

## The 2011 Centennial Celebration of the SUNY College of Environmental Science and Forestry

After holding several meetings over the Academic Year 2008-2009 the ESF Centennial Committee is pleased to present this paper describing the recommendations and preliminary plans we suggest for the College's 100<sup>th</sup> Anniversary celebration to be held in 2011. The committee members, who represent various areas within the college community, include: Bob French (co-chair), Betsy Elkins (co-chair), Brenda Greenfield, Christine Langlois, Claire Dunn, Hugh Canham, Robin Perkins, Justin Culkowski, Kevin Reynolds, Leah Flynn, George Curry, Becca Masters, (student) and Jamie Lyons (student). While obviously celebrating ESF's rich history, the centennial year also affords the College the opportunity to educate the community about ESF, increase its visibility and provide fundraising opportunities to help support the important work of the College.

The theme suggested for this year-long celebration is "Environmental Leadership for a Second Century". The Committee feels this theme describes the core qualities of ESF and its history as succinctly as possible, and it offers us the opportunity to use the same general theme that has been selected for ESF's Centennial Campaign. This theme will be incorporated into all special events and activities associated with the Centennial Celebration, as well as with many of the regularly scheduled campus events that will occur in 2011. A list of potential events and activities has been developed, and a first draft is included in this report.

### Guiding Principles for Centennial Events

The Centennial Committee suggests that the following principles be incorporated into event planning as members of the College Community develop events or activities to be included in our Centennial Celebration:

- Centennial events and activities should showcase ESF's innovation and excellence, including ways in which the College has demonstrated (or will demonstrate) environmental leadership.
- Centennial events and activities should acknowledge and honor important milestones and individuals that shaped ESF's history of leadership and achievement.
- Centennial events and activities should make appropriate connections between the College's past history, current programs and activities, and future plans.
- Centennial events and activities should be as "green" and sustainable as possible and practical.
- Centennial events and activities should be designed to be of interest to a wide variety of potential audiences (e.g. students, faculty, staff, alumni, Syracuse Community, and others).
- Centennial events and activities may be funded through (a) state funds allocated from existing department or office budgets, (b) ESF College Foundation funds, (c) Alumni Associations funds, (d) special event fees charged to event participants, or (e) special funding provided by the Office of the President. Funding sources will be identified in event planning.

### Suggested Events and Activities

The Centennial Committee has had an opportunity to think creatively about the events and activities that could potentially be included in the College's Centennial Celebration. We have grouped our ideas under four areas below covering special events, archives and history, communications and publicity, and special exhibits and displays. **The suggested events and activities listed may be modified based on logistics, funding, staffing, or other considerations as additional planning takes place.**

### Special Events

- December 2010 Soiree (Celebration for "last class of the century")
- January Convocation Event (Centennial Celebration Kickoff)
- "Green" speaker for 2011 ESF/SU Graduation (work with SU on speaker selection)
- July 28, 2011 birthday or "Founder's Day" party on the Quad (to include ESF and greater Syracuse Community)
- Global alumni events throughout the world on July 28, 2011
- "Green tie" event at OnCenter (July 28, 2011)
- Fall 2011 opening of ESF Housing Project (August/September)
- Fall 2011 Homecoming
- SPPF 50<sup>th</sup> Anniversary event at Homecoming
- 2011 Feinstone Awards Dinner (October)
- December 2011 Soiree (final event – held in new Gateway Building)
- Special seminar/conference with SUNY and other state officials giving presentations on the College history, future outlook, etc.

