

Create a Year-Long Anniversary Event Campaign to Wow Employees & the Public PR focus

Laura Coale

Executive Director of Public Information & Communication

Laura.Coale@aims.edu

@LauraCoale



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

AIMS COMMUNITY COLLEGE SERVICE AREA



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

7,966

FY 2016-17 IPEDS

59%
OF OUR STUDENTS
ARE FEMALE



41%
OF OUR STUDENTS
ARE MALE



2016-17 IPEDS

35%
ATTEND AIMS

FULL TIME

65%
ATTEND AIMS

PART TIME

FALL 2016 IPEDS



1,412

DEGREES &
CERTIFICATES
AWARDED

TO

1,246

STUDENTS
FY 2015-16
IPEDS

805

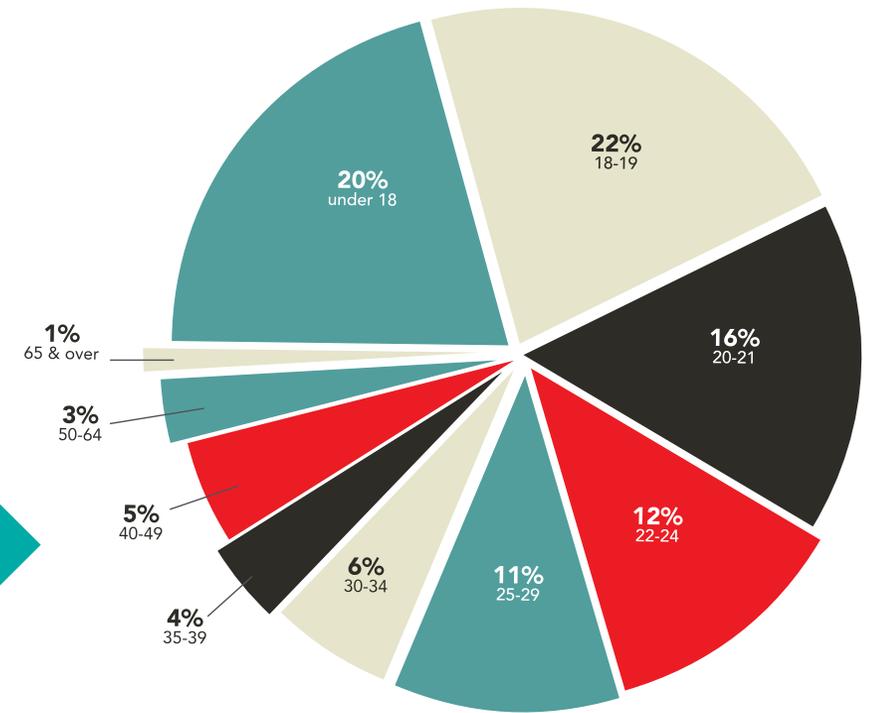
EMPLOYEES
FY 2016-17
IPEDS



352

FACULTY
FY 2016-17
IPEDS

STUDENT AGE PROFILE



FALL 2016 IPEDS



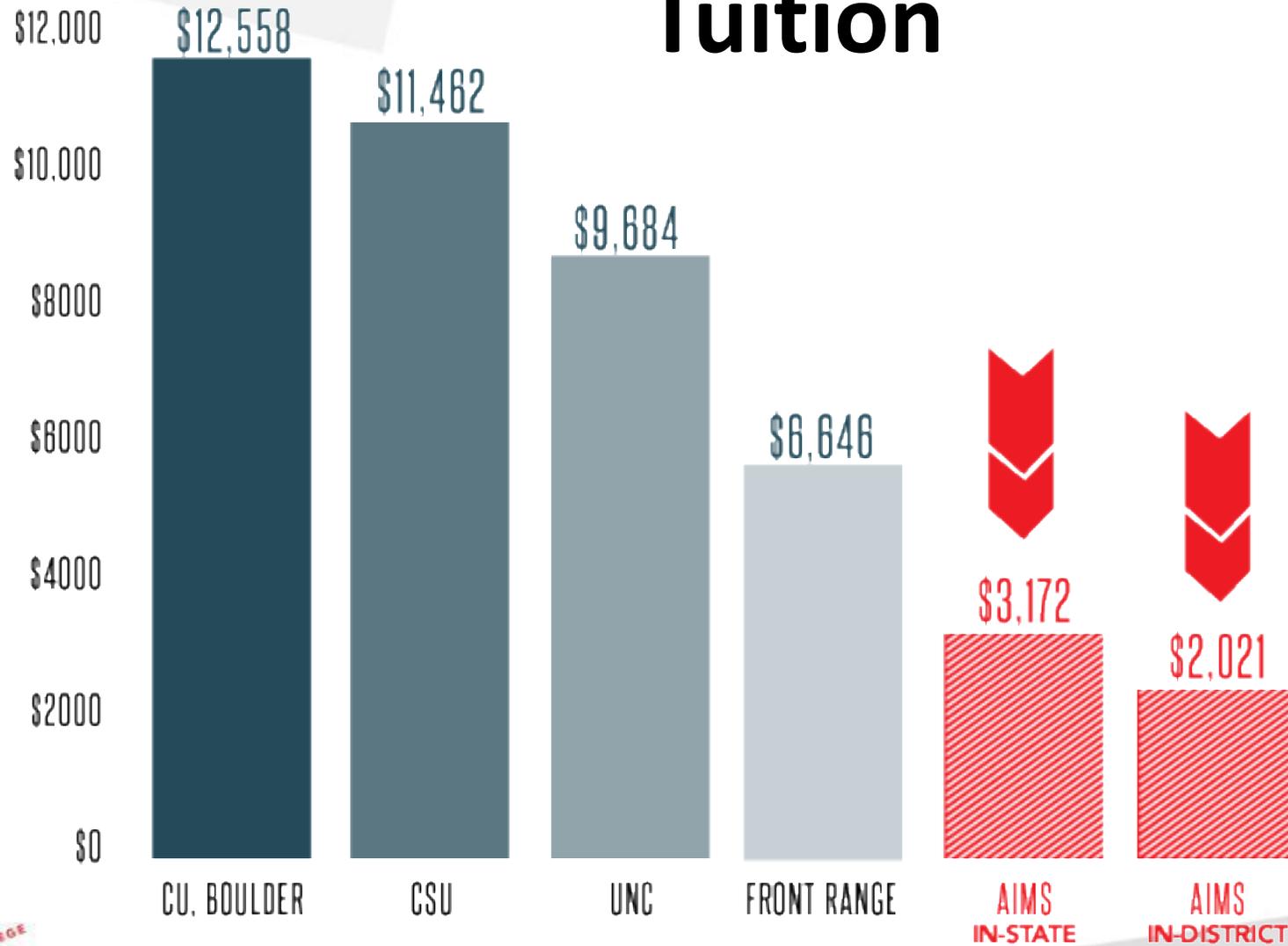
1,455

CONCURRENT
ENROLLMENT
STUDENTS

FALL 2016 SURDS



Tuition



Eligible applicants can receive a workforce stipend to help fund their education through the **Weld County Bright Futures Grant**.



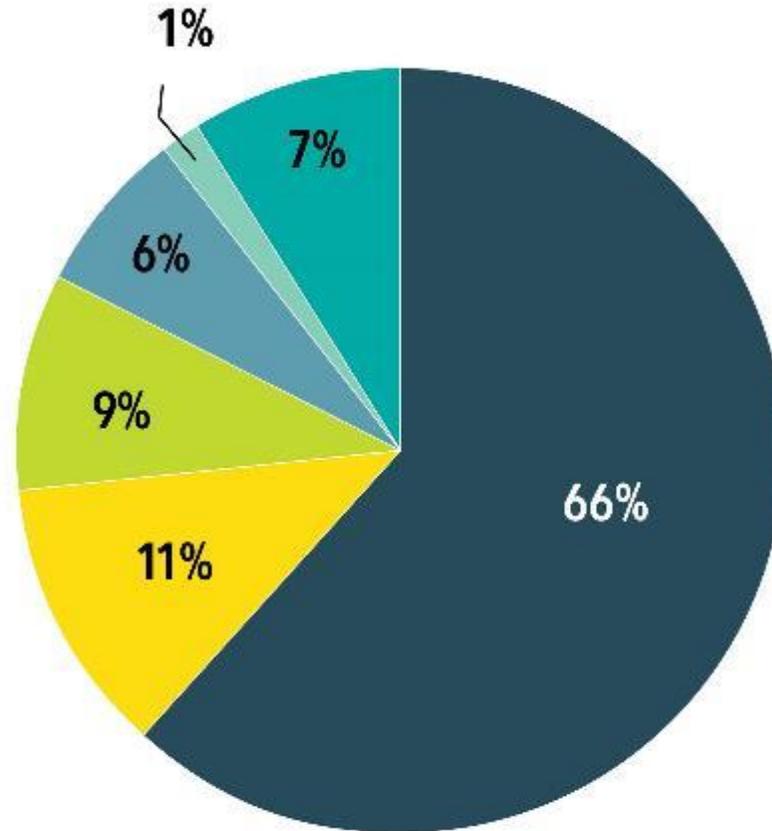
Rates for Aims: 30 hours without COF for 2017-18.

Rates for other schools: 30 hours, in-state without COF for 2017-18.

How Aims is Funded

TOTAL REVENUE
\$99,946,944

- GENERAL PROPERTY TAX
- TUITION + FEES
- STATE APPROPRIATIONS
- GRANTS + CONTRACTS
- OTHER OPERATING
- OTHER NONOPERATING



2016-17 Annual Report Financial Information
Source: June 30, 2016 Audited Financials



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

PLANNING

- Steering committee meetings 3/11/16, 4/07/16, 6/15/16
- Members
