



## MCC 50th Anniversary

From September 2011 through Fall 2012, MCC will be celebrating its 50<sup>th</sup> anniversary, marking our years of success since the college's incorporation and first semester of teaching and learning<sup>1</sup>.

Beyond just a commemoration, this event is an opportunity to also:

- Reinforce the college's key messages
- Engage students, faculty, benefactors, corporate partners, and community members
- Launch another 50 years of excellence in education

This will be a broad-based celebration—one that we encourage you to embrace and leverage in your existing activities and as you plan new ones in the coming year.

To help you in these efforts, this document summarizes our anniversary messaging and provides guidelines for its use.

### About the theme: “Fulfilling Our Community’s Promise.”

Our selected theme was the result of focus group research with MCC students, faculty, and staff, as well as discussions with Dr. Kress.

It acknowledges the vital importance of the community we reside in as well as the community we create as a college. It speaks to the commitment we have made to these communities as well as the potential within them. And while it celebrates the past, it also looks to the future.

The following manifesto articulates the messages and emotions we want to evoke.

#### **Fulfilling Our Community’s Promise**

From its very beginnings, Monroe Community College has been a vital community force—adding value to the community around it while also creating a thriving community within. On the occasion of our 50th anniversary, we celebrate that community in all of its interpretations, and all of its far-reaching and positive impacts.

For the Greater Rochester community, MCC serves as a catalyst for growth by creating a stronger workforce, partnering for economic development, and providing access to higher education with the power to change lives. What's more, MCC delivers a level of excellence that sets the standard for community colleges in our region and the nation.

Among our students, faculty, and staff, MCC also creates a powerful sense of community. This is a place to belong. A place to discover. And, above all else, a place to grow and achieve.

We can take pride in our accomplishments of the past 50 years. And we can look forward to our future, as we will continue to evolve and innovate in order to deliver on the promise of MCC as our community's college.

<sup>1</sup> MCC was incorporated in 1961 and the first classes were held in Fall 1962.

## Be a part of the anniversary celebration

This celebration is meant to be comprehensive and wide reaching, so college departments, programs, clubs, organizations, and individuals are encouraged to plan anniversary-related initiatives. The anniversary theme focuses our message for consistency and impact, while encouraging creativity in its interpretation.

***If you can answer “yes” to one or more of the following questions, then it’s likely that your event qualifies as part of the anniversary celebration.***

Will your activity/event:

- Address the history of the college?
- Highlight the impact of MCC/MCC students/MCC graduates on the community (in its entirety or parts)?
- Promote academic excellence?
- Foster a sense of community?
- Look to the future of the college in a way that highlights academic excellence, fosters a sense of community or highlights the impact of the college?

Using these criteria, it’s clear that many activities and events can be promoted within the anniversary theme, including student exhibits, lectures, films, awards banquets, workshops, athletic tournaments, and more.

## Using the anniversary logo or tagline

Connect your event to the anniversary celebration by using the anniversary logo on ads, posters, banners, letterhead, and other promotional materials. In addition, you can use the logo on programs, handouts, giveaways, etc.

An integrated logo has been created that combines the MCC college logo, the anniversary logo, and the theme all in one. When you want to add the anniversary logo to materials that already include the MCC college logo, use the companion logo instead. The [style guide](#) provides full details and examples.

In copy, reference the anniversary theme—but please do not alter the words in that theme. Consistent use of the phrase “Fulfilling Our Community’s Promise” is important. You may, however, incorporate the phrase into copy and remarks, without calling it out as our 50<sup>th</sup> anniversary theme. Interpret the theme relative to your specific activity/event using the manifesto provided above for guidance. For example:

- As part of our 50<sup>th</sup> anniversary celebration, “Fulfilling Our Community’s Promise,” this gallery event showcases the artistic potential of our multi-talented students.
- This series of lectures offers a retrospective on MCC’s 50 years as our community’s college.
- Faculty and students who have had a significant impact on the MCC community or Greater Rochester area will be recognized at this department event. They bring to life our 50<sup>th</sup> anniversary theme, “Fulfilling Our Community’s Promise.”

## Available resources

- Logo Files—full-color and black-and-white versions in multiple formats (jpg, eps, pdf)
- Style Guide—instructions for correct logo usage

Find these resources at [M:\Offices\Shared\50th Anniversary](#).

Not sure if your event fits the criteria? Contact the College and Community Relations Department.

<sup>1</sup> MCC was incorporated in 1961 and the first classes were held in Fall 1962.