

CSM@100 Celebrating the History and Impact of College of San Mateo

President's Centennial Committee January 16, 2020



Centennial Overview

- Key Dates
- Centennial Goals
- Planning the Centennial
- Committee Role

Key Dates

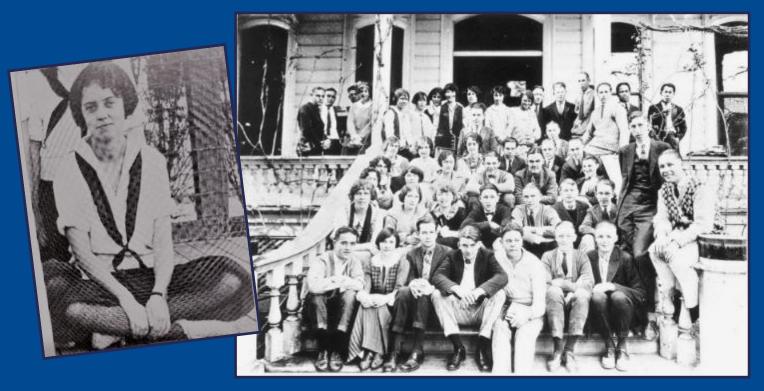


CSM

Voter Approval: March 31, 1922

CSM

Key Dates



Opening Day: August 28, 1922

Key Dates



College Heights Campus opens: September 1963

CSM

Campuses

1922 San Mateo High School
1923-1927 Kohl Mansion
1927-1947 Baldwin Campus, SMHS
1947-1963 Coyote Point
1963 College Heights campus opens
1968 Cañada College opens
1969 Skyline College opens

Centennial Dates







Centennial Goals

Why does CSM matter?

- Showcase CSM's impact in the community, the Bay Area and the world
- Strengthen alumni and community engagement
- Boost enrollment and fundraising



Centennial Goals

Education Master Plan Goal #5: Building on a Tradition of Service to the Community

1) Strengthen relationships with business through all of our academic programs (including all career education)

2) Build professional opportunities for students (internships, service learning, mentorships, career skills development, and job placement)

3) Strengthen community engagement; by increasing our presence in the community through marketing and other measures



Centennial Planning

- Community Outreach
- Special Events
- Commemorative Website
- Digital Archive
- Visioning
- Leveraging the Centennial



Centennial Planning

- Centennial booklet/brochure
- Video
- Street banners
- Time capsule
- Logo



Centennial Planning

- CSM Superstars
 - Mini-stories on famous alumni: Julian Edelman, John Madden, Jon Miller, Dana Carvey, Phil Lesh, John Lescroart, Craig Venter, etc.
- Testimonials
 - Public officials, business leaders, faculty, students, alumni



Events

Fall Centennial Gala

- Fall gala honoring the faculty, staff, students, and community
- Keynote speaker
- Leverage as fundraiser
- Establish as annual event, keep participants engaged



Events

Spring College Day/Birthday Party

- A welcoming event for the community, those who have never visited the campus
- Weekend festival with music, demonstrations, food

Building on the Anniversary

- Envisioning the next 100 years
- Consider campus workshops, symposia, even a video contest
- Welcome alumni, community members to weigh-in



Centennial Committee

- Alumni, elected officials, community, and business representatives
- Serves as a planning and networking group
- Meets quarterly
- Attends Centennial events



Committee Goals

- Build awareness and excitement for upcoming College Centennial
- Increase understanding of CSM's impact in the community
- Plan partnerships and events that are meaningful to the community



Committee Role

- Advice CSM throughout the planning process and the Centennial celebration
- Serve as sounding board for ideas
- Serve as community ambassadors
- Attend CSM events
- Recruit other community leaders to be involved in the Centennial



Meeting Schedule

- April 16
- June 18
- October 15

CSM Events

- Center for Equity, Leadership & Community Ribbon-cutting: March 11
- Commencement: May 22
- Opening Day: August 2020



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