Strategic Communications and Resource Development Report
January 15, 2014
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This report describes communication and program activities that have been conducted in the last month or are planned for upcoming months related to prioritized areas of institutional public relations related to: Enrollment, Engagement, and Resource Development

Enrollment

Website Homepage
- Graphically redesigned homepage launched on November 12; training on new software continues; campus training sessions on using web and social media to promote and market NVC programs planned for Flex Day
- NVC Web Homepage visits (hits):
  - December 14-31, 2014: 40,000 (compared to 44,300 visits for the same time period in 2013)
  - January 1-14, 2015: 48,000 (compared to 54,475 visits for the same time period in 2014)
- Interface with NVC Portal anticipated launch for spring 2015

Direct Mailings
- Enrollment Promotion: Abridged Spring 2015 Schedule of Classes
  - 24,000 printed
    - 21,675 mailed directly to homes in Napa, Calistoga, American Canyon, St. Helena, Yountville, Angwin/Pope Valley, and St. Helena
    - 2,000 distributed directly via Napa County high schools, libraries, community centers, coffee shops, and NVC Welcome Center

Social Media
- Daily posts in Facebook and Instagram and Tweets/Re-Tweets on Twitter
  - Facebook friends as of 1/14/15: 1,282
  - Twitter followers as of 1/14/15: 131
  - Sponsored posts on FB indicate “views” by 80,000 users for NVC enrollment promotions
  - E-mail promotion to “Friends of NVC” list via Constant Contact (4,582 active contacts)

Paid Advertising
- La Voz (bilingual): November, December, & January
- NV Register (front page sticky ad): early January
- NV Life Magazine (specifically for NV Cooking School): November

Where will you be in 20 years?
It depends on where you are when classes start on January 21 at Napa Valley College...
enroll now at www.napavalley.edu
Campus Visits & Direct Student Outreach (including off-campus)

- NVC CJTC Police Academy Testing, January 10, February 14, April 11, May 9, & June 13
- College & Career Fair, Grange Middle School, January 30
- Armijo HS Counseling Office (February 17 or 19) – one-on-one student info meetings
- Campus Tours
  - Foster Youth Services & ILP Program, April 7
  - 8th Grade Students (160-180 students) from NVUSD, April 20
- Campus visit by a delegation of 25 secondary school teachers and administrators from Gansu, China interested in international study opportunities for their graduates: Feb. 3
- 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:
    - American Canyon High School
    - Valley Oak HS
    - Vintage HS
    - Napa HS
    - St. Helena HS
    - Calistoga HS
    - New Tech HS
    - Justin-Siena: TBA
    - Vallejo HS: TBA
- 10th Annual High School Breakfast at NVC, organized by Student Services for area high school counselor and administrators, Building 900, 7:00am-11:30am, March 19
- Outreach School Matinee of *Once on This Island*, NVC PAC, 10:00am, April 14, 15, 20, & 22

Engagement

*Please note: all distributed NVC media releases are available online in the “Newsroom” at www.napavalley.edu under “About NVC”*

Media Outreach & Coverage

- NVC Storm Athletics (NV Register, ongoing)
- NV Cooking School (Napa, Edible Marin & Wine Country)
- Obama’s Free Community College Proposal (KPFA/Pacifica Radio, Napa Broadcasting.com)
- YEP (Youth Entrepreneurship Program) Business Plan Competition (NV Register)
- NVC Performing Arts Season (NV Register)
- Bond Measure E Election Final Report (NV Register)
- NVC’s Application for State B.A. Pilot Program (NV Register, San Jose Mercury News, Vallejo-Herald Tribune, Napa Broadcasting.com)
- BoT College Credit Fee Waiver for Concurrently Enrolled High School Students (NV Register, Vallejo-Herald Tribune)
- NVC Athletic Hall of Fame Call for Nominations (NV Register)
- NVC Scholarship Deadline (NV Register)
- NVC Foundation (Napa Broadcasting.com)
- Interview with new NVC Board of Trustees Chair Dan Digardi (Napa Broadcasting.com)
- NV Register Faces & Places (ongoing)
- Institutional Membership Newsletters (di Rosa, NV Arts Council, NV Film Festival)
- Media release postings on Napa Patch and other online self-post news outlets
Social Media
- Multiple daily posts:
  - Facebook
  - Instagram
  - Tweets/Re-Tweets on Twitter
- Weekly e-mail(s) to Constant Contact “Friends of NVC”
  - 4,582 active contacts (average open rate of 25%)

