Overview:
This is a year-long public relations campaign to communicate the value and importance of Front Range Community College to its service area to encourage donations and political support so FRCC can help even more people succeed. The campaign also seeks to increase the positive regard of prospective students toward the institution to encourage their enrollment. The campaign features over ten special events, anniversary SWAG and organic social and earned media activities that will occur throughout the 2018 calendar year. FRCC’s 50th Anniversary events will celebrate its rich history, identify the college’s community impact, and inspire its future.

The campaign will be the largest community relations campaign FRCC has ever undertaken. It will utilize extensive communication through storytelling, advertising, earned media, widespread grassroots engagement. It will repeatedly connect the college with community and political leaders.

Cross-campus Steering Committee including key stakeholders representing faculty, students, administration, retirees, alums and community members to brainstorm how to execute commemorations of this historic milestone. Feedback on plans will be solicited from students, faculty, staff, community/corporate partners, K-12 partners, influencers, media, alumni, retirees, donors, and founding employees.

Objectives:

1. Raise awareness about the positive impact FRCC has on the life of individuals and the integral role it plays in strengthening Northern Colorado and beyond.

2. Celebrate FRCC’s history by honoring the achievements of its students, faculty, staff throughout the years (including the founding employees).

3. Strengthen relationships with community supporters, business partners, alumni, donors and friends.

4. Share FRCC’s vision for strengthening the north-metro Denver and Northern Colorado via its industry partnerships, workforce development and the transformative power of its brand of higher education.
**Target Audiences:**
Donors, community supporters, business partners, political leaders, alumni, faculty, staff, retirees, students, and prospective students regardless of gender and age.

**Key Messages:**
1. FRCC is a vital leader in the economic success of its communities.
2. FRCC has a heritage of championing high quality access to success for EVERYONE and the college intends to continue this commitment for the next 50 years and beyond.
3. FRCC plays a cherished role in its communities and its communities play a cherished role in FRCC. As FRCC turns 50 – this partnership is stronger than ever.

**Key Performance Indicators (KPIs):**
1. Special Event Attendance
2. Amount of donations made to the FRCC foundation
3. Political support shown toward FRCC throughout 2018-19.
4. Sustained enrollment and interest in FRCC.

**Campaign Tagline:**
*Front Range Community College: 50 Years of Lifting Lives through Learning.*

**Public Relations Activities Schedule/Tactics:**

**Tactic 1:** Create a FRCC 50th Anniversary Logo and Tagline

**Schedule:** By November 2017

**Details:** Use for all anniversary activities. Use for letterhead, stationery, e-mail signatures, and digital web/social graphical uses. For purposes of this plan I propose the tagline “50 Years of Lifting Lives through Learning.” This will be the theme of celebratory activities.

**Budget:** $1,000

**Tactic 2:** Create 50 frontrage.edu 50th Anniversary Microsite

**Schedule:** By Holiday Break 2017

**Details:** This site will host a visual timeline of FRCC’s history and a section on “Then and Now.” It will also have a “My Story” guestbook for those who have been impacted by FRCC to tell how FRCC made their life better. The site will showcase several on and off campus events that take
place throughout the year. The site should cite an estimate of how many people have been taught by FRCC in its history.

Publicity: Site will be promoted on social media, advertising, the home page, and will be included in e-mail signatures.

Budget: $5,000

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**Tactic 3:** Public Anniversary Kick-off Events at each campus

Schedule: January – second week of Spring Semester (different date per campus)

Details: College president and a local mayor will kick off FRCC’s year-long 50th Anniversary Celebration. Event will feature academic programs and their partnerships with local businesses. Celebration cake and cookies will be served. Perhaps have fireworks. College president, campus leaders, mayors, county commissioners, FRCC Foundation President and President of FRCC Advisory Council will be invited to have prominent roles.

Publicity: Will be broadcast on Facebook Live. News release and calls to reporters serving each campus. Facebook, Twitter, FRCC Blog, posted campus communications, e-mail/text to students.

Budget: $4,000

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**Tactic 4:** FRCC Foundation 50th Anniversary Gala at Budweiser Events Center

Details: Conducted with a corporate and media sponsor.

Schedule: An evening in late May

Publicity: Facebook, Twitter, FRCC Blog, posted campus communications, news release and pitches to entertainment reporters. Ask on-air talent at radio stations where ad buys are occurring to promote. Perhaps buy social and streaming music announcements of event. Secure society page coverage.

