Board of Governors Update
Activities of the Foundation for California Community Colleges
January 7-8, 2013

Agenda

• Financials Update | Keetha Mills
• Foundation Core Messaging | Keetha Mills
• CollegeBuys Update | Joseph Quintana
Messaging
Developing the Foundation's Elevator Speech
“Lest you think this exercise trivial, recall that everyone on the staff of your nonprofit gets asked the “what do you do?” question, in various forms, every day. In that sense, everyone on staff is a marketer, albeit rarely trained as such. Do you know how your staff is responding? Do you have any confidence that everyone on the team — program staff, receptionists, board members — shares a common sense of the organization’s brand position? Are they communicating a consistent message? Many nonprofit organizations fail this test.”

(Marketing & Communications in Nonprofit Organizations, Georgetown University Essays on Excellence 2009)
Developing core messaging

- Cross-organizational process to identify strengths and create a core message to consistently communicate key strengths, create interest, and garner support
Key Words and Common Themes

Answer the following questions in one word or a short phrase:

– What do we do best?
– What are the positive outcomes of the work we do?
– Why is what we do important?
– What is inspiring about the work we do?
– What is a common thread running through everything we do?
– What do we do that our funders value?
Core Elements

Ranked in priority for communication with stakeholders:

1. Positively changing lives
2. Facilitating student success
3. Positively impacting California
4. Being a pillar of support/connector
5. Uniquely poised for opportunity
Elevator Speech

1. **Who?** What kind of organization are you (scale and sector)?
2. **For whom?** Whom do your programs serve?
3. **What need?** What pressing social problem does your program address?
4. **What’s different?** What is distinctive about your program?
5. **So what?** Why should they care?
Elevator Speech

We are the official nonprofit supporting the Chancellor's Office and the California Community Colleges. This uniquely collaborative relationship allows us to support all 112 Community Colleges throughout the state through innovative, diverse, and far-reaching programs. These programs allow us to benefit California’s community colleges while simultaneously improving education, environmental, and economic conditions for all California citizens.
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* The examples of specific programs can change based on context.
Next Steps for Core Messaging

1. Implement throughout organization
2. Infuse throughout communication materials
3. Develop compelling case for general operating support
CollegeBuys

Discounted software offerings for students, faculty, and staff

Presenter
Joseph Quintana
Vice President, Program Development
Leverage the aggregate buying power of the largest higher educational system in the nation

- Save millions of dollars each year for colleges, faculty/staff, and students

Focused on protecting the taxpayer’s investments in our system

- Value driven, performance based contracts
- Application of best practices

The 30,000-foot Perspective
Offerings

For Institutions:
- Technology
- Office supplies
- Furniture and fixtures
- Flooring

For Students, Faculty, and Staff:
- Adobe
- Microsoft

For Purchasing Professionals:
- Professional development conference

CollegeBuys.org
Supporting California Community Colleges through the power of aggregate buying.
Students, Faculty, and Staff

For Students:
- Latest version of Microsoft Office software for only $39.99
- Up to 85% off retail pricing on Adobe software

For Faculty and Staff:
- Up to 85% off retail pricing to own Adobe software
- Usage rights for Adobe software for as low as $50
Eligibility

For Students:
• All current California Community College Students

For Faculty and Staff:
• Microsoft available to 105 of the colleges and Chancellor’s Office.
• Own Adobe software at all 112 colleges and Chancellor’s Office
• Usage rights program currently available at 38 participating colleges and Chancellor’s Office
Welcome.
CollegeBuys offers software at a significant discount for college students, faculty, and staff. Find out which special deals your college qualifies for.

Shop now!

Why Shop CollegeBuys?
- Lowest price available
- Featuring latest products
- Responsive, student-driven customer service
- Non-profit program helping to drive down prices on educational resources

Tell Your Friends!
Share the savings with your friends and colleagues by printing out this flyer and posting it in your classroom or campus common area.
Download >

CollegeBuys.org
Supported by the Foundation for California Community Colleges through the power of aggregate buying.
Our Challenge

- Historic sales volume is only .005 of our 2.4 million students
- Huge population that can benefit from great discounts, but hard to reach at Statewide level
- Vendors provide greatest deals for committed volume
- Foundation like the rest of our system has limited resources and has to take more of a grassroots approach to growing program
California’s 2.4 million Community College students
Awareness Push for 2013

- Champion program
- Increased social media
- Support from Chancellor’s Office
- Work with system partners
- Outreach to previous customers
Exclusive discount for California Community College Students, Faculty, and Staff

Microsoft Office
The latest version for Mac or PC

Microsoft Office
$39.99

CollegeBuys.org
Exclusive savings on software and more.

Supporting California Community Colleges through the power of aggregate buying.
Endless Opportunity

- Goal is to increase awareness and drive sales of new MS Office
- Solidify outreach channels at the local level
- Add offerings for students, faculty, and staff
How to Help

On a campus:
Become a Champion

Visit a campus:
Encourage them to explore current offerings

Talk to local leadership:
Encourage them to work with CollegeBuys to increase awareness and utilization so we can increase number of offerings