Meetings & Events (on campus)
NOTE: please see CALENDARS at www.napavalley.edu for scheduled student, community, and transfer events occurring on campus
- NVC Storm Basketball (men’s and women’s season is underway)
- *Lydia*, NVC PAC Studio Theater, January 23-February 8
- PhotoEye@NVC Lectures, co-presented with di Rosa Museum, Nancy Kates, NVC Boardroom, 6pm, Free, January 29
- “The Raising of America” film showing organized by Napa County Office of Education, Community Resources for Children, COPE Family Center, Napa Learns, Napa County Department of Public Health, First 5, and Child Start, FREE, NVC PAC, 5:30 reception, 6:15 movie, 7:15 panel discussion, February 3
- Cash for College Workshop for Foster Youth, two-day workshop, must attend both days, McCarthy Library, 4:00-6:00pm, February 10 & 17
- 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 to promote college financial aid awareness, FAFSA completion & AB540 completion, tax return filing assistance for low income individuals (sessions in Spanish & English), February 21
- Film screening organized by Environmental Education Coalition of Napa County (EECNC) of “The Clean Bin Project” $5 admission (this is a fundraiser for EECNC Scholarship Fund), NVC Little Theater, 7pm, February 25
- 10th Annual Wine Country Hospitality Symposium, Upper Valley Campus, March 31
- Celebrate Support for the Performing Arts at NVC, pre-show reception in the Paul Ash Lobby of the NVC PAC, 6:30pm, free, May 1
- NV Cooking School Spring Restaurant, Upper Valley Campus, May 5-22
- Foundation for California Community Colleges President’s Circle Reception with Chancellor Harris, by invitation only, exact date TBD – early May date anticipated

Off Campus Community Involvement & Outreach
- 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. **Center is now Small Business Association (SBA) recovery support center and is staffed with NVC Napa-Sonoma SBDC advisors**
- NVC Athletic Hall of Fame Banquet & Induction Ceremony: April 17
  - Call for Nominations now open, deadline for nominations for 2015 induction: February 12, 2015

Resource Development
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)
$6,734 awarded to NVC faculty & staff for professional development activities (17 individuals)
$3,203 awarded to NVC faculty & staff for NVC campus projects (8 individuals)

NVC Proposed Project Grants FY14-15 Round 2 deadline: March 16 (application cycle opens Feb. 5)

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)

Results of Recent OIA Fundraising Events & Direct Appeals

- Give! Guide 2014 (a project of Napa Valley CanDo) – NVC Child Development Center: total received from 23 donors: $770.
- Total Gifts to DAS (7/1/14- 12/31/14): $71,067.85 (all figures are preliminary)
  - Napa Valley Writers’ Conference – year end appeal for general support via mailing to past supporters: $9,676.25 (preliminary figure)
  - Storm Classic Golf Tournament (Athletic Teams): $22,755.00
  - YEP Program: $2,700.00
  - Shakespeare NV: $3,101.15
  - Charitable donations of note in December:
    - Adaptive PE: $3,500
    - PAC: $2,000
    - UVC Library: $1,000
    - Napa-Sonoma SBDC (for earthquake advising): $30,000 (NV Community Foundation)
    - NVC Library: $500
    - General Education: $500

Napa Valley College Foundation

- Friends of Napa Valley College Foundation – year-end appeal for general support via mailing to past supporters total: $11,125 (preliminary figure)
- Donations to Scholarship funds (7/1/14-12/31/14, preliminary figure): $53,714.00 ($35,983 of which was donated in November and December, 2014)
- NVC Foundation Endowment Balance
  - Balance as of December 31, 2014: $7,305,651.07
- Scholarship Application Deadline: Feb. 3, 11:59pm ($200,000+ anticipated to be awarded in collaboration with NVC Scholarship Committee and NVC Office of Financial Aid)
- Notification of bequest from the Estate of Simone Fontaine for student scholarships (amount TBD)
- Request (by invitation only) for scholarship funding request from the Miranda Lux Foundation, San Francisco ($15,000)

Upcoming Events and Activities at Napa Valley College

For more detailed information, please visit www.napavalley.edu

January 2015

- 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, Filmmaker Nancy Kates with film screening of “Regarding Susan Sontag,” NVC Boardroom, 6:00pm, January 29

February 2015
• NVC Online (STARS) Scholarship Applications CLOSES, midnight PST, February 3
• “The Raising of America” film showing organized by Napa County Office of Education, Community Resources for Children, COPE Family Center, Napa Learns, Napa County Department of Public Health, First 5, and Child Start, FREE, NVC PAC, 6:15 movie, 7:15 panel discussion, 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
• Cash for College Workshop for Foster Youth, two-day workshop, must attend both days, McCarthy Library, 4:00-6:00pm, February 10 & 17
• “Pop-Up Restaurant” w/Chefs Barbara and Adam, Iconic San Francisco Dinner, Upper Valley Campus Kitchen, 6:00-9:00pm, February 12
• Regular Meeting of the NVC Board of Trustees, 5:30pm, February 12
• 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
• 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
• “Cash for College Super Saturday” at NVC, tax return preparation assistance, computer lab & assistance available for FAFSA & DREAM Act applications, presentations in English and Spanish, Public Welcome, McCarthy Library, 10:00am-2:00pm February 21

March 2015
• Regular Meeting of the NVC Board of Trustees , 5:30pm, March 12
• 10th Annual High School Breakfast at NVC, organized by Student Services, Building 900, 7:00am-11:30am, March 19
• 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
• 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
• NV Cooking School Spring Restaurant, Upper Valley Campus, May 5-22
• 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