 - Communications team, President's executive assistant, Foundation Executive Director, City of Greeley communication team members, Student Affairs directors, Townsquare Media rep, Aims Faculty Association president, Aims Staff Association president, Foundation board member
- 50th Anniversary Brainstorming Session on April 22, 2016 with Employees and Students
- Board of Trustees Work Session
- Communications and Advertising Plans
- Budget \$107,000 each fiscal year
- Measurement
 - Participation
 - Reach



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

Communications Team



Laura Coale

Executive Director of Communications and Public Information



Allyson Byerly
Creative Services
Specialist

Jennifer Diaz
Webmaster

Bethany DuBois
Marketing/PR
Specialist

Curtis Ellzey
Digital Media
Producer

Emily Tilton
Events Planner

Travis Tomlin
Marketing/PR
Specialist



AIMS 50TH ANNIVERSARY CELEBRATION YEAR



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

PRINT + RADIO

50TH PRINT ADVERTISING

RADIO

RADIO SPOTS for Launch Party, Learn to Fly Day, Concert Under the Stars

<https://spaces.hightail.com/space/WJS17Qcmvp>

CELEBRATE WITH US!

A50

AIMS 1967 COMMUNITY COLLEGE 2017

Join us throughout 2017 as we celebrate Aims 50th anniversary. We invite you to celebrate with us each month, honoring where we've come from and all we've been doing. We will share our hearts, show our pride and look to the future—and we want to do all this with you!

For more about our year long 50th anniversary celebration, go to www.aims.edu/aims50.

#Aims50

APPLY TODAY!

