

# CELEBRATING 50 YEARS

DRAFT PROPOSAL - UPDATED DECEMBER 2015



Journeys taken. Futures waiting.

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# CELEBRATING 50 YEARS AT SELKIRK COLLEGE

## EXECUTIVE SUMMARY

For five decades, Selkirk College has been inspiring lifelong learning and transforming lives through education. In September 2016, Selkirk College will officially mark 50 years of serving the communities of the West Kootenay-Boundary. The Selkirk College 50th Anniversary is an important opportunity to look back on our history, celebrate our achievements and take a bold step into the next 50 years.

To capture the excitement that is generated from an anniversary of this magnitude, this proposal sets out a timeline that will build momentum throughout the months leading up to the main celebration weekend that is slated for September 2016. Through specific activities and initiatives, we will use this opportunity to celebrate with the students, staff, alumni, retirees and the community members who have helped make Selkirk College what it is today and all that it can be tomorrow.

Event awareness will commence at the annual Bursary Tea in February 2016 and carry forward to Graduation 2017. In the months in between we will bolster awareness of Selkirk College in our region to remind people of the integral role we play in economic development, social equity, culture and the sustainability of the communities we serve. The creation of a new 50th Anniversary Bursary will provide a legacy for incoming students who can harness the past to build a brighter future.

A college is much more than curriculum and classrooms. It's about how individuals can use their educational experience to create pathways that inspire and reward. It's the people that make the place and over the last 50 years Selkirk College has helped ensure our graduates have the right foundation to make the world better. This proposal will ensure we mark the occasion with a celebration suited for such an achievement.

## OBJECTIVES

1. To celebrate 50 incredible years of education and excellence at Selkirk College
2. To acknowledge and reflect on the accomplishments of the past 50 years at Selkirk College
3. To raise the profile of Selkirk College and create goodwill with all audiences: community, donors, staff, students, alumni and retirees.
4. To build excitement for Selkirk's next 50 years
5. To engage the community, retirees and alumni in the planning process

## ENGAGEMENT GROUPS:

Alumni & Charter Students	Government
Community	Retirees
Donors	Staff
Faculty	Students
Future Donors	
Future Students	



## JANUARY 30, 2016 - BURSARY TEA/MEDIA KICK-OFF

Every January, the Bursary Tea is held in celebration of the generosity from Selkirk College donors and the students who receive the bursaries. Selkirk College awards more than \$300,000 in bursaries, scholarships and awards each year to students. Typically more than 250 people attend this event.

A main objective going into the planning of the 2016 Bursary Tea will be to introduce the upcoming year of Selkirk College's 50th Anniversary Celebration.

### ENGAGEMENT GROUPS:

Donors, Staff & Students

### EXECUTION:

- Roll out the 50th theme: logo/collateral
- Incorporate the theme of 50th anniversary into speeches given at the Bursary Tea
- Introduce a new bursary initiative in celebration of Selkirk College's 50th year (The hope is to raise \$50,000 and create a legacy of commitment to raising \$60,000 for the 60th year anniversary and \$70,000 for the 70th year etc...)
- Unveil the plan for the 50th anniversary book
- Cake cutting in honor of Selkirk's 50th year (candles & 50th branded cake)

# TIMELINE OF EVENTS

## FEBRUARY 9, 2016 - DISCOVERY DAY

Discovery Day 2016 will be the day we involve Selkirk College staff in the excitement of the celebration of 50 years of Selkirk College. The theme of this year's Staff Discovery Day will fit in well with where we have been, where we are and where we are going: Legacy.

When the residents of our region voted to create the province's first rural regional college through referendum, a legacy of trust was put to every staff member who has walked through the doors of all our campuses over the last five decades. At this year's Staff Discovery Day, we will gather to discuss what it means to have a legacy left for us and how we can continue to create a legacy for those we serve on a daily basis. Our students, our colleagues and our community depend on us to help build a stronger region through the great work we do. Legacy is not bound by age or time served, each one of us is an important part of what Selkirk College continues to build into the future.

### ENGAGEMENT GROUPS:

Selkirk College Staff

### EXECUTION:

- Discovery Day theme is legacy
- Discussions and workshops around legacy and what that means to Selkirk College staff
- Afternoon group session based on what we do and looking towards the legacy we are leaving for future generations.



