Strategic Communications and Resource Development Report
December 11, 2014
Prepared by Lissa Gibbs, Director of NVC Office of Institutional Advancement

Targeted Appeal Campaigns & Active Grant Solicitation
(monthly activity)

New and Upcoming Grant Opportunities
- NVC Proposed Project Grants FY14-15 Round 1 Awards (funded by the NVCF Doud Endowment for NVC Campus Projects and Professional Development)
  - Applications reviewed, award announcement pending additional research
- Annual recertification of eligibility for Title III & IV grant opportunities submitted

Current Student Club Fundraising Activities (on and off campus)
- Current club campaigns (donations received by DAS):
  - Puente Club (for retreat costs and memorial scholarship)
  - Psychiatric Tech Club (for pinning costs)
  - Garden Club (support from local restaurants sourcing vegetables)
  - SSS Club (for college visit fund)

Current OIA Fundraising Events & Direct Appeals
- Give! Guide 2014 (a project of Napa Valley CanDo) – NVC Child Development Center again selected as one of the GIG’s Fabulous 40 Non-Profits for this unique community-wide online year-end appeal starting November 1 and ending December 31 at midnight. Visit www.napavalleygiveguide.org for more information and please donate $10 or more.
- Napa Valley Writers’ Conference – year end appeal for general support via mailing to past supporters
- NVC Athletic Hall of Fame, location TBD, evening of April 24, 2015 (nominations will open January 1)

Napa Valley College Foundation
- Friends of Napa Valley College Foundation – year-end appeal for general support via mailing to past supporters (target: $25,000, received through NVCF, not DAS)
- Changes to the NVCF Board of Directors:
  - New Members as of FY14-15: Margo Perez-Bruhn, Bill Baker, and Gary Rose
  - Outgoing Members as of FY14-15: Nancy Pridmore, Dennis Pedisich, Lorie Mazzaropi, and Bruce Cakebread
- Audit Report for FY13-14 Approved by Full Board
- NVCF Financial Support for NVC programs and students in FY13-14:
  - $213,732 in instructional materials, technology improvements, and program/department support
  - $201,012 in scholarships to continuing and transferring NVC students
- NVC Foundation Endowment Balance
  - Balance as of November 30, 2014: $7,398,860.46

Recent & Anticipated Media Coverage & Communications
- Bond Measure E Election Final Results
- New Trustees Join NVC Board of Trustees
- NVC Audit Report
• NVC Storm Athletic Teams (ongoing)
• VWT Alumni (North Bay Business Journal)
• Napa Valley Cooking School (Edible Marin & Wine Country and Napa Valley Life Magazine)
• Napa Earthquake Recovery Support for Small Businesses
• NVC Scholarship Program Opened for 2015
• New Offerings in NVC Modern Languages
• Coverage of NVC Performing Arts Season (ongoing)
• Napa Broadcasting Co. interviews with NVC faculty and staff (ongoing)
• NV Register Faces & Places (ongoing)
• Enrollment promotions in NV Register, La Voz, and on KBBF Radio
• Social Media postings daily on Facebook & Twitter
• Sponsored promotions on Facebook: enrollment in general and new classes

Website Homepage Redesign
• Launched on November 12; training on new software continues
• Interface with NVC Portal anticipated launch for spring 2015

Direct Mailings
• Enrollment Promotion: Abridged Spring 2015 Schedule of Classes

Recent & Upcoming Community Partnerships On Campus
• Information Session, Sonoma State University @ NVC, BA in Liberal Studies, (evening & weekend courses), NVC Transfer Center, more info: 707-664-2394, 4:00-6:00pm, December 2
• NVC Puente Program Professional Night, McCarthy Library Community Room, 5:00-8:00pm, November 12
• Author Richard Rios at NVC, NVC Puente program co-presented with Napa County Hispanic Network & the Napa County Hispanic Chamber of Commerce, Little Theater, FREE, 5pm, November 18
• NV Cooking School Winter Restaurant RESERVATIONS Opens (Dec. 2-17), Upper Valley Campus, Call 707-967-2903, walk-in registration also accepted, 9:00am, November 18
• NVC Puente Program Mentor/Mentee Holiday Potluck, NVC Cafeteria, 6:00-8:00pm, December 3
• Dedication of Narsai David Commissioned Chefs Busts at Napa Valley Cooking School, Upper Valley Campus (dedication ceremony open to the public; luncheon is by invitation only RSVP Required by December 1) 11am, December 10
• NVC Umoja Community Kwanzaa Celebration, McCarthy Library Community Room, 4:30-9:00pm, POSTPONED DUE TO WEATHER, January date TBA
• Toys for Tots Drive 2014, support NVC’s Student Veterans Organization participation in the US Marine Corps Reserve’s Toys for Tots drive, deliver unwrapped toys to NVC Veterans Resource Center, for more info contact Maricel Ignacio ext. 7312 or Joshua Armstrong ext. 7307, December 13
• YEP Business Plan Competition, December 13 (public welcome)
• PhotoEye@NVC Lectures, co-presented with di Rosa Museum, Nancy Kates, NVC Boardroom, 6pm, Free, January 29
• Napa City Council Community Workshop (public welcome), 8am -5pm, McCarthy Library Community Room, February 13
• “Super Saturday” Financial Aid Workshops at NVC, includes participation of non-profit community partners, February 21
• 10th Annual Wine Country Hospitality Symposium, Upper Valley Campus, March 31
• Foundation for California Community Colleges President’s Circle Reception with Chancellor Harris, by invitation only, exact date TBD – early May date anticipated

