

IF2- Investment Fund for the Future - Entry #197 2018-2019

PROPOSAL SUMMARY

Title: Rebranding of Homecoming and Family Weekend

Project Lead Name: Kerry Gotham

Project Lead eMail Address: kgotham@brockport.edu

Project Lead Department: Office of Alumni Engagement

Project Lead School/Division: Advancement

Total Amount Requested: \$7,500.00

Name of Sponsor 1: Mike Andriatch

Name of Sponsor 2: Dave Mihalyov

Name of sponsor 3: Kathryn "Katy" Wilson

A. PROPOSAL DESCRIPTION & IMPACT

A-1. Description of the Initiative.

The combined Homecoming & Family Weekend is one of the longest-standing traditions and largest campus-wide events at The College at Brockport, annually uniting hundreds of students, faculty, staff, alumni, families, and community members on campus. Rebranding is underway by the Homecoming steering committee (consisting of leadership from Alumni Engagement, Student Union and Activities, College Communications, Athletics, and Brockport Student Government) in an effort to increase community-wide engagement in the weekend. Strategies will include introducing a (prospective) new name, incorporating new programming that accommodates and appeals to all audiences, and revitalizing Homecoming traditions. The steering committee plans to implement robust marketing and promotion of the new brand, the inclusive events, and the enhanced schedule. This proposal will request specific items to promote the new name and build awareness and pride for this Brockport tradition.

A-2. Impact Statement: What change will this project deliver in the short term? What are the expected longer-term impacts?

Short-term impact:

- 1) Raise awareness about Homecoming and Family to our key target audiences: alumni, families, students, faculty, staff, and greater community
- 2) Build Brockport pride on campus and in the surrounding community
- 3) Encourage and boost participation in the weekend

Long-term impact:

- 1) Establish the weekend as one of the strongest and most inclusive traditions on campus and in the community

2) Support and strengthen the College's goal of being a College engaged with its community

B. STRATEGIC ALIGNMENT

B-1. Outline the ways in which the proposed investment will contribute to the College Strategic Plan Goals, and if appropriate, their Measures of Success.

This proposal contributes to the College's Strategic Plan Goal #2: to be a College engaged with its community, and specifically measures of success 1,6, and 7.

Measures of success:

Measure #1) We will see growth in the number and extent of engagement partnerships with the Village of Brockport, City of Rochester, Monroe County, and local rural communities, through active participation in some or all of the following: community advisory boards and volunteer efforts; Town/Gown meetings and initiatives; collaborative events; community internships and partnerships. This will allow us to explore and assess strong community partnerships around areas of critical need, e.g., the development of a community clinic.

Project connection: With rebranding and expansion of Homecoming & Family Weekend, the College will be working more closely with the Village government to potentially move the parade (one of the longest-standing Homecoming parades in the country) through Main Street of the Village to include the Village in this event. The College will be working with the Village merchants to provide promotional materials for the weekend to promote to the larger community and the College will promote the merchants to the variety of audiences coming back to campus that weekend.

Measure #6) We will see increased interdivisional and interdepartmental communication around scholarship, curricular and co-curricular events and achievements.

Project connection: This proposal brings together all divisions on campus, including BSG, in planning, execution, and assessment of the weekend, for the wide variety of constituent groups that are involved, including: students, faculty, staff, alumni, donors, families, community members, and community partners.

Measure #7) We will ensure enhanced alumni and external engagement, providing for social and networking activities, and inclusive and meaningful opportunities to contribute time, talent, and funding to the College.

Project connection: Homecoming weekend has traditionally been a weekend for alumni to come back to campus, and that will not change. However, with the rebranding efforts, there will be more programming geared to the larger alumni audience to be more inclusive of students and their families, GOLD (Graduates Of Last Decade) alumni, and local alumni. Targeted activities will help attract specific groups by utilizing specific academic department reunions, affinity groups, athletic teams, clubs/organizations, and others. While larger programs, including the parade, entertainment, festival, and football game, will be anchor events open to all.

C. SUSTAINABILITY

C-1. How will this initiative become self-sustaining beyond the initial funding period?

As one-time only budget request, once the marketing and promotional materials are designed and purchased, they will be able to be utilized each year and throughout the year to continue to brand and market the weekend. All materials will have with the logo/mark/brand without a specific date/year listed. This will allow marketing at orientations, Welcome Weekend, admissions events, other campus events, and in the period of time when the academic year starts through the big weekend in the Fall semester

D. IMPLEMENTATION PLAN

D-1. Identify the specific activities to be funded from the Investment Fund. Provide an estimated timeline for implementation and for activities anticipated to be ongoing.

-Purchase promotional items, branded with the appropriate log and name, including sail flags, retractable banners, outdoor banners, and light pole banners.

-Utilize promotional items at appropriate times throughout the year at events to promote the next Homecoming & Family Weekend.

-In the week(s) leading up to the weekend, place promotional items around campus and in the Village.

-Purchase green light bulbs for the “glow green” initiative as part of the weekend.

-Disseminate bulbs to neighbors and businesses in the week leading up to the weekend.

E. CONSULTATION

E-1. For requests involving technology. Has the Chief Information Officer (Bob Cushman or his designee) reviewed this proposal and verified potential costs as it relates to technology: Not Applicable

E-2. For requests involving facilities. Has the Director of Facilities & Planning (John Osowski or his designee) reviewed this proposal and verified potential costs as it relates to facilities: Not Applicable

E-3. The Project Lead has confirmed other required resources with the appropriate supervisor: Not Applicable

F. BUDGET & OTHER FUNDING SOURCES

F-1. Itemized Budget (Excel format ONLY): [On file]

F-2. Total Amount Requested: \$7,500.00

F-3. This proposal includes: Not applicable.

F-4. Other funding sources* for this proposal? Not applicable.

F-5. Is the success of the project contingent on receipt of funds from any additional funding source(s)?

These are additional costs beyond the normal budgets for Homecoming and Family Weekend.

G. ASSESSMENT PLAN

G-1. How will you assess/measure the effectiveness of this initiative? Provide anticipated outcomes and specific measurements for success.

Measures of success will include the following:

- Collect the attendance for the overall weekend and compare to past weekends
- Collect attendance at specific events/activities to either compare with the past or benchmark for new events moving forward
- Analyze attendance of specific constituent groups to set benchmarks moving forward
- Provide all attendees with a post-event survey to share feedback on their experience
- Assess alumni and friends in attendance with regard to pre-existing measures, including, but not limited to, giving, engagement score, and partnerships (Advancement-specific)

H. ADDITIONAL INFORMATION

H-1. Please provide any additional information to assist in the review of the proposal, including why the initiative cannot be funded from divisional resources.

As we look to increase programming and outreach, the stress on the existing budgets for the Homecoming & Family Weekend on multiple departments will already be stretched to accommodate these changes. This minor investment will allow the weekend to be branded effectively, increase the exposure and marketing, and will provide a long-term impact to building upon a great tradition and making it more inclusive of the greater community and the intended audiences.

Upload up to three supplemental files here (not required): [On file]

Signature of Project Lead: [on file]

Project Lead Email: kgotham@brockport.edu

Signatures of sponsors are on file in the Administration and Finance Division.