## MARCH 2016 - STUDENT INVOLVEMENT

Getting students involved in the celebration of the 50th anniversary.

Each school will be tasked with strategizing and executing creative and unique ways that their specific school or program celebrates and commemorates this milestone with the current students. The Student engagement committee will plan and support student centric activities tied to celebrating this anniversary

### LOCATION:

All Campuses

### ENGAGEMENT GROUPS:

Students

### EXECUTION:

Create events that incorporate 50th celebrations

- Engage each department and challenge them to get their students involved
- Social media contests/Instagram (#50YearsofSelkirk)
- Year long 50th hashtag campaign
- brainstorm/research other event ideas

## SUMMER 2016 - COMMUNITY EVENTS

During the summer of 2016, we will garner community engagement of the 50th anniversary by being present at summer events throughout the region. We will partner with community organizations to support existing celebrations as well as execute Selkirk specific events.

### LOCATION:

Kaslo May Days  
Rossland  
Canada Day 2016 - Castlegar & Nelson  
Castlegar SunFest - July 2016  
Kootenay Festival - July 2016  
Pass Creek Fall Fair - September 2016  
Sculpture Walk  
Trail Markets  
Nelson Night Market  
Nakusp

### ENGAGEMENT GROUPS:

Community & Future Students, Alumni, Charter Students, Donors, Retirees

### EXECUTION:

Need lots of volunteers!

Set up Selkirk College recruitment booth.

Lots of giveaways of 50th swag:

- Balloons: Selkirk Logo and 50th Logo
- Sunglasses: with Selkirk Logo and 50th Logo
- Temporary Tattoos

Participation in parades

# TIMELINE OF EVENTS



## SEPTEMBER 2016 - GET CONNECTED

Every September, Get Connected Orientation events are held at the Castlegar, Trail, Nelson Tenth Street Campuses and the Grand Forks, Kaslo and Nakusp Learning Centres to introduce students to the campus, the staff and all of the new and returning students.

This is a great time to instill a sense of pride into students knowing that they are part of the 50th year of learning at Selkirk College.

### LOCATION:

Nelson, Castlegar, Trail, Nakusp, Kaslo, Grand Forks

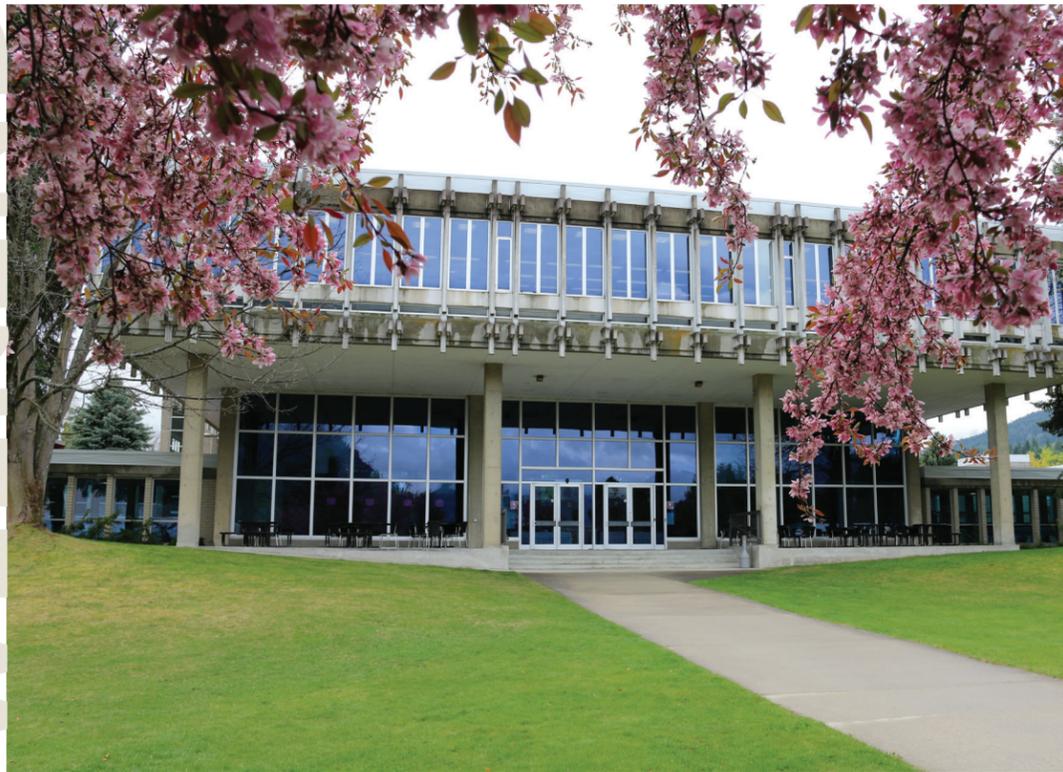
### ENGAGEMENT GROUPS:

