Strategic Communications and Resource Development Report
November 14, 2013
Prepared by Lissa Gibbs, Director of NVC Office of Institutional Advancement

Targeted Appeal Campaigns & Active Non-Government Grant Solicitation for Specific Projects (monthly activity)

11th Annual Storm Classic Golf Tournament (fundraising benefit for Storm Athletic teams)
• 122 golfers attended tournament on October 11 at Chardonnay Golf Club
• Fundraising net income: $15,100 in support of NVC Storm Athletics

Multiple Scholarship Funds
• Year-end appeal campaign begun via appeal letter in early November

General Support to NVC
• Year-end appeal campaign begun via appeal letter in early November

Puente Program at NVC
• In person reading by Richard Rios with sponsored reception: approximately $800 in donations anticipated (final figures in December report)

NVC Child Development Center (playground improvement project)
• Pledged support from Napa Kiwanis (project management, in-kind materials, and cash = $10,000+)
• Participation in CanDo’s Napa Valley Give! Guide 2013 (selective end of year giving guide distributed by NV Marketplace and promoted online by CanDo Napa Valley); Titen, Heflebower, & Associates of Merrill Lynch pledged match of first $500 donated
• Give! Guide Campaign begun on Nov. 1 runs until midnight on 12/31/13

Fall 2013 Appeals
• NVCF Planned Giving Appeal to Alumni (mailing to 4,000 alum) -- early October
• End of the Year Giving (mailing to 2,000 + past donors for designated support for instructional programs and scholarships) – early November
• Friends of Napa Valley College Foundation – late November

NVC Proposed Projects Grant Program
• Funded by a combination of annual and endowed funds held by the NVC Foundation. Approximately $30,000 available to be awarded to NVC faculty (full and part-time) and salaried NVC staff in support of staff professional development projects that benefit activities that expand student learning experiences at NVC and advance NVC’s Student Learning Outcomes and Institutional Learning Outcomes and/or in support of projects that improve the physical campus at NVC or its Upper Valley Campus.

Recent Media Coverage
Great California ShakeOut at NVC; SBDC 25th Anniversary; NVC Storm Athletics, UVC Trips & Tours (Scandinavia); NVC Student Health Center; Richard Rios Reading; Performing Arts (Music) at NVC PAC; Personal Student Success Op/Ed; Relocation of Menlo Community Education Classes; NVC Board of Trustee Resignation; Trustee Appointee Process & Request for Applicants/Letter to the Editor; Child Development Center Letter to the Editor/Give! Guide; NVC Scholarship Application Period Opens
NVC Alumni Association

- Alumni Concert at PAC in October
- VWT Post-Harvest Meet-Up in December

Recent & Upcoming Community Partnerships on Campus

- Chancellor’s Office Government Relations Committee Visit/Tour
- Napa Valley Give!Guide Kick-Off Party (a project of CANDo and the Coalition of Napa Valley Non-Profit Organizations)
- Wine Capitals of the World Delegation Visit to NVC VWT & NVC Estate Winery
- WorkforceNapa Workshops on the Workforce Investment Act
- Leadership Napa Valley Practicum Group Work Sessions
- City Council of Napa Interdepartmental Meeting (not open to the public)
- NVC Student Ambassadors Campus Tours
- 1800 school children, teachers, and chaperones from NVUSD and St. Helena School District will attend special matinees of NVC Performing Arts Department’s *A Christmas Carol*

General Outreach to School Groups

- Cash for College Workshops:
  - Mare Island Technology Academy, Vallejo, January 8
  - St. Helena HS, January 15 (bilingual)
  - Vintage HS, Napa, January 22 (bilingual)
  - St. Patrick-St. Vincent HS, Vallejo, January 23
  - Rodriguez HS, Fairfield, January 28
  - Benicia HS, January 29
  - Calistoga HS, January 30 (bilingual)
  - New Tech HS, Napa, February 2
  - Vallejo HS, February 4 (bilingual)
  - Valley Oak HS, Napa, February 6 (bilingual)
  - NVC Talent Search, February 7
  - Napa HS, February 8 (bilingual)
  - Vanden HS, Fairfield, February 11
  - American Canyon HS, February 12
  - Foster Youth Presentation at NVC, Feb. 13 & Feb. 20
  - Jesse Bethel HS, Vallejo, February 19
  - Super Saturday at NVC, Feb. 22 (bilingual)
- Robert Louis Stevenson Middle School Campus Tour, Campus Wide, 10:00-12:00, Dec 11
- *A Christmas Carol* Student Matinees will be held at the NVC PAC on December 3, 5, 9, & 11 at 10am: 18 Schools from NVUSD and SHUSD participating = 1,800 students, teachers, and chaperones. (performances are sold out)
- Valley Oak High School Campus Tour, November 18
- Siempre Adelante Napa HS Parent Group Campus Visit, 6pm, November 14
- MidPen Resident Services of American Canyon, Nov. 12
- Entrepreneurship Training at Solano County Office of Education, Nov. 4
- College: Making it Happen Workshops at Vintage High School (a joint outreach project with UC Davis), November 6 & 7
- Latino Youth Leadership Conference Presentation, Oct. 30 & Nov. 20
- NCOE Youth Presentation at Vintage HS, October 18
• NVUSD College Night (hosted by American Canyon HS this year), Oct. 2
• Multiple Business Presentations at Yippie Yogurt (high school entrepreneurial project in Solano County, October & November)
• Multiple Entrepreneurship Presentations at Casa Grande HS (October & November)
• Multiple Business Presentations at Vintage HS (October & November)

