



**Project** Video for Annual Innovation and Impact Microsite

## Brief description

Each year the Foundation for California Community Colleges (FoundationCCC) produces an annual report in the form of a microsite that highlights key metrics and accomplishments from the past fiscal year. As part of this year's microsite, FoundationCCC would like to create a 2-3 minute video as the "introduction" to the report, which tells the story of the organization's positive impact on our colleges, students, and communities.

While the video will primarily live on the microsite, it will also be used for presentations by key staff, such as the President and CEO, when presenting about FoundationCCC. Additionally, the video should provide a base and concept to create a series of shorter videos for social media.

## To whom are we talking?

- California Community Colleges Board of Governors and Chancellor's Office
- Current and Potential Partners:
  - Philanthropy and Individual Donors
  - Educational Institutions and Systems
  - Public/State Agencies (a priority partner for us this past year)
  - Corporate
- The Governor and Legislative Supporters (Current and Potential)

## What do we want to say?

As the nonprofit auxiliary to the largest and most diverse system of higher education in the nation, FoundationCCC provides services, support, and resources to help better California's communities. While some work is more "behind-the-scenes," it can have significant impact on our students and individuals looking to improve their social and economic standing – from student scholarships to statewide relief (payment) programs, student success policy efforts and beyond, FoundationCCC is reactive and able to address the state's biggest priorities.

**This video should go beyond the impact numbers and tell the story in a more humanistic way.**

## Why would the target believe us?

- Track record of nearly 25 years of trusted service
- Testimonials from partners and participants
- Official auxiliary to state agency

## Call to action

- Increase traffic and inquiries at FoundationCCC.org

## Timeline

- TBD - ideally ready for our Board of Directors meeting on September 28

## Considerations

- A description of how our work fits within the *Vision for Success* is outlined [in this graphic](#).
- 85% of every Foundation dollar goes directly to program and service delivery. Video should highlight examples of our innovative work that are as close to on the ground/on campuses as possible.
- Visuals can include interviews with students and FoundationCCC President and CEO.
- Foundation voice: Fundamentally we are driven by our mission to serve California Community College students. We approach challenges as innovative problem-solvers and are associated with concepts like support, collaboration, and partnership. The Foundation's voice is optimistic, enterprising, and knowledgeable while also being humble and inclusive.
- Video will appear as the first item on our single-scroll microsite.
- The Innovation and Impact Report will highlight ways we have problem-solved to meet the needs of students, CCCs, and the state. Work will be segmented into three key areas:
  - The launch of our Innovation Fund (still refining this area to be more broad)
  - Strengthening California communities
  - Serving our system and its students/helping achieve the *Vision for Success*

## References

- [FY 20/21 Innovation and Impact report](#)
- [FY 19/20 Innovation and Impact report](#)