Students & Staff

### EXECUTION:

- Welcome speeches to embrace 50th year
- Happy 50th Anniversary Selkirk Cake
- Redesign student ID card and Smart card to incorporate the 50th logo
- Moodle headers to have 50th logo
- 50th swag: hoodies/backpacks/hats
- Games played that celebrate 50 years
- Instill a sense of pride in the students that they are part of the 50th anniversary

# HOMECOMING WEEKEND



## SEPTEMBER 16 - 18, 2016 - HOMECOMING WEEKEND CELEBRATION

### DRAFT PLAN

*This weekend, slated for the last weekend in September or first weekend in October will be the official 50th Anniversary Celebration weekend for Selkirk College. With invitations extending to all engagement groups we will have something for everyone! It will be a full weekend of events and celebrations honoring Selkirk's 50 years.*

#### LOCATION:

Castlegar Campus

#### ENGAGEMENT GROUPS:

Alumni, Staff, Donors, Retirees & Community

#### FRIDAY EVENING:

Weekend kickoff

Meet and Greet/Wine and Cheese

Speeches from Angus/Past Alumni/Donors

#### SATURDAY MORNING - PANCAKE BREAKFAST

*Let's celebrate! An afternoon filled with celebrations, traditions and fun. This event will be everyone welcome and family friendly. The afternoon will start with speeches from the Selkirk College president Angus Graeme and past alumni. There will be a BBQ, picnic style lunch for all to enjoy. Live entertainment and an afternoon of games and socializing.*

#### EXECUTION:

Pancake Breakfast /Family friendly/Open House

Recreation of Trek

Games/Interactive Booths/Time Capsule/Sideway Chalk Art/Music

Engage all schools: games/interactive booths/highlight college/open Mir Centre

#### SATURDAY EVENING: DINNER & DANCE

*Saturday night will be the more formal event with a dinner and dance. Tickets will be sold to this event. The evening will include a sit down, four-course dinner, entertainment, speeches, cake-cutting, dancing and fireworks. A true celebration of 50 years of Selkirk College!*

#### LOCATION:

Cafeteria & the Pit, Castlegar Campus

Dinner (tickets sold)

Speeches

Dinner and Dancing/Video/Fireworks

Book for sale or included with ticket price

#### SUNDAY: GOLF TOURNAMENT

#### LOCATION:

Castlegar Golf Course

#### CLOSING CEREMONY

Flag Raising/Time Capsule Burying



Journeys taken. Futures waiting.

## NOVEMBER 2016 - GALA

Every November, Selkirk College hosts its annual Gala at Nelson's Tenth Street Campus with more than 200 community members coming out for an evening of celebration. Students put on an amazing night from start to finish. Gala 2016 will honour Selkirk College's 50th anniversary.

### LOCATION:

Mary Hall, Tenth Street Campus

### ENGAGEMENT GROUPS:

Donors, Staff, Students & Corporate Community

### EXECUTION:

- Design appropriate collateral to support the 50th anniversary theme
- Incorporate the 50th theme into the fundraising efforts of the silent auction
- Speeches written emphasizing the success of the 50th celebrations
- Emphasize the importance of the next 50 years at Selkirk

# TIMELINE OF EVENTS

## APRIL 2017 - GRAD

Grad 2017 will celebrate Selkirk College's 50th cohort of students to graduate from Selkirk College. This is a very special event and will be important in increasing awareness of the 50th anniversary at Selkirk College.

