. During the Centennial celebrations, the College aims to strengthen its connections with former students, inviting them to share their stories, reconnect with their alma mater, and contribute to the ongoing success of the institution.



## Fostering Community Partnerships

Throughout its history, COM has forged strong partnerships with businesses, organizations, and institutions within Marin County. These collaborations have been instrumental in shaping the College's programs, providing internships and job opportunities for students, and contributing to the region's economic and cultural growth.



## Engaging Future Generations

As COM looks ahead, it recognizes the importance of engaging and inspiring future generations of students. By partnering with local schools and youth organizations, the College aims to nurture a love for learning and expose young minds to the transformative power of education.



# Centennial Playbook

Component	Description
Centennial Overview	A comprehensive introduction to the Centennial, including the history, vision, and goals of the college.
Visual Identity Guidelines	Detailed guidelines for the proper usage and application of the Centennial logo, color palette, and branding elements.
Editorial Style Guide	A set of standards for consistent and effective communication, ensuring a cohesive and professional tone throughout the Centennial.
Event Planning Resources	A collection of tools and resources to aid in the planning and execution of Centennial events and activities, including templates, checklists, and best practices.
Marketing and Promotion Strategies	Comprehensive strategies for promoting Centennial awareness and activities, leveraging various channels and platforms to reach diverse audiences.

# Engaging the Campus Community

## Student Involvement

COM recognizes the invaluable contributions of its student body. During our Centennial, the College will actively engage students through various initiatives, such as student-led events, subcommittee roles, and opportunities for research and project work through December of 2026.

## Faculty and Staff Participation

The faculty and staff at COM are the driving force behind the institution's success. Their engagement will be crucial throughout our Centennial, with opportunities for research, project work, sharing experiences, and participating in the planning process, along with events and activities.

## Alumni Reconnection

COM's alumni have played a significant role in shaping the College's legacy. Our Centennial activities will provide a platform for alumni to reconnect with their alma mater, share their stories, and contribute to the ongoing success of the institution through mentorship, networking, and support.

## Community Collaboration

As an integral part of the Marin County community, COM will actively collaborate with local businesses, organizations, and community groups during the Centennial. This collaboration will foster a sense of shared pride, strengthen existing partnerships, and create new opportunities for growth and development.



# A Legacy of Excellence, A Future of Possibilities

As COM celebrates our Centennial anniversary, it stands as a testament to the power of education and the transformative impact it can have on individuals and communities. For a century, COM has been a beacon of knowledge, a catalyst for personal growth, and a driving force behind the intellectual and cultural enrichment of Marin County.

Centennial activities are not merely a commemoration of the past but a celebration of the present and a glimpse into the future. They serve as a reminder of the College's unwavering commitment to academic excellence, innovation, and inclusivity, while also reaffirming its dedication to fostering a vibrant and engaged community of lifelong learners.

As COM embarks on this momentous journey, we invite the entire community to join in the celebrations, to share in the stories, and to contribute to the future direction of the College. Together, we can honor our past, define our future, and continue to shape the educational landscape for generations to come.

Questions?