

**PIERPONT COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS**

Advancement and Public Relations Committee Meeting

**Tuesday, November 19, 2024
9:30 AM**

**Pierpont's Advanced Technology Center (ATC)
500 Galliher Drive
Fairmont, WV 26554
Room 216A**

AGENDA

- I. Call to Order**
- II. *Approval of Minutes – February 20, 2024** *Tab 1*
- III. Marketing Strategic Plan**
- IV. Your Community's College Week**
- V. Adjournment**

Tab

1

**PIERPONT COMMUNITY & TECHNICAL COLLEGE
BOARD OF GOVERNORS**

Advancement and Public Relations Committee Meeting

**Tuesday, February 20, 2024
1:00 PM**

**Pierpont's Advanced Technology Center (ATC)
500 Galliher Drive
Fairmont, WV 26554
Room 216A**

MINUTES

Notice of Meeting

A meeting of the Pierpont Community & Technical College (Pierpont) Board of Governors Advancement and Public Relations Committee was held on February 20, 2024, beginning at 1:00 PM. The meeting was conducted in person at the Advanced Technology Center in Fairmont, WV. Advanced announcement of this meeting was posted on the WV Secretary of State's Meeting Notices Webpage.

Committee Members Present: Lisa Lang – Chair, Christine Miller, Juanita Nickerson, and Joanne Seasholtz

Committee Members Absent: Madison Martin

Other Board Members Present: Brian Bozarth, Susan Woods Coffindaffer, Anthony Hinton, Thomas Cole, and Jeffery Powell

Others Present: Members of the President's Cabinet, faculty, staff, and others

I. Call to Order

Lisa Lang called the meeting to order at 1:03 PM.

II. Approval of Minutes – November 14, 2023

Joanne Seasholtz moved to approve the November 14, 2023 Committee meeting minutes. Christine Miller seconded the motion. All agreed. Motion carried.

III. Day of Giving

Pierpont's 2nd Annual Day of Giving will be held on March 14 (Pi Day). The Foundation has set a goal to raise \$50,000 in honor of Pierpont's 50th birthday. Various campaigns and challenges will be held to help meet department fundraising goals. Please share, share, share!

Matthew Turner and Kristen Cosner delivered their **Day of Giving Presentation** (Attachment A).

IV. Adjournment

There being no further business, Joanne Seasholtz moved to adjourn the meeting. Christine Miller seconded the motion. All agreed. Motion carried.

Respectfully submitted by Amanda N. Hawkinberry



Mission Statement: To provide accessible, responsive, comprehensive education that works
Vision: Empowering individuals to transform their lives through education
Tagline: Education that works!



2024 Day of Giving

Thursday, March 14

Celebrating 50 years

© Created by
Kristen Cosner - Director of Social Media and Community Affairs

Presented by
Matt Turner - Director of Marketing and Communications
Kristen Cosner - Director of Social Media and Community Affairs
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A look into this year's campaign:

- 24 campaigns across campus
- Goal: \$50k and 150 donors
- "Sweet Taste of Victory" Challenge
- We need your help: challenges and matches





Donation Matches and Challenges

The Elliott Family: \$500 Early Childhood Challenge

[Early Childhood Education](#)

Rusty Elliott, Vice Chair of the Pierpont Foundation, and his wife Sissy, will match gifts to the Early Childhood Education campaign dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

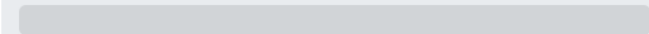
[VIEW PROFILE](#)

[DONATE](#)

Natalie Tennant: The Pierpont Campus Challenge

[President's Fund](#)

Foundation Board Chair, Natalie Tennant, will match gifts to the President's Fund dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

[VIEW PROFILE](#)

[DONATE](#)

The Fantasia Family: The Student Hardship \$500 Challenge

[Student Hardship Fund](#)

Nick Fantasia, Pierpont Foundation Treasurer, and his family, will match gifts to the Student Hardship Fund dollar for dollar up to \$500.



\$500 MATCH

\$500 REMAINING

[VIEW PROFILE](#)

[DONATE](#)





Day of Giving Site

giving.pierpont.edu



Day of Giving Promotional Suite

Marketing Materials



MARCH 2024

50th Anniversary Day of Giving Promotional Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	1	2
3	4	5	6	7	8	9
	Campaign Fundraiser Sign-ups Save the Date Promotion			7 DONATIONS OPEN	Natalie Tennant Live on WDTV First at Four	
10	11	12	13	14	15	16
	Begin Pre-Giving Promotion Share Day of Giving Site, All Comms Methods			14 DAY OF GIVING 15 DAY OF GIVING CELEBRATION Campaign is LIVE Share Day of Giving Site + Campaigns, All Comms Methods		
17	18	19	20	21	22	23
	Success Phase Promotion Thank-You Videos, Postcards, and Messaging, All Comms Methods		19 DONATIONS CLOSE			
24	25	26	27	28	29	30
31		Pre-giving Phase	Giving Phase	Success Phase		

