New Faculty & Staff Presentation
October 19, 2016
Agenda

• Enrollment Initiatives
  – Suzanne Lepley

• Advancement Update
  – Al DeSimone

• Brand K
  – Kate Worster
Enrollment Initiatives
Advancement

- Engaging Alumni
- Raising Funds
- Marketing
Engaging Alumni

• Pre-2013 – The Traditional Model
Engaging Alumni

- June 2013 – A New Approach
Engaging Alumni

- Identify/recruit prospective students
- Host interns and/or externs
- Mentor students
- Serve as volunteers
- Make a charitable contribution
Raising Funds

- Kalamazoo College Fund
- Hornet Athletic Association
- Endowment
- Capital Projects
Brand K
“[A] brand is much more than a logo. It really represents a promise.”

– Dean Adams, Director of Corporate Brand Management, 3M Company
More in Four. More in a Lifetime.
Social Justice Leadership at K

For anyone who feels a commitment to social justice, Kalamazoo College’s Arcus Center for Social Justice Leadership is an opportunity to pursue and deepen that passion. Founded in 2009, the ACSJL is a new initiative at K to develop and sustain leaders in human rights and social justice through education and capacity-building.

By integrating intellectual rigor with practical engagement, we are developing enlightened leaders who not only are able to envision a more just world, but are taking an active part in creating it.

Karlis Aguilera
Los Angeles, CA
Arcus Center Charter High School, Los Angeles, CA

"In high school I was involved in some activist projects because of my passion to improve the life for future generations in my community. At the time, I did not see the internationality of these projects. Working with ACSJL, I saw a network of social justice not only as a way to change my community, but as a means to build a stronger movement through solidarity among different groups. With a better understanding of the complexities of social justice, I developed my abilities as a leader — to listen, to think critically, and to emphasize the importance of collaboration."

Just K
Imagine a world in which...
- every person's life is equally valued,
- the inherent dignity of all people is recognized,
- the opportunities to develop one's full potential is available to every person,
- and systematic discrimination and structural inequalities have been eradicated.

Imagine it. Embrace it. Create it — at K.

Más en cuatro.
Más en toda una vida.

Kalamazoo College
kzoo.edu/Admission
“Branding is the art of differentiation.”

- David Brier,
  author of Defying Gravity & Rising Above the Noise,
  Chief Gravity Defier, DBO International
Elements of the *K-Plan*

- Rigorous academics in the liberal arts and sciences
- Experiential Learning
- Study Abroad
- Senior Individualized Project
Resources

- Office of Admissions
- Office of Development
- Alumni Relations
- Brand K
- Campus Event Calendar
Questions?