Aims
COMMUNITY COLLEGE

WWW.AIMS.EDU

Coldplay Radio

CELEBRATE 50 YEARS WITH US IN 2017

Aims
COMMUNITY COLLEGE

AIMS.EDU

AIMS.EDU

If I Love Myself (Acoustic) - OneRepublic, Native (Deluxe Version)

Aims
COMMUNITY COLLEGE

Celebrating
50 YEARS
OF
EDUCATION

APPLY TODAY!

AIMS.EDU

CELEBRATE 50 YEARS WITH US IN 2017

More than just a Number

There are many reasons Aims Community College is Your First Choice for higher education, and one of those reasons is that You are Not a Number!

We support and value student success with more than 160 degree and certificate programs at the most affordable tuition in northern Colorado.

With four campuses, day and evening classes, extensive online course offerings and top-rated faculty, it's easy to see why Aims is your First Choice!

APPLY TODAY!

Aims
COMMUNITY COLLEGE

WWW.AIMS.EDU

970.330.8008 | GREELEY | FORT LUPTON | LOVELAND | WINDSOR | ONLINE

Aims Community College is an EEO Employer and an equal opportunity educational institution.

Aims
COMMUNITY COLLEGE

Celebrating
50 YEARS
OF
EDUCATION

APPLY TODAY!

AIMS.EDU

A50

AIMS 1967 COMMUNITY COLLEGE 2017

CELEBRATE
50 YEARS
with us!

Aims
COMMUNITY COLLEGE

AIMS.EDU/AIMS50

CLICK TO FIND OUT MORE

CELEBRATING
50 YEARS OF EDUCATION

Aims
COMMUNITY COLLEGE

CLICK TO APPLY AIMS.EDU/AIMS50

Aims
COMMUNITY COLLEGE

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AIMS 1967 COMMUNITY COLLEGE 2017