Recent & Upcoming Community Partnerships Off Campus
• Support for Napa Local Assistance Center (LAC) in partnership with Napa Valley Community Foundation, SBDC Advisory Services (for small businesses impacted by earthquake), Napa Downtown Association, & Napa Chamber of Commerce, September 22 through December
• Napa County Vet Connect Event with VA Health Care and Housing, North Bay Veterans Resource Center, Napa County Veterans Services, County Social Services; Veterans Home of California, Napa Valley College and Napa County Veterans Services (650 Imperial Way, Room 103 in Napa), 9am –Noon, November 13

General Institutional Outreach Off Campus
• “Responding to the Changing Needs in Higher Education in the Greater Napa Valley” Community Discussion with Presentation by Dr. Ron Kraft
  o St. Helena Sunrise Soroptimists, tentative date of January 21

NVC Outreach to School Groups (students and educators)
• Bel Aire Science Magnet Elementary Campus Visit and Hands-On Learning Experience, November 7
• John Finney High School Career Fair, Vallejo, November 20
• College & Career Fair, Grange Middle School, January 30
• Armijo HS Counseling Office (February 17 or 19) – one-on-one student info meetings
• Campus Tours
  o Foster Youth Services & ILP Program, April 7
  o 8th Grade Students (160-180 students) from NVUSD, April 20

STEM Outreach
• STEM Fair 2015: Thursday, April 23 11:30 a.m.–1:30 p.m. McCarthy Library Plaza
• Regular daily & weekly visits to Napa County high schools:
  o American Canyon High School
  o Valley Oak HS
  o Vintage HS
  o Napa HS
  o St. Helena HS
  o Calistoga HS
  o New Tech HS
  o Justin-Siena: developing outreach day/time. Waiting for school response
• Outreach day/time for Vallejo HS in development

Upcoming Events and Activities at Napa Valley College
For more detailed information, please visit www.napavalley.edu

December
• 25th Annual Holiday Non-Perishable Food Drive, organized by Classified Senate & ASNVC, please bring a can to campus, boxes located in the Welcome Center, Library, ASNVC Office, Faculty Office, Health Occupations, Financial Aid, Career/Transfer Center, Upper Valley Campus, Child Development Center, December 12
• Angel Tree Toy Drive 2014, organized by ASNVC, NVC Child Development Center & Salvation Army, adopt an Angel, tree located in McCarthy Library Community Room, bring unwrapped presents to ASNVC Office 1342, December 12
• Shared Governance Workshop presented by Academic Senate of CA Community Colleges & Community College League of CA, organized by NVC Academic Senate & President’s Office, speakers include President of ASCCC David Morse and President of CCLC Scott Lay, NVC PAC, 9:00am-12:00pm, December 12
• Holiday Faculty Party, organized by Academic Senate, McCarthy Library Community Room, 4:00-7:00pm
• Jazz Impressions, NVC PAC Loretta C. Silvagni Recital Hall, 8:00pm
• Police Academy Graduation Class #93, 10:00am, December 13
• NVC Youth Entrepreneurship Program (YEP) 7th Annual Business Plan Competition, for ages 14-17, McCarthy Library Community Room, for more info call 256-7250 or visit www.nvcyep.com, 8:00am-4:00pm
• Winds Extraordinaire, NVC PAC Main Theater, 3:00pm, December 14
• Final Exams, December 15-20
• MESA/SHPE/SACNAS Holiday Party, Room 1805, 12:30pm, December 16
• Spring 2015 Online Registration begins (Priority F-Returning Students), midnight, December 16
• ASNVC Finals Survival Event, Student Activities Center, 11:00am-2:00pm, December 16&17
• Last day of Instruction, December 20
• Fall Recess, No Classes, Campus Closed, December 21-January 4

