

Keene
STATE COLLEGE

Wisdom to make a difference.

Advancing Keene State College

Re-Imaging & Collaboration



Wisdom to make a difference.

Keene State College | 229 Main Street | Keene, New Hampshire 03435 | keene.edu

MARKETING & COMMUNICATIONS

- **Staff Enhancement**
- **Media Plans**
- **Redesigned Course Catalogue**

MARKETING & COMMUNICATIONS

- **Tool Kits: Program, Faculty, Student Profiles**
- **Showing Off!**

BRAND IMPLEMENTATION

The logo for Keene State College, featuring the word "Keene" in a large, white, serif font above the words "STATE COLLEGE" in a smaller, white, sans-serif font, all contained within a red rectangular background.

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OWLS



WEB REDEVELOPMENT

- **Study Phase**
- **Implementation Process**

ALUMNI & PARENT RELATIONS

- **Tremendous Increase in Participation: Attendance, Volunteering, Voting...**
- **Recent Graduate, Class & Department Surveys**

ALUMNI & PARENT RELATIONS

- **50+ Department/Program Collaborations**
- **Student Engagement Strategy**
- **Facebook, Twitter**

DEVELOPMENT

- **System Metrics Work**
- **New staffing to meet Trustee goals & increased needs of KSC**

DEVELOPMENT & ADVANCEMENT SERVICES

- **Total Amount of Annual Gifts up by 11.6% -- National average for public colleges expected to be only 2.6%**
- **Total gifts from all sources up 72%, including major bequest**
- **Data management & receipts way up**

DEVELOPMENT

- **Unrestricted giving up by 10%**
- **Over \$1 Million added to endowment**
- **Close to Home: 8 volunteers; 16% more dollars; participation up to 23%**

COLLABORATION

- **Campus Partnerships**
- **Community Partnerships**
- **Pulling together to meet the needs of our students**

ADVANCING KEENE STATE COLLEGE

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