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

PR focus

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AIMS 50TH ANNIVERSARY CELEBRATION YEAR

7,966
FY 2016-17 IPEDS

59%
OF OUR STUDENTS ARE FEMALE

41%
OF OUR STUDENTS ARE MALE

35%
ATTEND AIMS

65%
ATTEND AIMS

FALL 2016 IPEDS

2016-17 IPEDS

1,412
DEGREES & CERTIFICATES AWARDED TO

1,246
STUDENTS

FALL 2016 IPEDS

805
EMPLOYEES

FY 2016-17 IPEDS

1,455
CONCURRENT ENROLLMENT STUDENTS

FALL 2016 SURDS

352
FACULTY

FY 2016-17 IPEDS

STUDENT AGE PROFILE
Tuition

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

TOTAL REVENUE
$99,946,944

- General Property Tax: 1%
- Tuition + Fees: 7%
- State Appropriations: 6%
- Grants + Contracts: 9%
- Other Operating: 11%
- Other Nonoperating: 66%

2016-17 Annual Report Financial Information
Source: June 30, 2016 Audited Financials
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
Laura Coale
Executive Director of Communications and Public Information

Allyson Byerly
Creative Services Specialist

Jennifer Diaz
Webmaster

Bethany DuBois
Marketing/PR Specialist

Curtis Elzey
Digital Media Producer

Emily Tilton
Events Planner

Travis Tomlin
Marketing/PR Specialist
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
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:
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
AITS 50TH ANNIVERSARY CELEBRATION YEAR

FEBRUARY

GroundVark Day

Loveland Campus Fire & Ice Festival Sculpture

Arty Gras
AIMS 50TH ANNIVERSARY CELEBRATION YEAR

M A R C H

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

ART DISPLAY

50TH QUILT
AIMS 50TH ANNIVERSARY CELEBRATION YEAR

APRIL

AIM HIGH COMMUNITY KITE FLIGHT
AARDVARK FUN RUN
PUBLIC SAFETY 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
AIMS 50TH ANNIVERSARY CELEBRATION YEAR

JULY

CAR SHOW

AARDVARKS IN THE DARK
PRESENT MOVIE UNDER THE STARS
AIMS 50TH ANNIVERSARY CELEBRATION YEAR

A U G U S T

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
S E P T E M B E R

THE GREAT AARDVARK EMBARK
HOT AIR
BALLOON LAUNCH
O C T O B E R

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

Invitation
AIMS 50th ANNIVERSARY CELEBRATION YEAR

NOVEMBER

THE BEAT GOES ON
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