### LOCATION:

Castlegar Campus

### ENGAGEMENT GROUPS:

Students, Community, Staff & Donors

### EXECUTION:

- Theme of Grad will be: Celebrating 50 Years
- Tie in 50th year with all collateral for Grad
- Speeches including Valedictorian at Grad ceremony to tie in 50th celebration
- Distinguished Alumni chosen from first graduating class?
- 50th Props in Photobooth
- Hoodies, Hats and other swag commemorating 50 years
- Diplomas and certificates to feature the 50th logo





**JANUARY 30, 2016**

BURSARY TEA  
Introduce 50th celebration to donors and students

**FEBRUARY 9, 2016**

DISCOVERY DAY  
Internal Employee Engagement of upcoming celebration events

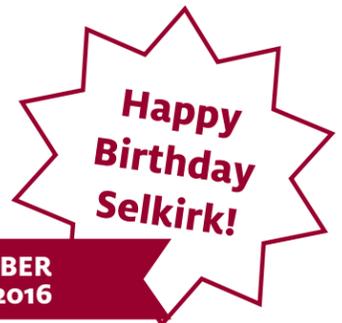
**SUMMER 2016**

COMMUNITY EVENTS  
-Community engagement.  
-Parade with float participation  
-Canada Day celebratory events

**SEPTEMBER 2016**

GET CONNECTED -  
-Current student celebrations tied to 50th  
-50th themed etc.

**SEPTEMBER 16 - 18, 2016**



WEEKEND CELEBRATION!  
-Homecoming Events  
-Golf tournament  
-Pancake Breakfast  
-Mir Event  
-Flag Raising  
-Full weekend program  
-Gala Evening

**NOVEMBER 2016**

GALA -  
Celebrating 50 Years  
Celebration Wrap-Up  
Donor and community engagement

**APRIL 2017**

GRAD  
Celebrating 50 years of Selkirk graduates

# SELKIRK COLLEGE 50TH ANNIVERSARY EVENT TIMELINE



Working title – Selkirk College: 50 Stories for 50 Years

The Mission...

As part of the Selkirk College 50th birthday celebration, it is important to produce a tangible keepsake that will help mark this important milestone. As a vital component to our region's history, Selkirk College has its own history to tell.

Selkirk College: 50 Stories for 50 Years would tell that story in an informative and entertaining way.

The goal of this coffee table-style book would be to bring together those stories—50 of them—in one volume. This book would tell the important history and explore some of the more quirky stories that will be uncovered through the process. It would be bound in an attractive and high quality hardcover book that can then be used help promote the college.

How It Will Be Done...

The project team will consist of Bob Hall (project lead, writer, researcher, photographer), Takaia Larsen (historian, writer, researcher) and Marian Lowe (designer). This team will guide the project from start to finish with the launch anticipated during the Homecoming Weekend in October 2016. Along the way there will be interviews with former and current Selkirk College staff and students, archives research, and focus groups.

The projected timeline is as follows:

Summer 2015 – Historical research conducted by Takaia that will form the foundation of the content.

Summer 2015 – Begin the process of focus groups which will help determine which 50 stories make the cut. The focus groups will include current administration, current faculty, current support staff, former employees, alumni, board of governors and community members. These focus groups will help bring forward important stories that will be pursued and help provide an inclusive tone to the project.

September 2015 – Begin process of putting out appeals for story ideas and content to entire Selkirk College staff, all former employees, all alumni and the entire community. The deadline for these stories will be December and will be added to the list of stories that will be considered.

September 2015 to April 2016 – The ongoing process of research, interviews and writing will take place along with consistent input from Marian because the design will help dictate the content.

April 2016 to July 2016 – Editing and layout of the final product.

August 2016 – Book sent to the printer with an anticipated return of early September.

October 2016 – Book is officially launched at the Homecoming Weekend.

The Resources Required...

In order to produce a book that is high quality and something we can be proud of, it will take resources beyond the regular workload of current staff. It is anticipated that Takaia's research and writing component of the book will total in the range of \$20,000. The time worked by Bob and Marian will be part of their regular duties and incorporated into the budgets of those departments. Estimates for the printing of the book (500 copies) is \$10,000.