AIMS 50TH ANNIVERSARY CELEBRATION YEAR

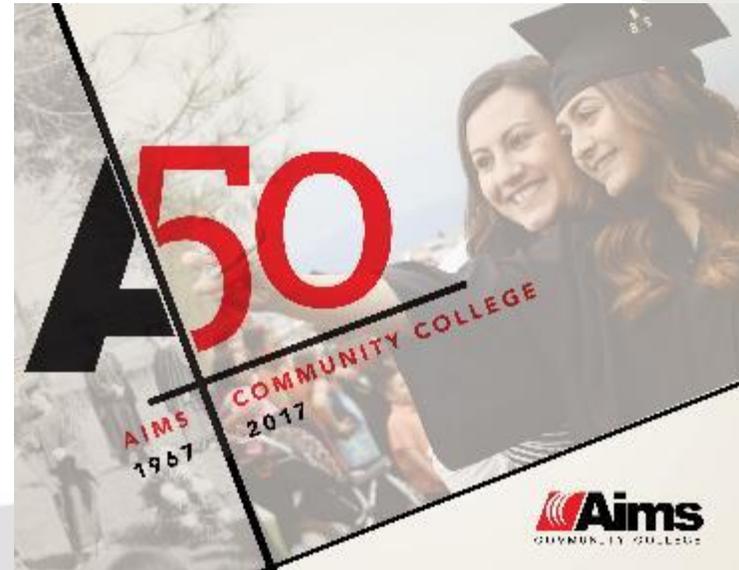
2017

50TH ANNIVERSARY
THANK YOU T-SHIRT

50TH ANNIVERSARY LOGO

CALENDAR

50TH MAGAZINE: <http://bit.ly/2x0WrD7>



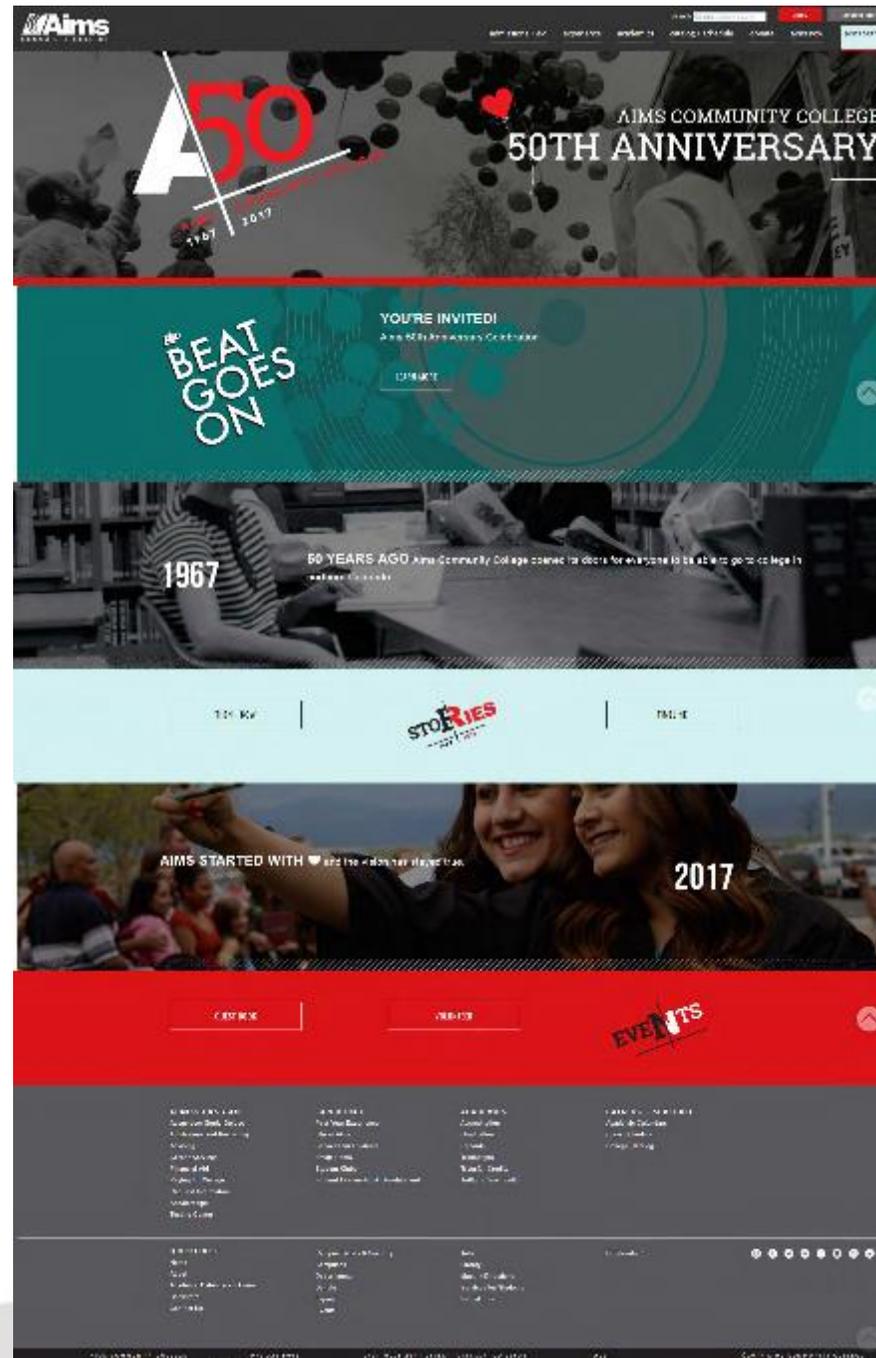
AIMS 50TH ANNIVERSARY CELEBRATION YEAR

50TH ANNIVERSARY WEBSITE

- THEN + NOW
- STORIES
- TIMELINE
- GUESTBOOK
- VOLUNTEER
- EVENTS

50TH WEB PAGE:

<http://bit.ly/2wowDfH>



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

JANUARY

50th Anniversary Launch Party & Time Capsule Opening



Photo story: Aims Community College kicks off 50th anniversary celebration in Greeley

Staff reports
January 24, 2017

Share Tweet Comments



Hido Caption

Joshua Polson|polson@greeleytribune.com | The Greeley Tribune
Fireworks light up the night over the Aims Community College campus on Tuesday in west Greeley. The fireworks were part of the 50th Anniversary kickoff celebration the campus hosted. The event also included speeches from several dignitaries, including Aims President Leah Bornstein and Weld County Commissioner Mike Froeman. Aims was created by a vote on Jan. 24, 1967, where 11 of Weld County's 12 public school districts approved the creation of the Community College District. Since its creation Aims has added locations in Fort Lupton, Loveland and Windsor. In the past five decades, 29,351 learners have graduated with 38,100 degrees and certificates. Aims will continue its anniversary celebrations through the year. For more information and stories about Aims' 50th anniversary and other upcoming events go to www.aims.edu/aims50.



Launch Party

TUESDAY, JANUARY 24, 2017
COLLEGE CENTER | GREELEY CAMPUS

Agenda

- Dr. Leah L. Bornstein, Aims President
- Carol Puckett, Aims Board Chair
- Aims Community College Co. President
Cathy Pardy
Vice Chair, Executive Director of the Colorado
Department of Higher Education
- Mike Froeman, Weld County Commissioner
- Ernie Mackenzie, Windsor Mayor

Time Capsule

- Dr. Leah L. Bornstein
- Living History Video

Thank You

- Dr. Leah L. Bornstein

FIREWORKS OVER THE POND

AIMS 50
1967-2017

AIMS BOARD | BOARDING
LIVE STREAM | www.aims.edu/aims50webcam



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

JANUARY

50th Anniversary Launch Party & Time Capsule Opening

“A truly incredible evening! There was not a person there who did not feel like part of the Aims family!

Outstanding job everyone (that doesn’t even seem like praise enough)!”

– Dr. Leah L. Bornstein, CEO/President
Aims Community College



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

FEBRUARY

GroundVark Day

Loveland Campus Fire & Ice Festival Sculpture

Arty Gras



Arty The Aardvark Challenges Punxsutawney Phil's Winter Prediction

February 2, 2017 11:00 PM



LISTEN LIVE

WIN BRONCOS TRAVEL TOURS +6,700 Other Prizes

DONOR PRIZE DEADLINE: MAR 15

FOLLOW US ON

Sign Up for Newsletter

By Chris Spears

GREELEY, Colo. (CBS4) — Punxsutawney Phil may have predicted six more weeks of winter but it was a much different outcome Thursday afternoon at Aims Community College in Greeley.

As part of the school's year-long 50th anniversary officials held their first ever "GroundVark Day" which featured mascot Arty the Aardvark.



Photo: Aims Community College



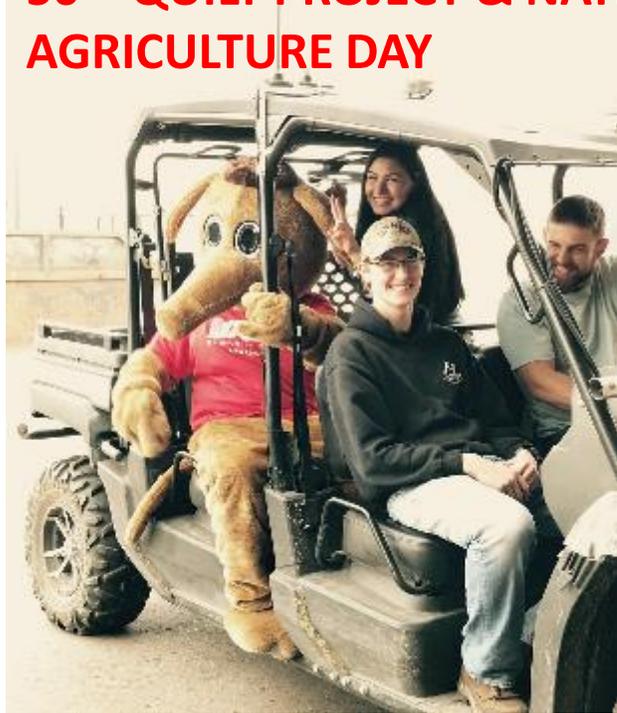
NEW TIME FOR GROUNDVARK DAY
12:30 P.M.