Budget: $5,000
**Tactic 5:** Campus-specific Celebration Event for Spring and Fall 2018.

**Details:** Each event will tie into the unique character of each campus (e.g., perhaps events that use the observatories)

**Schedule:** Once during 2018 Spring semester and once during 2018 Fall semester

**Publicity:** Facebook, Twitter, FRCC Blog, posted campus communications, e-mail/text to students.

**Budget:** $4,000

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**Tactic 6:** On the actual date of 50th anniversary (or closest academic day to it). . . Celebrate FRCC Day:

**Details:** Colorado Governor will be asked to proclaim date as FRCC Day for the official birthday. Student government on each campus will hand out ice cream as well as small-pocket collapsible timelines of FRCC’s history.

**Schedule:** Actual date of FRCC’s 50th birthday

**Publicity:** News release and calls to media. Facebook, Twitter, FRCC Blog, posted campus communications, e-mail/text to students. Try to get morning live shot of FRCC President and Governor on Good Day Colorado, 9News or other stations.

**Budget:** $2,500

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**Tactic 7:** Front Range Community College 50th Anniversary Partnership Breakfasts

**Details:** On separate dates for the Larimer and Westminster campuses – business and industry partners will be honored and briefed at a special celebratory breakfast. Invite mayors and county commissioners.

**Schedule:** A date in April

**Publicity:** News release and calls to media. Promote on FRCC social media channels. Seek coverage in community newspapers and business outlets. Post photos on social media including LinkedIn. Seek 850KOA and other live TV news morning coverage.

**Budget:** $1,500
**Tactic 8:** Front Range Community College’s 50th Anniversary Picnic Concert

**Details:** On separate dates for the Larimer and Westminster campuses – a picnic concert will be held on a Summer evening.

**Schedule:** A date in June or July

**Publicity:** News release and calls to media. Facebook, Twitter, FRCC Blog, posted campus communications, e-mail/text to students.

**Budget:** $1,000

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**Tactic 9:** FRCC Theater Presents: Front Range Community College Then and Now

**Details:** To be performed on separate dates on the Larimer and Westminster campuses – an original play produced by FRCC Theater showing how the college began and how FRCC students have changed and stayed the same over the years.

**Schedule:** September 2018

**Publicity:** News release and calls to entertainment reporters. Facebook, Twitter, FRCC Blog, posted campus communications, e-mail/text to students. Exterior signage.

**Budget:** $1,000

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**Tactic 10:** Honor 50 Outstanding Alumni at the FRCC Fabulous 50 Awards

**Details:** To be performed on separate dates at each campus – this evening awards ceremony will show how important FRCC alums are to the north-metro and Northern Colorado. A total of 50 honorees will be selected representing each campus. The honorees for each campus will be honored by that campus but an event program will show the remaining honorees of the 50 and where they are being honored. FRCC’s LinkedIn presence will be used to as necessary to help identify prospective honorees.

**Schedule:** October 2018

**Publicity:** Actual events available on Facebook Live. Social media posts and videos about honorees. Honorees featured in FRCC publications. The event and honoree stories will be pitched to the news media and a news release identifying all 50 will be issued. FRCC Blog will feature each. Event will be promoted via posted campus communications, e-mail/text to students. Exterior signage.

**Budget:** $2,000
**Tactic 11:** Internal PR: College-wide Anniversary Barbecue and Inter-Campus Volleyball Tournament

Details: Fun way for faculty and staff of each campus to celebrate the anniversary while building cohesion at an event on the Westminster Campus.

Schedule: For four hours on a work day following Spring commencement.

Publicity: Internal e-mail.

Budget: $2,000

**Tactic 12:** Create and deploy a 50th Anniversary Parade Float

Details: This float will be rotated among parades in the communities served by each campus. Dignitaries important to FRCC can be featured at these parades.

Schedule: Various

Publicity: Internal e-mail. Contact media promoting each parade.

Budget: $2,000

**Tactic 13:** Produce a fun 50th Anniversary Music Video

Details: Will feature faculty/staff of each campus dressed like it is 1968.

Schedule: March 2018

Publicity: Place on FRCC YouTube Channel and FRCC social accounts to show college’s friendly culture.