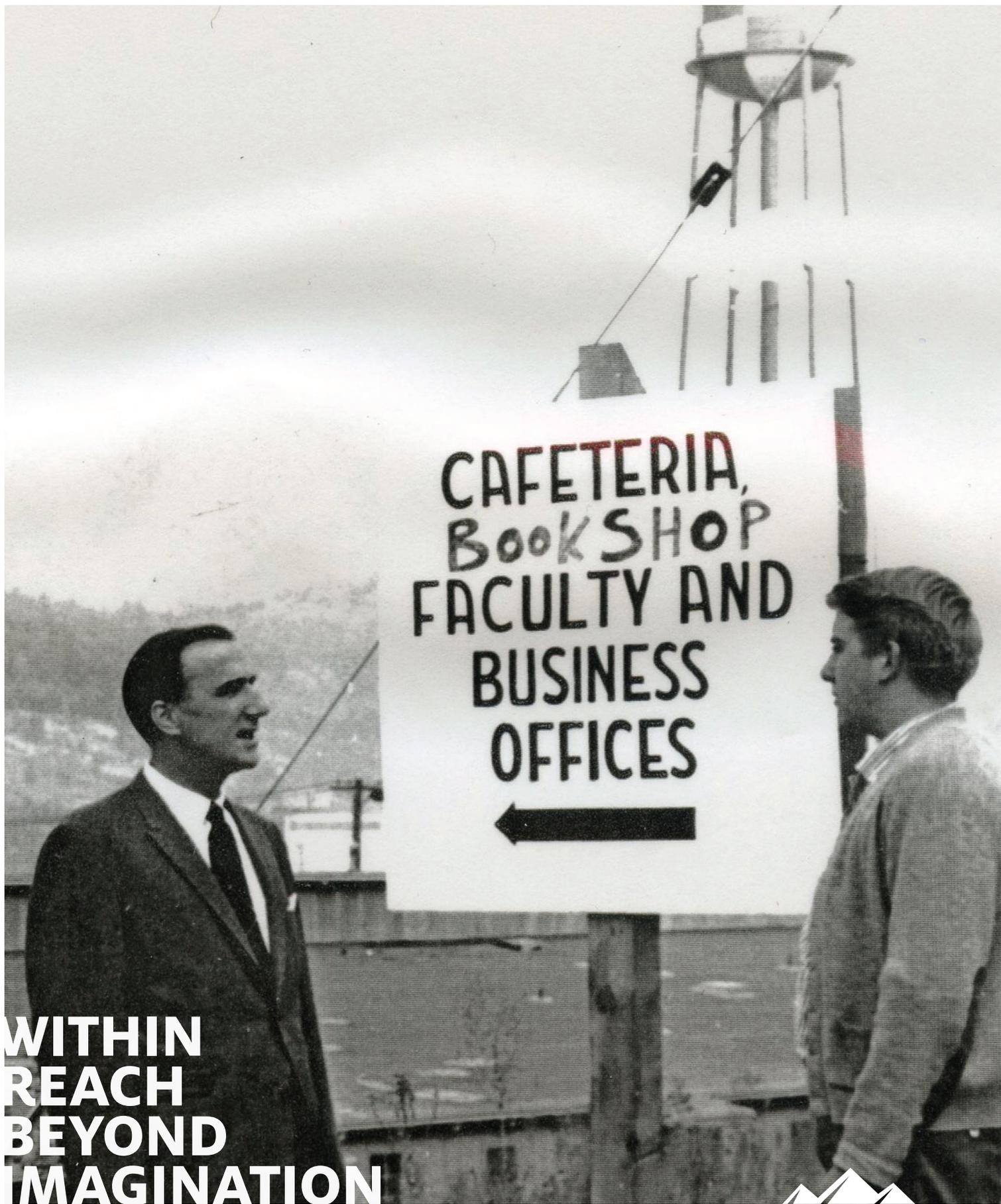
It's expected that staff, students and alumni will be interested in this book. It is suggested that we sell the book internally for \$25 which is a reasonable price for a book that will retail for \$40. The goal would be to sell 300 books internally \$25 each (\$7,500) and 100 books externally at \$40 (\$4,000). The remaining 100 books would be used for spreading college goodwill and promotion of the 50th in the region.

Why It's Important...

Chronicling our history is vital to preserving our past and enhancing our future. Having a high quality book like Selkirk College: 50 Stories for 50 Years is something the college community can take pride in. It will also assist in the overall Selkirk 50th celebrations by providing a keepsake that can be spread throughout the region.

Submitted by: Bob Hall, Communications Coordinator (ext: 11324/bhall@selkirk.ca)





**WITHIN  
REACH  
BEYOND  
IMAGINATION**