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

MARCH

50TH ART DISPLAY
50TH QUILT PROJECT & NATIONAL
AGRICULTURE DAY



ART DISPLAY

50TH QUILT

CELEBRATING

22

HAND MADE BOBBINS

Your join us for **TEA & CRUMPETS**
A private thank you reception for YOU

20 MARCH 21 17

10:30 - 11:30 A.M.

Aims COMMUNITY COLLEGE
Fort Lupton Campus
260 College Avenue
Fort Lupton, CO 80621
Plaza Building, Room 111

RSP* by March 15: enidyt@aims.edu or 970.376.3555



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

A P R I L

AIM HIGH COMMUNITY KITE FLIGHT AARDVARK FUN RUN PUBLIC SAFETY DAY



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

M A Y

**PAINT THE TOWN RED
50TH COMMENCEMENT
LEARN TO FLY DAY**



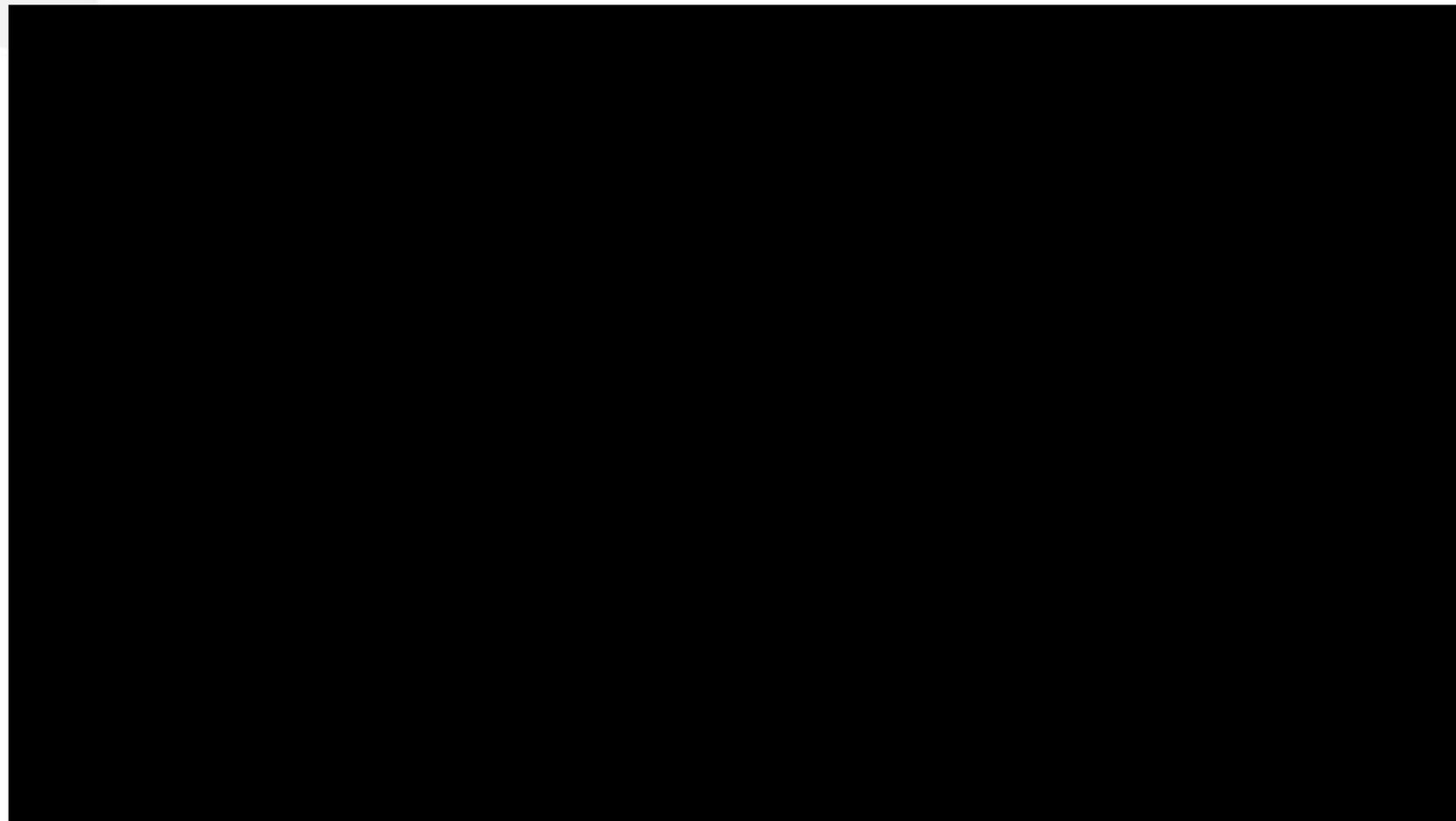
“Thank you for the posters, ribbon, adorable paint brushes, and the May Day Baskets for our primary partners in Fort Lupton. What a cute way to get heads to turn to see what's going on at Aims!”

