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Foundation Launches Initiative to Engage Community College Alumni

Daniele Hagen Joins Team to Oversee Alumni Marketing Efforts

SACRAMENTO—The Foundation for California Community Colleges has hired Daniele Hagen as Director of Alumni Marketing. Hagen, who is the former Associate Director of Marketing and University Communications at University of the Pacific in Stockton, will oversee the Foundation’s new statewide alumni outreach initiative, an unprecedented effort to communicate with potentially millions of community college alumni.

The initiative, dubbed the California Community College Alumni Network (CCCAN), is a collaboration of the Foundation and the Network of California Community College Foundations (NCCCF) and will provide alumni marketing and communication tools to member colleges.

“California’s community colleges currently educate 2.6 million students and have touched the lives of every Californian in some way,” said Foundation President and CEO Dr. Paul Lanning. “With Daniele’s experience in alumni marketing, we can further support the state’s 109 community colleges by providing an affordable and convenient way to engage former students and allies of the community college system.”

At University of the Pacific, Hagen was responsible for editing the alumni magazine *Pacific Review*, an award-winning publication that is sent to more than 55,000 alumni three times a year. She also oversaw management of the University's brand identity through print, video and web communications.

At the Foundation, Hagen will be responsible for developing a new statewide community college alumni magazine. Additionally, she will oversee the development of marketing tools that can be personalized and used by member community colleges. Such tools may include a comprehensive alumni database, individualized Web sites for each college, and customizable templates for direct mail pieces such as postcards, brochures and invitations.

“Community colleges serve a vital need in California, and yet are faced with limited resources that often prevent them from being able to carry out important functions such as communicating with alumni,” said Ginger Ontiveros, President of the NCCCF. “By engaging the largely untapped audience of community college alumni, we have the potential to gain further support for the California community college system, which has educated one of every two adults in California and provides affordable and accessible education to all citizens.”

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The Foundation and NCCCCF will begin working with California community colleges this spring to determine needs and formalize CCCAN's strategy and objectives. The marketing tools for local community colleges are anticipated to be completed by late summer, with the statewide magazine expected to launch in fall 2008.

The Foundation for California Community Colleges is the official auxiliary 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.

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