Budget: N/A – staff time

**Tactic 14:** Professionally Produced Anniversary Best Wishes Video

Details: Community dignitaries will be featured wishing FRCC a Happy 50th and talking about what they perceive as the college’s importance to their community. Seek participation of Governor, 2nd District Congressional Rep, local mayors, county commissioners and key industry executives.

Schedule: To be shown at FRCC Gala and FRCC Day

Budget: $3,000
**Tactic 15:** Professionally Produced Animated History Timeline Video

*Details:* Feature on social media channels, on microsite, home page and give URL in publicity materials.

*Schedule:* To be shown at FRCC Gala and FRCC Day

*Budget:* $3,000

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**Tactic 16:** FRCC History Exhibits at Westminster and Larimer Campuses

*Details:* Will feature cool historical artifacts from FRCC’s history. These will be solicited via social media, calls and e-mail from present/former employees and retirees.

*Schedule:* September 2018

*Publicity:* News release and calls to media. Facebook, Twitter, FRCC Blog, posted campus communications, e-mail/text to students. Try to get history exhibit shown live on Good Day Colorado or 9News mornings.

*Budget:* $1,000

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**Tactic 17:** On each campus have a student create a Snapchat story comparing FRCC on the particular day the story is created and 50 years ago.

*Schedule:* October 2018

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**Tactic 18:** A FRCC 50th Anniversary Pinterest Board

*Details:* Will feature cool historical artifacts from FRCC’s history. These will be solicited via social media, calls and e-mail from present/former employees and retirees. Artifacts will be added as they are received.

*Schedule:* Started in January 2018

*Publicity:* FRCC website and social media channels will plug this board’s existence

*Budget:* N/A

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**Tactic 19:** Employees commemorating 50th Anniversary photos
Details: At each campus take a photo from a drone of the employees forming the numeral “50”

Schedule: April 2018

Publicity: Post on FRCC’s social media channels and send to Denver TV news stations for image closing of newscasts

Budget: N/A if drone already owned

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**Tactic 20:** News features highlighting the 50-year history and accomplishments of FRCC

Details: Pitches will be developed and given to Denver Post, Coloradoan and 9News and/or other Denver TV news stations. FRCC Blog posts and an FRCC magazine-style story will also be developed about this (producing an anniversary magazine should also be considered). Content polished for pitches can be repurposed for e-newsletter communications. Source material for these features could be blogs posted on the FRCC Blog from long-time or early FRCC employees/students. Editorial board visits could concurrently occur with this tactic – so an editorial appears soon after any feature or in lieu of it.

Schedule: January 2018

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**Tactic 21:** 50th Anniversary news features highlighting FRCC’s contribution to the economic vitality of the north metro and Northern Colorado.

Details: Pitches will be developed and given to Denver Business Journal, Biz West and Business DEN. LinkedIn influencers will also be asked to repurpose the coverage that is generated. These pitches will be conducted in-conjunction with advertising attesting to FRCC’s commitment and participation in its service areas (including movie theater spots).

Schedule: February 2018

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**Tactic 22:** Long-form radio features on Colorado Public Radio and KUNC.

Details: Alongside FRCC President, someone from back in FRCC’s deep history will discuss the road the college has travelled.

Schedule: August 2018
Tactic 23: 50th Anniversary Light Pole Banners on all Campuses
Schedule: January 2018
Budget: $5,000

Tactic 24: Branded Promotional Items such as t-shirts, anniversary pins, decals, bags, pens, water bottles and coffee sleeves with FRCC history trivia on them
Schedule: January 2018
Budget: $5,000

Tactic 25: Bury a 2018 Time Capsule to be Opened at the College’s 75th Anniversary
Schedule: December 2018

2017 Anniversary Campaign Calendar
November: Tactic 1
December: Tactic 2

2018 Anniversary Campaign Calendar
January: Tactics 3, 14a, 23, 24
February: Tactics 21
March: Tactics 5a, 13
April: Tactics 7, 20
May: Tactics 4, 11, 15a
June: Tactics 8
July: Tactics
August: Tactics 6, 14b, 15b, 22
September: Tactics 5b, 9, 16
October: Tactics 10, 17
November: Tactics
December: Tactics 25
Various: Tactics 12, 18
## Budget

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<tr>
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<tr>
<td>Create FRCC 50th Anniversary Logo and Tagline</td>
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<tr>
<td>Create FRCC 50th Anniversary Microsite</td>
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