- Executive Director of the Aims Fort Lupton campus

AIMS 50TH ANNIVERSARY CELEBRATION YEAR

M A Y

LEARN TO FLY DAY

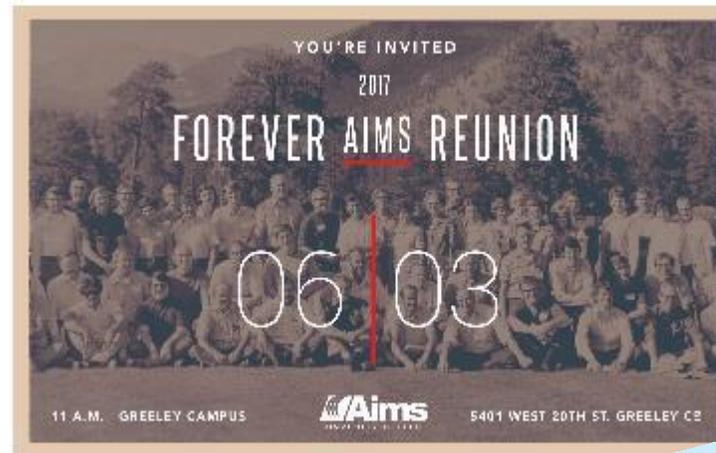


AIMS 50TH ANNIVERSARY CELEBRATION YEAR

JUNE

FOREVER AIMS REUNION

INVITATION



GIVEAWAYS AND DRAWING
GAMES FOR FAMILIES
FOOD
INFORMATION ON ALUMNI CONNECTION
RECONNECT WITH FACULTY AND FRIENDS
PHOTOS WITH ARTY THE AARDVARK

Meet us just north of Ed Beatty Hall in the Memorial Garden area. Parking is available in lots D, C & E.

KEY FORT LUPTON LOVELAND WINDSOR ONLINE AIMS.EDU/ALUMNI

Saturday
JUNE 3
2017

Where the party's at!
NEW LOCATION

Please join us for
FOREVER AIMS REUNION

Bring your family and friends! Join us for lunch, games and fun!

11 A.M. - 1:30 P.M. Welcome Alumni Connection 50th Anniversary Scholarship Award Drawing for prizes

Have you ever completed a class at Aims? You're an Aims Alum!

Get your ticket: foreveraimsreunion.eventbrite.com
Questions Call Hayley Hall at (970) 329-6662 or email Alumni@aims.edu