January 2015
• Spring 2015 Walk-In Registration begins, January 6
• NVC Tax Training Workshop, organized by Financial Aid Office, McCarthy Library Rooms 1760 & 1731, 8:30-5:00pm, January 7-9
• Regular Meeting of the NVC Board of Trustees , 5:30pm, January 8
• NVC Storm Athletics Home Game: Women’s Basketball vs. College of Marin, NVC Gym, 5:30pm, January 8
• NVC Storm Athletics Home Game: Men’s Basketball vs. College of Marin, NVC Gym, 7:30pm, January 8
• NVC Storm Athletics Home Game: Women’s Basketball vs. Laney College, NVC Gym, 5:30pm, January 13
• NVC Storm Athletics Home Game: Men’s Basketball vs College of Alameda, NVC Gym, 7:30pm, January 13
• NVC Storm Athletics Home Game: Women’s Basketball vs Mendocino College, NVC Gym, 5:30pm, January 15
• NVC Storm Athletics Home Game: Men’s Basketball vs Mendocino College, NVC Gym, 7:30pm, January 15
• Martin L. King, Jr. Day, Campus Closed, January 19
• NVC Storm Athletics Home Game: Women’s Basketball vs Los Medanos College, NVC Gym, 5:30pm, January 20
• NVC Storm Athletics Home Game: Men’s Basketball vs Los Medanos College, NVC Gym, 7:30pm, January 20
• Instructional Excellence Day, January 20
• First Day of Instruction, January 21
• Lydia, NVC PAC Studio Theater, January 23-February 8
- NVC Storm Athletics Home Game: Men’s Basketball vs. Merritt College, NVC Gym, 5:30pm, January 28
- NVC Storm Athletics Home Game: Women’s Basketball vs. Merritt College, NVC Gym, 7:30pm, January 28
- PhotoEye @ NVC Lecture Series, Photographer Nancy Kates, NVC Boardroom, 6:00pm, January 29

**February 2015**

- NVC Online (STARS) Scholarship Applications Closes, midnight PST, February 3
- NVC Storm Athletics Home Game: Men’s Basketball vs. Solano College, NVC Gym, 5:30pm, February 4
- NVC Storm Athletics Home Game: Women’s Basketball vs. Solano College, NVC Gym, 7:30pm, February 4
- Regular Meeting of the NVC Board of Trustees, 5:30pm, February 12
- Napa City Council Community Workshop (public welcome), 8am -5pm, McCarthy Library Community Room, February 13
- NVC Storm Athletics Home Game: Men’s Basketball vs. Yuba College, NVC Gym, 5:30pm, February 13
- NVC Storm Athletics Home Game: Women’s Basketball vs. Yuba College, NVC Gym, 7:30pm, February 13
- NVC CJTC Police Academy Testing, register online at [www.nvccjtc.org](http://www.nvccjtc.org) or call 256-7700, February 14
- President’s Day, Campus Closed, February 16
- NVC Storm Athletics Home Game: Men’s Basketball vs. Contra Costa College, NVC Gym, 5:30pm, February 20
- NVC Storm Athletics Home Game: Women’s Basketball vs. Contra Costa College, NVC Gym, 7:30pm, February 20
- Super Saturday at NVC, February 21

**March 2015**

- Regular Meeting of the NVC Board of Trustees, 5:30pm, March 12
- Spring Recess, Campus Open, March 30-April 4
- 10th Annual Wine Country Hospitality Symposium, Upper Valley Campus, March 31

**April 2015**

- Regular Meeting of the NVC Board of Trustees, 5:30pm, April 9
- *Once On This Island*, NVC PAC Main Theater, April 10-26
- Outreach School Matinee of *Once on This Island*, NVC PAC, 10:00am, April 14&15
- NVC CJTC Police Academy Testing, register online at [www.nvccjtc.org](http://www.nvccjtc.org) or call 256-7700, April 11
- Outreach School Matinee of *Once on This Island*, NVC PAC, 10:00am, April 20&22
- PhotoEye @ NVC Lecture Series, Photographer Jennifer Maytorena Taylor, NVC Boardroom, 6:00pm, April 23
- STEM Fair, Library Plaza, 11:30am-1:30pm, April 23

**May 2015**

- *Kalos Kai Agathos*, NVC PAC Studio Theater, May 1-10
- NVC CJTC Police Academy Testing, register online at [www.nvccjtc.org](http://www.nvccjtc.org) or call 256-7700, May 9
- Regular Meeting of the NVC Board of Trustees, 5:30pm, May 14
- Memorial Day, Campus Closed, May 25
- NVC Scholarship Ceremony, NVC PAC, May 28
- NVC Commencement, May 29
June 2015

- Last Day of Instruction, June 1
- Regular Meeting of the NVC Board of Trustees, 5:30pm, June 11
- NVC CJTC Academy Graduations, NVC Gym, June 13
- NVC CJTC Police Academy Testing, register online at www.nvccjtc.org or call 256-7700, June 13