Agenda

• Enrollment Initiatives
  – Suzanne Lepley, Director of Admission

• Advancement Update
  – Al DeSimone, VP - College Advancement

• Brand K
  – Kate Worster, AVP - Marketing Communications
Enrollment Initiatives
Advancement 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
Engaging Alumni

- June 2019 – A New Plan
Raising Funds

- Kalamazoo College Fund
- Hornet Athletic Association
- Advancing 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.
Your Gifts Make a Difference
The Kalamazoo College Fund supports a wide range of financial resources to
Domestic Students
- Scholarships
- Grants
- Loans
- Financial Aid
- Tuition Assistance

23% Faculty Excellence and Resources
Kalamazoo College is committed to excellence in teaching, learning, and research. Our faculty members are leaders in their fields and are dedicated to providing a high-quality education for our students.

The K-Experience
Kalamazoo College offers a unique learning experience that prepares students for success in their future careers. Our small class sizes, close faculty-student relationships, and immersive learning opportunities provide a personalized educational experience.

Day of Gratitude Giving
Thank you for making a difference in the lives of Kalamazoo College students! Your generosity is making a significant impact on our ability to continue providing a high-quality education to our students.

1833 Society
The 1833 Society is a group of alumni, parents, and friends who have given $1,000 or more to support Kalamazoo College. Together, we are committed to ensuring that Kalamazoo College remains a top-choice institution for students.

The K-Plan
The K-Plan is a unique financial aid program that provides students with up to $25,000 in need-based scholarships for each year of their undergraduate studies. This program is available to all students who meet the eligibility criteria.

K shaped your path to leadership
Kalamazoo College is committed to providing students with the tools and resources they need to succeed. Our outcomes-driven approach ensures that students are prepared for a wide range of careers and are equipped to make a difference in the world.
Saludos de parte de Jorge G. González, Presidente de Kalamazoo College

Quiero expresar mi agradecimiento a Kalamazoo College y a la comunidad de Kalamazoo por el caloroso recibimiento que nos han ofrecido a mí familia y a mí.

Mi pasión por K se debe a mi convicción de que la educación que ofrece es extraordinaria. Esta educación, basada en las artes, las humanidades, las ciencias sociales, y las ciencias, provee oportunidades para que los alumnos colaboren estrechamente con sus profesores en proyectos de investigación y a través de experiencias de trabajo en empresas y organizaciones de nuestra comunidad.

Les invito a que vengan a conocer a Kalamazoo College. Les ofrecemos muchas oportunidades para que nos visiten:

- Tomen un tour con nuestra oficina de admisiones
- Vengan a una de nuestras producciones de teatro
- Vengan a uno de nuestros conciertos de música
- Apoyen a nuestros Hornets en un evento deportivo

Todos somos bienvenidos en nuestro campus. ¡Espero verlos pronto en K!

Saludos,
Jorge G. González
Presidente
“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
Social Media at K

• Facebook
  – Kalamazoo College
  – KPrez18, Jorge G. Gonzalez

• Twitter
  – @Kcollege
  – @KPrez18

• Instagram
  – Kalamazoo College
  – KPrez18
BrandK