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

JULY

CAR SHOW

AARDVARKS IN THE DARK
PRESENT MOVIE UNDER THE
STARS



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

AUGUST

FALL-IN BACK-TO-SCHOOL FAIRS – ALL CAMPUSES

TOTAL SOLAR ECLIPSE VIEWING

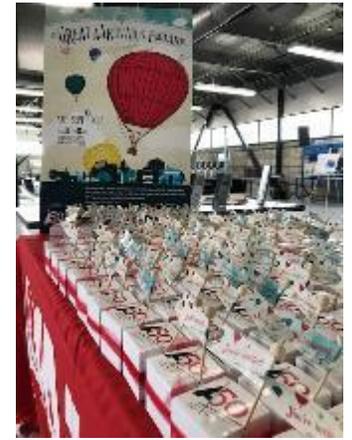


AIMS 50TH ANNIVERSARY CELEBRATION YEAR

SEPTEMBER

THE GREAT AARDVARK EMBARK HOT AIR BALLOON LAUNCH

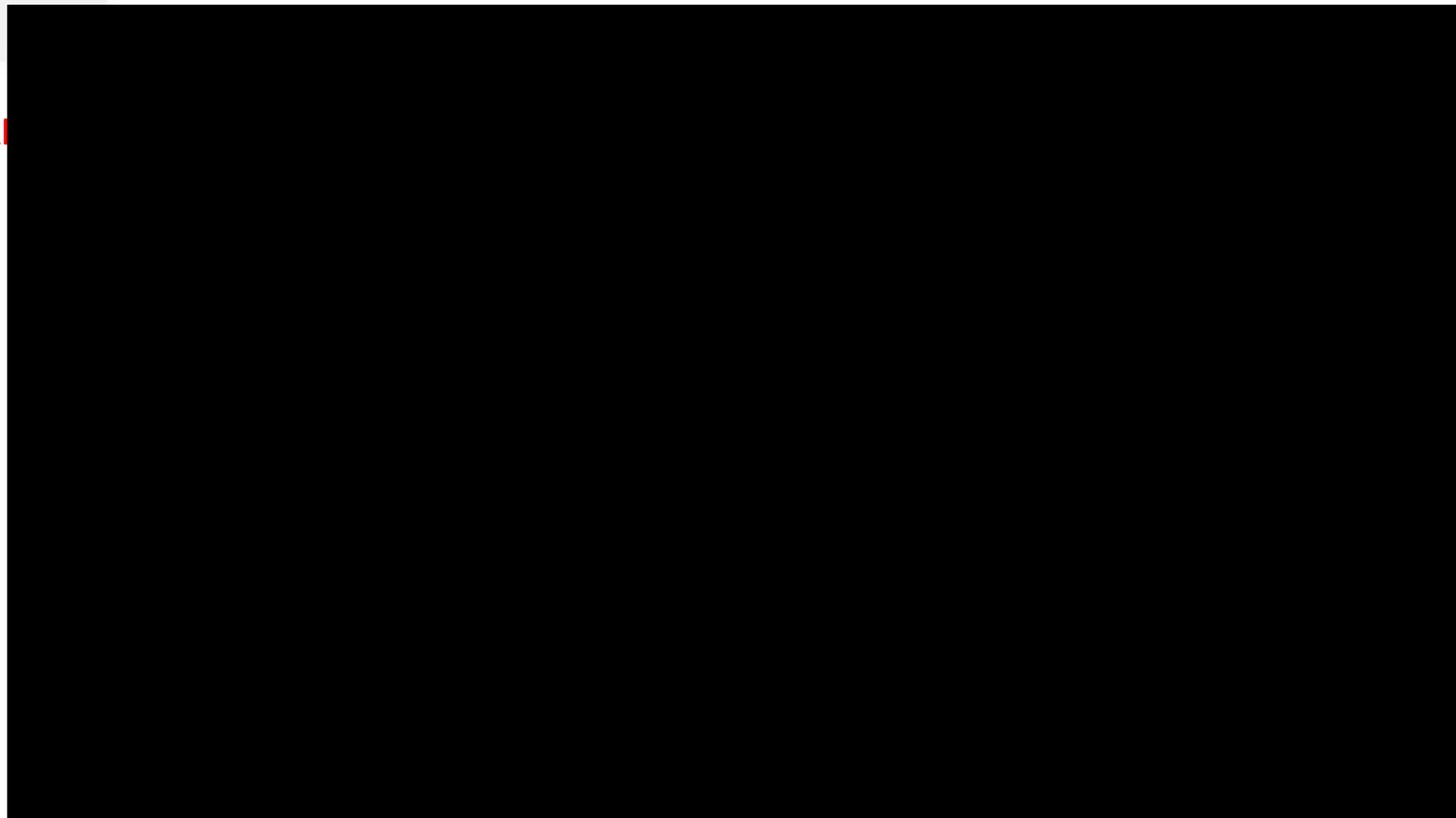
POSTER + SOCIAL



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

SEPTEMBER

THE GREAT AARDVARK EMBARK
HOT AIR
BALLOON LAUNCH



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

OCTOBER

AARDVARKS IN THE DARK PRESENT CONCERT UNDER THE STARS

**ARTY UNDERGROUND: THE LEGACY CONTINUES
TIMECAPSULE DEDICATION**

**COOKED & CARVED EMPLOYEE CHILI & PUMPKIN
CONTEST**

“Great, great, great job! What a fun event! I can only imagine how much work went into every detail. The photos are great, too! I can’t wait to see what you have up your sleeve for November 4.”

– Staff Executive to the President



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

NOVEMBER

THE BEAT GOES ON
TOASTING THE FUTURE OF
AIMS 50TH CELEBRATION

\$55K Raised to support student scholarships
221 Guests
75 auction items

BE THERE OR BE SQUARE

AIMS 50TH ANNIVERSARY CELEBRATION

the BEAT GOES ON

NOV 4 2017

The capstone event of Aims' 50th Anniversary celebration! With a 1967 theme, fun & energy will fill a night to remember & toast our bright future.

5:30 - 10 PM
AIMS APPLIED TECHNOLOGY & TRADES CENTER
GREELEY CAMPUS
1967 *Altre* encouraged

TICKETS					
Individual	Tables				
Individual - \$67	Tables - \$750, seats 8				
SPONSORSHIP OPPORTUNITIES					
ULTIMATE (PROMISE)	RIGHTEOUS (JOCKEY)	OUT O' SIGHT (SILVER)	\$5,000	\$2,500	\$250-7,500
\$10,000	\$7,500	HIP (BRONZE)	KEEN (SPECIALTY)	GROOVY (TABLE)	

Sponsorship info, contact Kelly Jackson at 970.339.6583 or kelly.jackson@aims.edu for details.

RSVP at www.aims.edu/beatgoeson
Greeley Campus 6401 West 206 St., Greeley, Co 80634
@aimsedu | Greeley | Fort Lupton | Loveland | Windsor | Online
Aims Community College is an EDI Employer and we equal opportunity educational institution.
Aims Community College is accredited by the Higher Learning Commission.

