

Hostos
Community
College



Transforming Lives, Forging Futures since 1968

Anniversary Resource Tool Kit

Dear Hostos Community College and Friends,

Welcome to the *Hostos 50th Anniversary Toolkit*. As we embark on an exciting and celebratory year-long triumph of the College's golden birthday, this toolkit will help guide you through the journey with us. We want you to participate and share in the Hostos festivities.

The slogan for the 50th anniversary is ***Transforming Lives, Forging Futures since 1968*** and we believe it's quintessentially Eugenio María de Hostos Community College - who we are, what we have accomplished and where we are going as an institution.

The toolkit is designed to offer the following:

- Strategies on how to integrate the slogan and key messaging in to upcoming events, materials and curriculum
- Guidance on Social Media engagement
- Policies on usage of the Brand Identity

Starting on Thursday, April 20, 2017 through June 2018, we strongly encourage all divisions and units to incorporate the 50th Anniversary slogan, messaging and logo in most initiatives and events, when possible. Additionally, please utilize social media to help amplify the voice and spread the news of Hostos' 50th.

In addition to all these wonderful resources, we are launching a commemorative anniversary website, www.Hostos50.com, complete with an interactive timeline, a series of podcasts titled the "Hostos50 Oral History Collective," historical photos, and many other anniversary-related offerings.

While the College is already very active on social media, I'm happy to announce that we will be re-launching our Instagram engagement in honor of the 50th Anniversary celebration! Be sure to follow Hostos on social media to keep up with news, contests and other activities; on Instagram: [@HostosCollege](https://www.instagram.com/@HostosCollege), Facebook: [@HostosCC](https://www.facebook.com/@HostosCC), Twitter: [@HostosCollege](https://twitter.com/@HostosCollege), Youtube: [HostosCollege](https://www.youtube.com/HostosCollege).

Sincerely,



Ana Martínez Orizondo
Vice President, Institutional Advancement
Division of Institutional Advancement

Slogan & Key Messages

In honor of this historic occasion, Hostos Community College has created a unique anniversary slogan and messaging points to commemorate and highlight this once in a lifetime celebration.

We want you to integrate the slogan, **Transforming Lives, Forging Futures since 1968**, and the key messages around the campus during the 2017-2018 academic year. The following key messaging points can be used on your website, tailored for social media, in fliers and brochures, departmental and unit events, class projects, community outreach efforts and anywhere you will be communicating about the College to various audiences.

The table below includes each key message and its context in the history of Hostos, for reference.

Key Message	Context
We were visionary then; we are visionary now.	Over the last 50 years, Hostos has been monumental in answering the call and proactively addressing the needs of the south Bronx community. Since its inception, the College has endured “The Struggle,” grown in diversity, added forward-thinking academic offerings such as Food Studies, Media Design and the Dual Engineering programs, all while positioning itself as one of the leading institutions in The City University of New York (CUNY).
The bridge to opportunity.	Hostos is the bridge to opportunity for thousands of students in the Bronx and neighboring New York City boroughs. Fifty-eight percent of our students are first-generation college students, and according to a report in January 2017, Hostos boasts the highest intergenerational mobility rate among CUNY two-year colleges.
A community hub for critical thinkers.	We take pride in being a liberal arts institution. In addition to high-quality academics in the classroom, Hostos also challenges its students to be civically, socially and politically aware and engaged—to be active and present in today’s world.
Hostos is family. We've got your back	No matter the age, culture, language, gender or disability, Hostos is one family. Outside of the classroom, the College has a multitude of services and resources for students and alumni to gain opportunities.
The skills to do the job.	The Continuing Education and Workforce Development Division’s slogan, “The skills to do the job,” is a fact. Hostos equips students with the necessary tools for future success.
Diversity and inclusiveness ... we are that!	Named after a proud Puerto Rican educator, who studied in Spain and contributed significantly to Latin America, Hostos is filled with examples of his openness, no matter cultural identification. Today, Hostos is comprised of over 7,000 students from 115 countries* around the world. (<i>62.6% of students reported country of identity</i>)
Building bold leaders for a better world.	It's more than just getting a degree. The mission of Hostos has always been to prepare and effectively equip the next generation and to awake lifelong learning.
A cultural arts leader, from the South Bronx and beyond.	World renowned and emerging artists and performers have graced the Hostos Center for the Arts & Culture stage and exhibited in its gallery. Performances from student plays to Alvin Ailey American Dance Theatre, Ballet Hispanico and Tito Puente are just some of the outstanding shows presented.

