



**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



**Voter Approval: March 31, 1922**



# Key Dates



Opening Day: August 28, 1922



## Key Dates



**College Heights Campus opens:  
September 1963**



## 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

*Founding: March 31, 2022*

*Opening: August 28, 2022*



## 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



# President's Centennial Committee

## Centennial Committee

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





# President's Centennial Committee

## 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



# President's Centennial Committee

## 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



# President's Centennial Committee

## **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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