

Section I: Are we doing the right things?

1. WHAT DOES YOUR SERVICE UNIT DO?

A. What is the service unit and its context?

The Collin College Public Relations Department's mission is "To position Collin College as the world-class educational institution it is through ambitious marketing goals and strategic communication objectives that will heighten awareness of the college's mission, goals and accomplishments, while providing professional counsel, creative solutions, and timely, responsive services for our clients."

The above mission statement was created in 2017 as a part of the 2017-18 Public Relations Plan. To fulfill its mission, the department oversees multiple outreach and informational efforts, both internal and external, while also maintaining the college's brand standards to ensure a positive image for its stakeholders.

In addition, the department is spearheading personnel outreach via coordination of a college advocacy plan that includes representation and participation with area chambers of commerce.

The department performs the following functions:

Support of the college's enrollment, recruitment and retention efforts

The department supports enrollment, recruitment and retention efforts primarily through brand management, a forward-facing website designed to inform and recruit prospective students, and social media accounts providing an information channel to potential and current students alike.

- Brand management

The Public Relations Department kicked off a new branding campaign in fall 2017 titled "Find Your Future at Collin College." The campaign is designed around the variety of learning opportunities available at Collin College, including a focus on workforce education, which lead to rewarding careers. The workforce focus is in line with priorities identified by the college to grow that section of student enrollment. The "Find Your Future at Collin College" campaign replaces the "Welcome to a Whole New World: One Student at a Time" (2010-15) and "Promise. Power. Pride." (2015-17) which ran previously.

The department also maintains the college's brand standards through its Editorial Style Guide, Graphics Standards Manual and Social Media Style Guide. The Editorial Style Guide was updated in 2017 and is currently under review. The Graphics Standard Manual and Social Media Style Guide are currently under review.

- Creative Services

The department also is tasked with creating or reviewing collateral pieces, including major publications, before they are presented to the public to ensure they conform with the college's

brand. In marketing, “collateral” refers to assorted media – typically publications (brochures, flyers, posters, banners, invitations and digital presentations) created to support marketing goals and objectives. While audio and video presentations are vital to marketing efforts, collateral is usually a reference to printed materials. All collateral pieces move through an internal production and review process that includes (at minimum) a project manager, a marketing writer, a graphic artist and then final review by department leadership.

The bulk of Public Relations’ workload comes from creation of the collateral pieces addressed above. The number of collateral pieces for internal and external use has grown from about 200 projects in the year 2000 to more than 1,500 in 2017, an increase of approximately 750 percent. The majority of those projects are internal marketing pieces directly supporting programs within the college. The department introduced an electronic job tracking and marketing assistance request system in 2016 to assist with managing project workflow. Clients have also been provided with templates so that they may create their own collateral pieces. Public Relations reviews and edits submitted collateral pieces to ensure application of the college’s brand standards.

The department also provides consultation and recommendations in conjunction with the creation of collateral discussed above. As communications and marketing specialists, the department is tasked with helping departments shape their messages and develop strategic communications campaigns for internal and/or external audiences.

- Collin.edu (website)

The department manages the look and feel of Collin.edu website. The site is designed to be a recruitment and information tool for prospective students. The site comprises more than 2,000 pages of information, edited in collaboration with content experts from all major departments. The department began website revision efforts in 2015, (updating the look, content and functionality of the site). At the directive of the president, the department took on a complete website redesign in 2017. The first major phase of those revisions will roll out in the spring of 2018, with more in-depth changes to follow regularly.

- Social Media

The department hired a social media coordinator in 2015 to address a rapidly-growing area of communication. The social media coordinator’s function is to monitor all of the college’s official social media channels and facilitate two-way communication between the college and student/public social media users. Social media channels include, Facebook, Twitter, Instagram, LinkedIn, Snapchat, Google+ and YouTube. As other social media channels grow in popularity, the social media coordinator evaluates them for usefulness in furthering communication with students. The social media coordinator also catalyzes promotional efforts through contests and various strategic efforts.

Building community awareness of the college and its programs

In addition to maintaining brand standards, the Public Relations Department also builds brand awareness in the community. Although direct advertising is minimal, the department maintains

media relationships and provides communications pieces in the forms of news releases and the *Connection* newsletter, a community newsletter distributed throughout the college's service area. In addition, the department has begun an advocacy plan which includes college personnel's participation with area chambers of commerce.

- **Media Relations/Communication**

The Public Relations Department works with news partners throughout Collin County and the Dallas-Fort Worth Metroplex to improve awareness of the college and its accomplishments. Subjects run the gamut from special events at the college to registration information to instances of college/community cooperation. The department creates and distributes an average of 10 news releases a month, many of which are run verbatim by local media organizations. The news releases are cataloged in the news room on Collin.edu as well.

The Public Relations team strategically pitches stories to local and national media outlets to encourage coverage. The department's PR writers and photographer also provide completed stories to local community magazines.