Social Media

Social Media is a great way to transmit and share the news of Hostos Community College and the 50th anniversary. We are encouraging the Hostos family to share posts about the College's 50th Anniversary all year long.

To help drive engagement, support and to help this anniversary campaign **GO VIRAL**, please use the hashtag **#Hostos50** in every message you post about Hostos Community College during our anniversary year. Don't forget to include the official handle depending on which platform you are using.

Other hashtags to use, depending on your message, are #Hostos, #Bronx, #SouthBronx, #Hostos50BigEvent, #Hostos50GivesBack, #CUNY, #CUNYDreamMachine and whatever highlights your message! Be creative!

Feel free to share your thoughts about how #Hostos has changed your life, share events, photos and videos, or anything you feel will help the College highlight this incredible achievement.

We encourage you to participate in our anniversary initiatives including the monthly Instagram contests.

First step, follow Hostos on all official platforms and join the #Hostos50 conversation: Instagram: [@HostosCollege](#), Facebook: [@HostosCC](#), Twitter: [@HostosCollege](#), Youtube: [HostosCollege](#).

Sample Posts

- **Instagram**
 - Share a selfie with a #Hostos50 happy birthday message and tag @HostosCollege and #Hostos50!
 - Take a selfie with your favorite professor tag @HostosCollege and #Hostos50!
 - Take a photo, share a “throwback photo and share our webpage [www.Hostos50.com](#) and the hashtag #Hostos50
 - Take a photo during the Big Event volunteer experiences and tag #Hostos50Big Event, #Hostos50GivesBack

Starting in May, be on the lookout for monthly contests on Instagram.

- **Facebook**
 - We were visionary then. We are visionary now! @HostosCollege will be celebrating its 50TH ANNIVERSARY through 2018! Click the webpage below for everything #Hostos50 and be sure to check out our special anniversary webpage: [www.Hostos50.com](#)
 - #Hostos is turning 50! Visit and share our #Hostos50 webpage to join the party! [www.Hostos50.com](#)
- **Twitter**
 - #Hostos is turning 50 in 2018, and we are celebrating all year. Check out the #Hostos50 page at [www.Hostos50.com](#)

Social Media (CONTINUED)

More ideas you can share:

- #Hostos50 webpage, www.Hostos50.com
- 50th Anniversary Slogan, Transforming Lives, Forging Futures since 1968
- Key Messages
 - We were visionary then, we are visionary now.
 - The bridge to opportunity.
 - A community hub for critical thinkers.
 - Hostos is family. We've got your back.
 - The skills to do the job.
 - Diversity and inclusiveness ... we are that!
 - Building bold leaders for a better world.
 - A cultural arts leader in the South Bronx and beyond.
- College events on the www.Hostos.Cuny.Edu website
- Repost, retweet or share messages from the official Hostos social media accounts
- Personal messages to the College
- Photos and videos

Special Reminder

The official hashtag for this year-long celebration is #Hostos50. Please use it every post on all the platforms. Let's make this anniversary go viral!

Visual Branding Standards

This year-long celebration is an ideal opportunity to ensure that every audience with which we connect

Starting on Thursday, April 20, 2017 through June 2018, please use the following assets during the 2017-2018 academic year:

- Policy and Applications
- Hostos 50th Anniversary (primary logo)
 - Logo Versions
 - Logo Lock-Ups
 - Minimum Size
 - Protected Area
 - Improper Usage
- Hostos 50th Anniversary Sun Graphic Mark (secondary logo)
- Visual Brand Color Use
- Typography
- Executive Letterhead
- Executive Business Card
- Executive Envelope
- Email Signature
- Social Media