

**Ideas NOT in our Committee's Scope: (but we are willing to help and support!)**

**1) Develop Branding for 150:**

- #LC150 (hashtag LC 150 must be pursued!)
- top 150 Alum lists
- 150 most interesting
- 150 things you never knew about LC
- 150 words that capture LC

**2) Develop a Story Corp/Content Capture approach**

- dedicated LC spot where alum, students can capture and video their stories
- consumer generated (alumn generated)
- run the stories "live" somewhere on campus monitors, website, etc.

**3) Utilize the LC Homepage/Webpage to have a special "tab" for 150<sup>th</sup>**

- activities, info, alumni stories, content, etc around the 150<sup>th</sup> celebration

**4) 150<sup>th</sup> Special Edition of.....**

- Chronicle
- Pio Log (featuring archived editions.....maybe a coffee table book)
- Albany Newsletter
- special book commemorating the 150<sup>th</sup>

**5) E-Media and Print Media at LC all leverages the 150<sup>th</sup>**

**6) Provide Future Views in Celebration of the 150<sup>th</sup>**

- future student will look like?
- future campus will look like?
- long term strategy?
- share what the future vision from campus leaders (Faculty, staff, athletics, arts, music, etc) and what the future will bring.

\*\*\* Important to look back and celebrate but also to look forward and share vision

**7) College Campus future plans**

- what are future plans?
- can alumni support? (ie: buy the new garden, drive funds for new building, etc)

**8) Memorial to all Alumni in the form of an art installation (virtual and real)**

- includes all Alumni names (or some form of alumni names)
- similar to the memorials in DC (beautiful, integrated into campus) but also offer a virtual memorial so all across the world can interact with
- art department to lead this effort?

## **9) Screens on Campus to share all these stories, testimonials, etc**

## **10) Chairs of each Department to lead one BIG/IMPACTFUL effort to support the 150<sup>th</sup>:**

(examples-just thought starters but you get the idea)

- art: art installation
- music: new school song
- drama: school play
- athletics:
- science:
- history: history book of LC
- philosophy: future view of LC ....will we still be relevant?
- math:

## **11) Graduation Speakers for 2018**

- assure quality/relevant speaker for 150<sup>th</sup>
- interest in having an alumni speaker
- play up the 150<sup>th</sup> components in the 2018 commencement

## **12) Logo items available to all (not just on website, but sold at all school events)**

- Lapel Pin
- t shirts/sweat shirts
- mugs

**\*\*Maybe not a huge inventory of items but enough that we can celebrate with the logo**

## **13) Time Capsule**

- both real time capsule and virtual time capsule
- time capsules are more about the current population celebrating the items to go in (and finding meaning in those items for the future)
- student led ???
- ceremony to celebrate this
- easy to do and yet fun.....students of class of 2018 can lead this
- ad in chronicle/Pio Log.....what would you put in the time capsule? Message out to the LC community

**Ideas POSSIBLY in our Scope if the College needs additional support/help:**

**1) Incorporate 150<sup>th</sup> info 2017 Black and Orange Parties**

**2) Develop an Alumni Influencer Campaign**

- Drive awareness of the 150<sup>th</sup>
- leverage alumni stories and increase “reach” of the 150 message

**3) Worldwide recognition day of the Big celebration (June 2018)** similar to the Black and Orange parties, one day everyone around the world posts pics, twitter/FB, etc and worldwide celebration

**4) Celebrate and Generate Funding by selling commemorative Bricks with names/class**

- re-pave some area (carriage area on lower campus as an idea)
- similar to Pioneer Square (bricks are the foundation)
- “Paving the Path for the next 150 years”
- determine price that can generate \$\$ and yet allow many to participate (\$100-\$200/brick)

**5) target 1867 attendees for 2018 Reunion** (founding date....something FUN to rally around to get alum back on campus)

**Ideas DEFINITELY in our Committee's Scope:**

- 1) Work with Development Team (Josh Walter's team) to put a 150 BoA Matching Program/effort together**
- 2) Social Media: Grass Roots** (all BoA support 150<sup>th</sup> with Facebook, Snapchat, Twitter posts etc)
- 3) Utilize the new 150<sup>th</sup> Logo at all appropriate BoA events** (ie: Alumni Recognition)
- 4) Leverage 2018 Alumni Honors Banquet: Plus it up to larger** space, bigger event, video, logo materials on table, 150<sup>th</sup> Themed video to kick off, invite prior honorees to event, etc etc. Invite the oldest living alum to honors banquet
- 5) Incorporate 150<sup>th</sup> into 2017 Black and Orange Parties**
- 6) Connect with Donna Manning to assure Albany Society is well integrated into 150<sup>th</sup> events and celebration**
- 7) Connect in person with our LC Alumni Network (grassroots)**
- 8) BoA to establish twitter, Facebook, snapchat, presence and engage our networks**
- 9) Engage with the other BoA Committees to assure the 150<sup>th</sup> is "super charged" and "plussed-up"**