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## First-ever California Community College alumni magazine, Web site launched

*Affinity magazine and Web site target millions of California Community College graduates*

**SACRAMENTO – October 28, 2008** — In what is believed to be an unprecedented effort, organizations and colleges throughout California have collaborated to launch the first-ever statewide community college alumni magazine. The inaugural issue of *Affinity* was launched this month, with a corresponding Web site also going live. The publication and site have been developed to help community colleges throughout the state better engage and involve their alumni.

The magazine and Web site are the result of a partnership between the Foundation for California Community Colleges (FCCC) and the Network of California Community College Foundations (NCCCCF). The communication tools developed provide California Community Colleges with an opportunity to pool their resources and approach alumni outreach from a statewide perspective, saving individual colleges much-needed resources.

Sixteen California Community Colleges purchased their own customized spreads in the first issue of the magazine, allowing them to directly target alumni with their college-specific magazines. As the effort progresses and more tools are made available for alumni outreach, colleges will be able to further customize their alumni outreach by utilizing marketing templates such as postcards, flyers, Web pages and others.

“The California Community College system – the largest higher education system in the world – educates more than 2.7 million students a year. Six of every 10 Californians have been educated at a community college, which means the potential exists to reach millions of people through these efforts,” said Foundation President and CEO Dr. Paul Lanning. “By providing centralized alumni communications channels, we are starting a new trend in California of reaching out to community college alumni more than ever before.”

The first issue of the magazine features stories on stand-out community college alumni, such as fashion designer Koi Suwannagate (West Valley College) and former NBA point guard and current University of Washington men’s basketball coach Lorenzo Romar (Cerritos College). It also features a spread on one of the most exciting stories to hit the California Community College system this past year – the \$50 million gift from philanthropist Bernard Osher to the state’s 110 community colleges, considered the largest gift to a community college system in the nation’s history.

“For years, California Community Colleges have been struggling to engage alumni, an audience that is critical to building support for a college. Four-year universities have long had impressive alumni programs, and now it’s time for community colleges to make an impact in this arena,” said Ginger Ontiveros, President of the NCCCF Board of Directors. “This effort will launch a new era of providing colleges with tools and information to better engage their alumni in an effort to raise the profile of community colleges across the board.”

The magazine, currently in circulation to more than 16,000 community college alumni throughout the state, is expected to be published in annual installments. The Web site will be updated on a more regular basis and will feature more dynamic, up-to-date stories and resources for colleges and alumni, as well as information about individual community colleges throughout the state.

“California Community Colleges have a tremendous story to tell, one that we should all be proud of,” said Daniele Hagen, *Affinity* magazine’s editor-in-chief. “This is the first time we have collaborated as a system to produce something that speaks to those who have been impacted first-hand by California’s community colleges. We certainly have the potential to go far with this unprecedented effort.”

More information about *Affinity* is available at [www.affinityonline.org](http://www.affinityonline.org).

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*The **Foundation for California Community Colleges** is the official nonprofit to the California Community Colleges’ Board of Governors, Chancellor, and System Office. The Foundation’s mission is to benefit, support, and enhance the missions of the California community college system, the largest higher education system in the nation. Incorporated in 1998, the Foundation works with community colleges and partner organizations to manage donations, grants, programs, and services that drive excellence in education while saving millions of dollars for colleges each year. The Foundation is a 501(c)(3) tax-exempt non-profit corporation and receives no direct state or public support. For more information, visit [www.foundationccc.org](http://www.foundationccc.org).*

*The **Network of California Community College Foundations** is just that: a network of community college fund raisers in California and several neighboring states. Founded in 1985 by a group of executive directors who banded together in order to learn more about successful community college fund raising, NCCCF strives to help members gain knowledge to be more effective in their jobs, collect information to enhance their work and to assist each other by sharing ideas and actions which succeed. Under the leadership of an active volunteer Board of Directors and with the help of a part time executive director, the Network accomplishes these goals through a variety of offerings. More information is available at [www.ncccfweb.org](http://www.ncccfweb.org).*

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