STEM Outreach
• HSI STEM Info Table for American Canyon’s Hispanic Heritage Day
• HSI STEM Info Table for Calistoga High School College Night
• HSI STEM Info Table for Sonoma Valley’s National Health Week Fair
• Regular visits to Napa County high schools with the following days and times:
  o American Canyon High School - Mondays 1pm to 3:30pm
  o Valley Oak HS - Tuesdays 8:30am to 10:00am
  o Vintage HS - Tuesdays 10:30am to 1:00pm
  o Napa HS - Wednesdays 9:00am to 2:00pm
  o St. Helena HS - 9:00am to 12:00pm and Calistoga HS - 1:00pm to 3:30pm
    ▪ 1st and 3rd Thursday’s of the month

Communications (General)
• Campus Calendar online and actively maintained
• NVC Communicate (emergency alerts, official notices, and college news text and voicemail notification system) launched and actively in use
• NVC Website Rebranding and Redesign: continued work with constituent users

Upcoming Events and Activities at Napa Valley College
• Girls on the Run Napa Valley, will have a Fall 5k, 9:00am, for information on registration visit gotmapavalley.org/5kEvent.html
• Classic Symphony, PAC Main Theater, 3:00pm-Nov. 17
• NVC Blood Drive, McCarthy Library Community Room, 10:00am-2:00pm- Nov 18
• NVC Student Veterans Club Toys4Tots Donation Drive (unwrapped toys for ages 2-17), bins located throughout campus, Nov.18-Dec.12
• NVC Proposed Project Grant Deadline (proposals accepted from all NVC staff, funded by the NVC Foundation), 5pm, Nov. 18
• Napa Valley Cooking School Fall Restaurant at UVC, reservations open at 9am on November 19 (707-967-2903)
• Learning Outcomes Assessment Committee: Question of the Day, campus wide, all-day event-Nov.19-20
• Turkish Delights with Chef Barbara Alexander, Food Enthusiast, Upper Valley Campus Kitchen, 6:00pm-9:30pm- Nov 20
• Brown Bag Lunch with Faye Smyle, Interim Vice President of Instruction, Wednesday, Nov 20, 12-1pm, Faculty Lounge
• Korean BBQ, Kimchee & Banchan with Chef Ken Woytisek, Food Enthusiast, Upper Valley Campus Kitchen, 10:30pm-2:30pm- Nov 23
• Holiday Winds in the NVC PAC – November 24
• Napa Valley Turkey Chase 5K/10K- Thursday, Nov. 28, 8:00am, to register visit www.napaturkeychase.com
• NVC Scholarship Application Workshop, December 2, 2:00-4:00pm, Room 838
• NVC Scholarship Application Period Opens- December 2 (closes Feb. 4)
• **Respiratory Therapy, Dine & Donate** at Mary’s Pizza Shack- Dec 2
• **Brown Bag Lunch with Faye Smyle**, Interim Vice President of Instruction, Tuesday, Dec 3, 12-1pm, HECC Conference Room, building 1000
• **Napa Valley Cooking School Restaurant at UVC: Small Plates from Our Sustainable Kitchen** – December 3-18 (reservations: 967-2903)
• **Writing Center Fall Writing Contest** closes, December 6, 11 a.m. Theme: First Impressions.
• **A Christmas Carol** in NVC PAC – December 6-15
• **Voice Recital** in the NVC PAC – December 7
• **NVC Viticulture & Winery Tech Post-Harvest Industry Meet-Up**, NVC Estate Winery – December 10
• **Regular Meeting of the NVC Board of Trustees** – December 12
• **YEP (Youth Entrepreneurship Program) Business Plan Competition**, 9am-3pm, McCarthy Library Community Room – December 14
• **Brown Bag Lunch with Faye Smyle**, Interim Vice President of Instruction, Wednesday Dec. 18, 12-1pm, Faculty Staff Lounge

**2014**

• **Regular Meeting of the NVC Board of Trustees** – January 9, 2014
• **We Love Gershwin** in PAC – January 26
• **NVC Scholarship Application Period Closes**- February 4
• **Love Songs Sweet & Spicy**, NVC PAC – February 9
• **Napa Valley Dream Team, Dreamer’s Conference**, 8:00am-3:30pm- February 15
• **Blur**, Studio Theater – February 21- March 2
• **Super Saturday at NVC** (Financial Aid & Tax Assistance Workshops), NVC McCarthy Library, 10am-2pm, February 22
• **Brass Society Concert**, Silvagni Concert Hall – February 23
• **Annie Get Your Gun** (Spring Musical), NVC PAC March 7 – March 23
• **McPherson Distinguished Teaching Award Nomination Deadline**: March 17, 2014
• **TEDx Napa Valley**, NVC PAC – March 30
• **McPherson Distinguished Teaching Award Ceremony and Luncheon Reception**: May 9, 2014
• **Emotional Creature**, Studio Theater – April 5-13
• **Mozart’s Requiem**, NVC PAC – April 27
• **Rhythmic Fantasy**, NVC PAC – May 4
• **Voice Recital**, NVC PAC – May 10
• **Symphony of Romance**, NVC PAC – May 18
• **Piano Recital**, Silvagni Recital Hall – May 25
• **NVC Scholarship Awards Ceremony**, Performing Arts Center- May 29, 2014
• **NVC Commencement Ceremony**- May 30, 2014

For more detailed information, please visit [www.napavalley.edu](http://www.napavalley.edu)

**A Master Calendar of Campus Events** can be found at:
[http://www.napavalley.edu/CommunityRelations/Pages/EventCalendar.aspx](http://www.napavalley.edu/CommunityRelations/Pages/EventCalendar.aspx)

**Transfer Center Calendar** (for current schedule of representatives visiting NVC)
[http://www.napavalley.edu/StudentServices/TransferCenter/Pages/calendar.aspx](http://www.napavalley.edu/StudentServices/TransferCenter/Pages/calendar.aspx)