



California Community College Alumni Network

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The California Community
College Alumni Network



Network of California
Community College
Foundations



FOUNDATION for CALIFORNIA
COMMUNITY COLLEGES

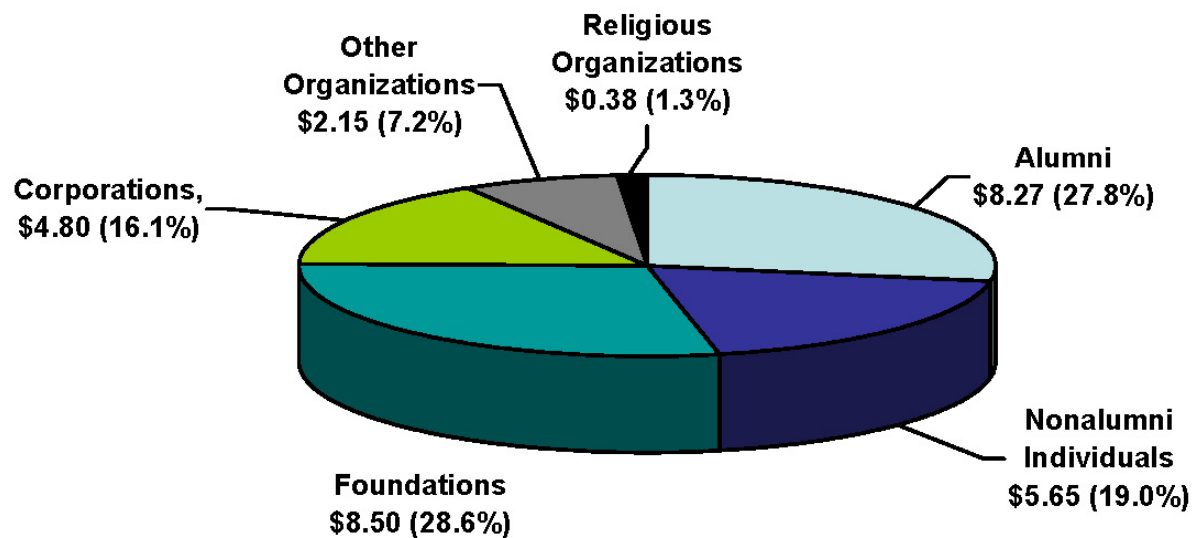
The Importance of Alumni

California Community College Alumni

1. Have political clout
2. Demonstrate the value of our college
3. Recruit other students
4. Sing our praises
5. Return as faculty
7. Volunteer
6. Come back to learn again
8. Influence corporate gifts
9. Direct family foundation giving
10. Give personal donations

The Importance of Alumni

Voluntary Support to Higher Education, 2007
\$29.75 Billion



Alumni

are a primary source of voluntary giving to higher education

Source: Council for Aid to Education, 2008



Challenges & Solutions

Challenge	CCCAN Solution
Not enough staff to develop alumni program	Common activities developed by state foundation reduce personnel burden at local level.
Budget dollars are scarce and outreach is expensive.	Collective purchasing volume creates negotiating power with common vendors.
Don't have expertise	Members share expertise of state foundation staff and share expertise with each other
Lack clout to compete with university associations	Together we are larger than any university.

Components of CCCAN Partnership

- 1 Affinity Magazine:** Professional 24 page publication for distribution to the 1,000 alumni of your choice.
- 2 Affinity Website:** Dynamic website to highlight alumni and bridge to your college specific web pages.
- 3 Online Tool Kit:** Templates for key communication pieces to make reaching out to alumni easier and save you time.
- 4 NCCCF Membership:** Access to NCCCF membership benefits at no additional charge.

1. Affinity Magazine

Review of inaugural issue

Participating Colleges

Bakersfield College

Irvine Valley College

College of the Canyons

Orange Coast College

Copper Mountain

Pasadena City College

Cosumnes River College

Rio Hondo College

Cypress College

Sacramento City College

DeAnza College

Diablo Valley College

San Mateo CCCF

East Los Angeles College

Santa Ana College

El Camino College

Sierra College

Foothill College

Ventura College

Fullerton College

Victor Valley College



2. Affinity Online

www.affinityonline.org

The screenshot shows the Affinity Online website in a Windows Internet Explorer browser window. The browser's address bar displays the URL http://demo.devstage.org/alumni/cccan_home.htm. The website's header features the "Affinity ONLINE" logo and the tagline "The magazine for California Community College alumni". A navigation menu includes links for Home, Current Issue, Past Issues, About, Donate, and Sign up now. The main content area is divided into several sections: "In this issue" with a featured article about a healthcare professional; "Alumni stories" featuring an Academy Award-winning actor; "Give back" with a call to action; "Your college news" with a search box; "Where did you go?" with a state-wide campaign; "Call for nominations"; and "Stay connected" with a user registration form. The footer contains copyright information for 2008 and contact details for the Network of California Community College Foundations.

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3. Alumni Took Kits

Password Protected for member access to:

- **Email tools** to create dynamic html based messages and broadcast them to your alumni base.
- **Templates** for customizable print publications: postcards, brochures, flyers and invitations
- **Administrator Privileges**, Reporting and Content Management Tools
- Virtual **Client Relations** Manager (48 hr. turn around)
- **Discounted Data Research Solutions** – Lost trace and Email Append



4. NCCCF Membership

NCCCF dues are included in CCCAN membership

The NCCCF mobilizes resources to empower Community College Foundations

- **Educate:** Annual symposium – Manhattan Beach (2009)
(members receive discount on registration and advance notice about this premier educational opportunity)
- **Advocate:** Promote your role to policymakers
(members benefit as leaders learn the importance of what we do and are encouraged to invest)
- **Communicate:** tools to keep you informed and connected.
(members can access list serve, benchmark with surveys, keep up on trends with e-newsletter)
- **Collaborate:** annuity program and now CCCAN

Saves you \$350 – gets you priceless support from colleagues

Your Commitment

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\$2,995 per year, per college – one year commitment

Ala Carte Components

These items can be purchased individually or added to the \$2,995 package price

- Membership in NCCCF (Includes \$100 discount on 2008 Symposium) **\$350**
- 1,000 Copies of *Affinity* Magazine (mailed by FCCC) **\$1495**
 - Custom College Spread in *Affinity* Magazine (not included in package) **\$495**
- Password Protected Access to Alumni Network Mar-ComTool Kit **\$1495**
- Up to five (5) Rotating Alumni Profiles on Affinity Website - **\$495**
- College-specific “Bridge Page” linking *Affinity* On-line to College Website - **\$995**

Ala carte items included in package total: \$4,830.





Questions? Comments?

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