College of DuPage 50th Anniversary

1967-2017

FIFTY YEARS

College of DuPage
'This is good. We really need this. This is to show what we have accomplished and the positive energy we have right now to go forward.'

—COD Professor of Psychology Richard Kalus
History and Context
Planning

• Research

• Brainstorm

• Steering Committee

• Working Committee
Goals

- More Visitors
- Retire “Best Kept Secret”
- Elevate Brand
- Better Awareness
- Showcase Students
- Showcase Faculty

- Foster College Connections
- Boost Enrollment
- Grow Alumni Base
- Grow Donors
- Share New Programming
- Increase Pride, Retention, Student Involvement
Audiences

- Students (current and prospective)
- Alumni
- District/Community
- High Schools
- Donors
- Employees
- Retirees
Steering Committee

• Retirees, Faculty, Students, Foundation, Marketing and Communications
The Plan

• More than 50 activities planned for the year.
Chicago Brass Transit
Campus Graphics
Campus Graphics
Campus Graphics
Campus Graphics
Campus Graphics
COD Cares Fall Day of Action:
“Manual Labor of Love”
More Activities

• 50th Anniversary Video Documentary
• Naperville St. Patrick’s Day Parade
• Free T-Shirt Day
• Aerial “50” Photo
• Foundation Gala/Fashion Show
• Lombard Lilac Festival
• Social Media Scavenger Hunt
Still More Activities

• Video Oral History
• Alumni Reunion Weekend
• Historical Displays Moved Through Community
• “Pack the Place” Men’s and Women’s Basketball Games
• MAC Historical Photo Exhibit
• 52 Week Social Media Campaign
• Throwback Thursdays
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