### Archives and History

- 100<sup>th</sup> Anniversary History (update of previous histories from 1911 to 1986, 1986-2011 manuscript to be written by Hugh Canham)
- 100 year "timeline" featured on a Centennial website
- Oral and/or video interviews of key alumni, faculty/staff

### Communications and Publicity

- Use Centennial theme and logo on "everything" (letterhead, posters, banners, etc.).
- Develop a Centennial website which would include schedule (timeline) of all planned events as well as other anniversary information.
- Develop an ESF timeline of significant events of the last 100 years (post on web, display on campus, etc.).
- Publish a 100 page Centennial edition of "Inside ESF" (some with a hard cover). The Office of Communications has prepared a draft outline for this publication.
- Create a 100<sup>th</sup> Anniversary video (likely to "premier" at Celebration and Campaign kick off events).
- Include information about ESF Centennial on SUNY website with link to ESF site.
- Create banners and flags with logo and theme to use on campus and in the greater community (airport, downtown, Albany, Washington, etc.) and to display at events.
- Consider placing anniversary theme and logo on college vehicles.
- Sell anniversary memorabilia such as tee shirts, mugs, etc. in the campus store.

- Ask for a Proclamation from Albany (and Washington?) regarding the 100<sup>th</sup> anniversary on July 28, 2011 the birthday of the College.

### Special Exhibits and Displays

- Alumni memorabilia displayed in Moon Library
- Exhibits throughout campus prepared by various departments (such as LA Alumni Exhibition)
- Then and now photo displays at various sites on campus, perhaps in digital form (e.g. flat panel in Moon Library, display cases in Bray Hall and Alumni Lounge)
- Display at Onondaga Historical Society
- Display at Airport
- Display on SU Campus (Goldstein Faculty Center?)
- Display downtown

### Engagement of the College Community

The Committee's charge from President Murphy includes the responsibility to suggest Centennial events and activities that will ensure the engagement of the entire College Community. The listings below indicate some events and activities that should provide opportunities to engage specific participant groups beyond our current and former faculty and staff.

#### Alumni and Trustee participation

- Regional alumni dinners (may include President and development staff)
- 2011 homecoming events
- Scheduled events when Trustees come to campus

#### Student participation

- Invite students to all events, student involvement and sense of pride is important
- Special Earth Week events (to be developed by students)
- Anniversary theme incorporated in many regularly planned student events for the year
- Encourage student clubs to plan anniversary events and perhaps research the history of their organization
- Events for students should be fun and educational
- Coordination with student groups is important
- Provide opportunities for students to make small but important donations to the Centennial Campaign
- Class gift

#### Participation of Donors, Government Officials, Partner Agencies and Companies

- Green Tie Event
- Fall 2011 Opening of ESF Housing Project

- 2011 Feinstone Awards Dinner

### Current and Former Faculty and Staff

- Should be able to participate in most (or all) Centennial events and activities. Some targeted events could also be developed by QWL, etc.

### Other ideas

The following ideas need to be developed further as the Centennial Committee continues its work:

- ESF properties should be included in the celebration; encourage events at these sites as well.
- Time should be planned for a visioning event; what do we want ESF to be in the next 100 years?
- Creation of a time capsule might be considered.
- Acknowledge and celebrate our founding connection to Syracuse University. This could be done as part of a specific event or activity.
- Academic seminars or special lectures should be planned by various campus departments .
- An anniversary logo will be developed with leadership from the Communications Office .
- Involve the greater Syracuse Community as much as possible, particularly in the summer birthday celebration and green tie dinner.

### Funding the Centennial Celebration

Centennial events can be funded through several sources (see “Guiding Principles” above). The Committee has discussed the following points related to costs and funding:

- Some events will incur little or no cost.
- Some costs will be covered with regularly budgeted money (from student government, academic departments, administrative offices, etc.).
- Some events/activities will pay for themselves in part or completely through special events fees.
- Some ESF Foundation events will raise money for the Centennial Campaign.
- Some money could be raised through the sale of anniversary memorabilia (perhaps to help fund the Celebration).
- Additional funds (an anniversary budget) will be needed to cover several of the activities planned.

The establishment of a budget for the Celebration will be addressed following approval of the Committee’s suggested list of Centennial events and activities, and a determination of the funding that will be made available through existing department or office budgets.