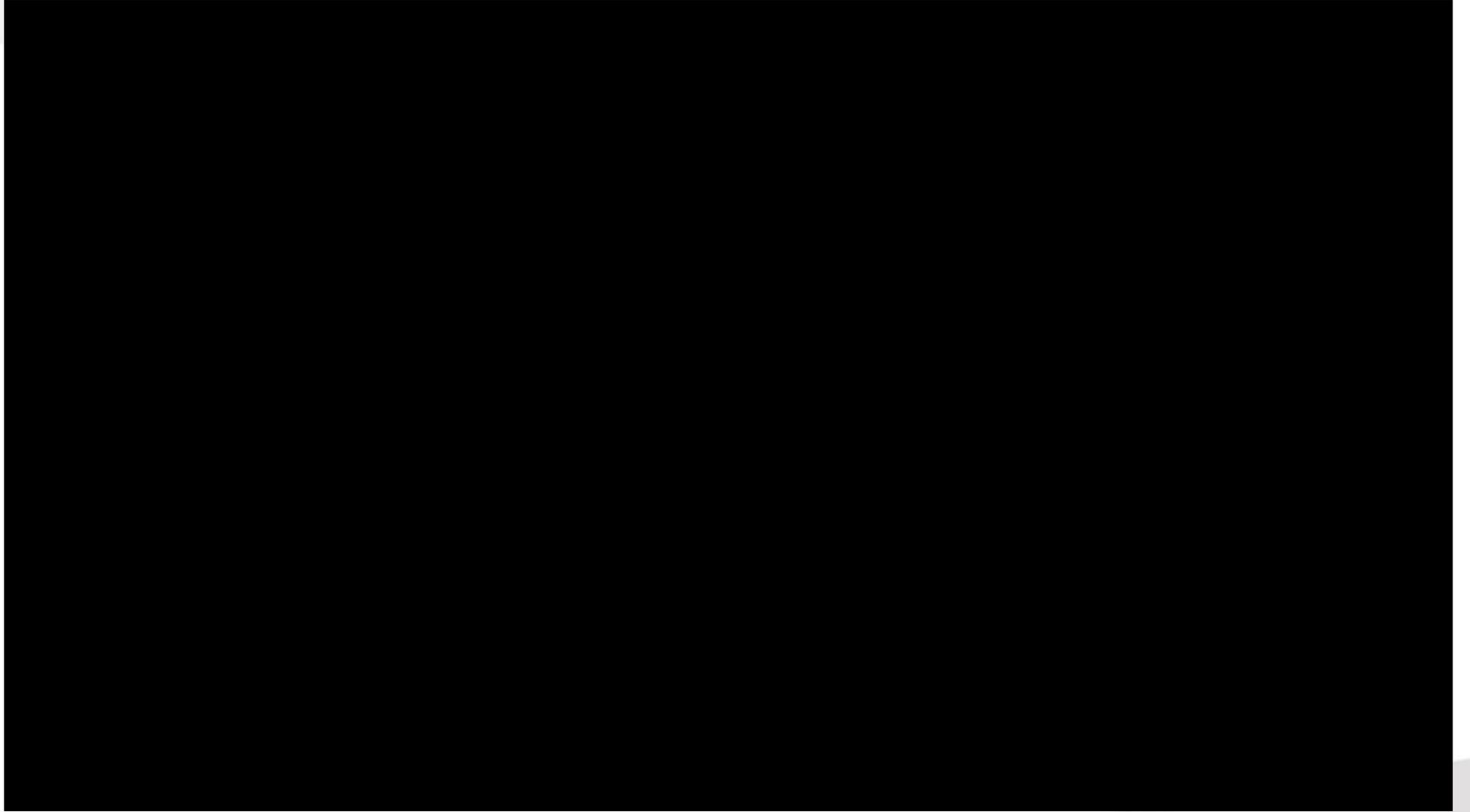
INVITATION



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

NOVEMBER

THE BEAT GOES ON

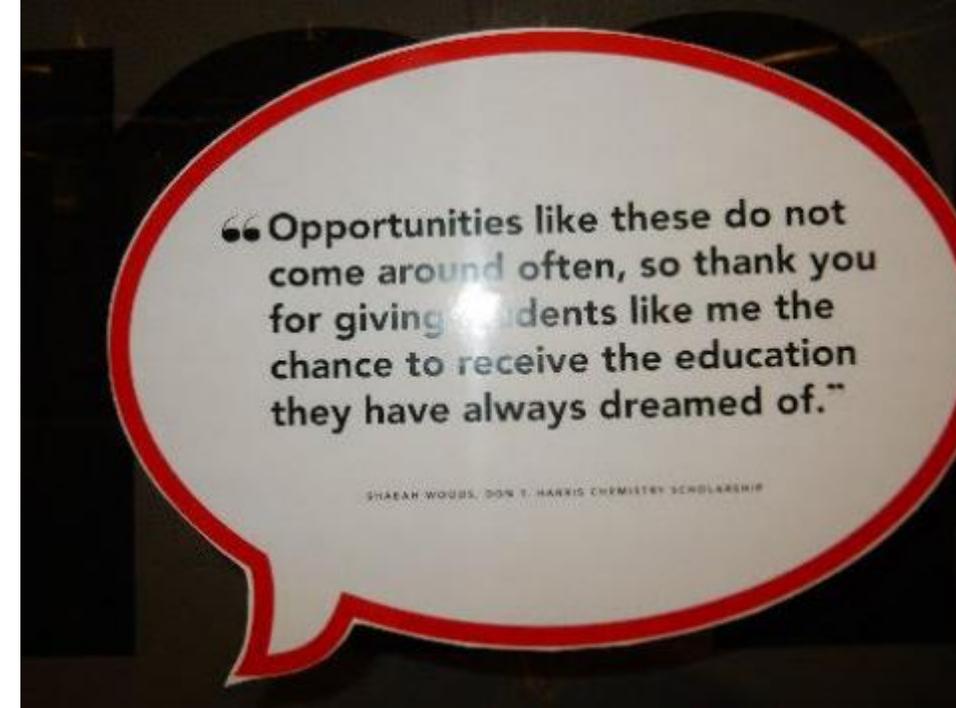


AIMS 50TH ANNIVERSARY CELEBRATION YEAR

NOVEMBER CONTINUED

Wow! Wow! Wow! An Aims donor contacted me this morning to say tons of fundraisers are always on the calendar and attended, but this one is so outstanding it is the best ever attended, plus motivating for continuing Aims contributions as so many examples were given of how contributions are being used so well.

-Linda Schreiber, Foundation Board member



“This high energy event offered an amazing creative experience before we even walked in the door. From the custom drink name to the format that offered genuine engagement, you demonstrated smooth operation and production. The attention to details in every corner made the night a signature event.” - Aims Employee



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

DECEMBER

EMPLOYEE HOLIDAY PARTY PARADE



AIMS 50TH ANNIVERSARY CELEBRATION YEAR

REACH FOR JANUARY - DECEMBER

50TH ANNIVERSARY EVENT ATTENDEES:

262,000 PEOPLE

50TH ANNIVERSARY TOTAL ADVERTISING REACH:

232 MILLION



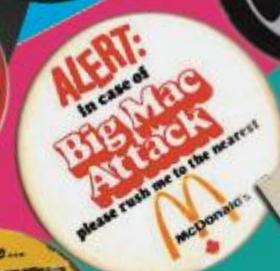
Questions? Contact Communications and Public Information at communications@aims.edu



GO ON



NO REFUND
SEC. 10
ROW 04
SEAT 06
EST. PR. 9.75
ST. TAX .25
TOTAL 10.00



Aims College Will Lease Lincoln School Building

By JOHN DWYAN

Aims College trustees have approved a lease agreement with Lincoln School for the use of the building as a school building for the college. The lease is for a period of 10 years, with an option to renew for another 10 years. The building is located on Lincoln Street, and the lease is for the entire building, including the grounds. The college will be responsible for the maintenance and repair of the building, and the school will be responsible for the operation of the building. The lease is expected to be signed in the near future.

Aims College Committee Will Use Lincoln School

The committee will be based on the Lincoln School building, and will be responsible for the operation of the building. The committee will be made up of representatives from the college and the school, and will be responsible for the management of the building. The committee will be expected to report to the college trustees on a regular basis.