Regarding requests for public information, the Public Relations Department follows all appropriate guidelines and laws set out in public information request laws, the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act), and the Family Educational Rights and Privacy Act (FERPA). The Public Relations Department provides publicly relevant information and complies with all reasonable requests under the law.

- *Connection* newsletter

The *Connection* newsletter is the college's flagship publication. A report to the community, this major publication provides residents with information about important Collin College programs and developments. The newsletter is distributed three times a year to more than 450,000 homes in Collin County.

Strengthening internal communication

Much as it does with external communication, the Public Relations Department provides infrastructure to improve internal communication. In addition to templates, the department provides communication channels designed to inform, entertain and, in the case of emergency, warn students, staff and faculty.

- **CougarMail**

As part of its marketing function, the department distributes information to students via the CougarMail system. Information on upcoming events, registration and financial aid notices, and mail are distributed to students on client request. The number of CougarMails sent to students has more than doubled from about 60 in 2013-14 to about 130 in 2016-17. While email marketing can be effective in some instances, informal surveys of students suggest the department may soon need to cut back on these communications in favor of social media messaging and other means of contacting students. In addition, due to the volume and general

content of the CougarMail messages, many of the CougarMail messages are reported as spam and blocked from being sent.

- **CougarVision slides**

Distributed via a network of digital screens at each campus, the CougarVision system provides information on events, programs, internal messages and important notices for students and staff. Most of the slides are created in-house by the graphic design team, though many are now being designed by individual departments and submitted for approval. CougarVision slides have been one of the primary means of internal communication for events at the college. The number of slides grew from 180 in 2012-13 to 338 in 2016-17, an increase of 88 percent.

- **Cougar News online college newsletter**

Cougar News is a college newsletter, published online in a WordPress format, with stories of interest to students, faculty and staff. The newsletter contains news, features and general interest information for the college community at large. A decision was made in 2017 to create a more comprehensive “news center” containing news releases, magazine features, *Cougar News* stories and other public information. The exact layout/function of this news center is now being developed.

- **CougarAlert Emergency Communications System**

The Public Relations Department maintains the CougarAlert system, providing real-time emergency communication to students, faculty and staff through SMS messaging, email notifications and automated phone calls. In the event of an emergency, weather alert or incident outlined in the Clery Act protocols, a member of the Public Relations staff enters the appropriate information into the CougarAlert system, which is then distributed to all admitted students, plus anyone who has signed up for the notifications.

Other Services In Support of the Department’s Mission

- **Photography and videography**

The department has one dedicated photographer and one dedicated video producer who provide material for marketing and, in some cases, documentation purposes. These two individuals are backed up by department colleagues who shoot photos and video if the need arises – breaking news, social media posts, etc.

- **Media Services for the College President’s Office**

One staff member provides media services for the college president and the executive team. She also oversees the Public Relations Department’s technology needs. Her position was created in 2016 at the direction of the district president.

- **Crisis Communication**

In the event of an emergency, department staff members, led by the CPRO and director of marketing and communications, provide information to the local media about Collin College’s response. This crisis communications role is an infrequent but important one which must be performed by professionals with proper training and experience.

- Providing Leadership in Legislative and Government Affairs

The department's leadership team, specifically the CPRO, monitors local, state and national issues and interacts with legislative bodies and civic organizations to ensure representation of the college's needs, positions and impact on those issues. This outreach function is an expansion of the department's role in support of the president's directives and responsibilities.

B. Executive Summary

What does your service unit do?

The Collin College Public Relations Department seeks "To position Collin College as the world-class educational institution it is through ambitious marketing goals and strategic communication objectives that will heighten awareness of the college's mission, goals and accomplishments, while providing professional counsel, creative solutions, and timely, responsive services for our clients." To do this, the department oversees a variety of internal and external communication functions, including fostering relationships with local news outlets, maintaining the college's website and facilitating internal information distribution.

In addition, the department is spearheading personnel outreach via coordination of a college advocacy plan that includes representation and participation with area chambers of commerce.

Why do we do the things we do? Unit relationship to the college mission, core values and strategic plan.

Public Relations supports the college's mission statement through its collaboration with the district's leadership personnel, internal departments, student services, students and the community civic-engagement volunteers. The department demonstrates the core values of creativity and innovation, and service and involvement daily with its support of internal marketing, which draws on the department's skills, and work with outside organizations to promote the college's interests and the public good. The department supports the college's strategic plan by promoting the college and its programs.

Why do we do the things we do?

Public Relations provides guidance and creative services to assist in internal and external communications. This provides a conduit to current and potential students, as well as staff members and the larger Collin County community. Providing those contact points allows for greater communication and raises the college's public profile. After reviewing the answers from our benchmarking questions, it appears Collin College Public Relations serves more students and will soon have far more campuses than the benchmarked peers.

How do we impact student outcomes?

Although the department does not have much direct involvement with students in an academic sense, it provides communication pathways which benefit students' safety, educational

attainment and social assimilation and interaction. Public Relations informs students of upcoming events of interest and of other important information.

How effectively do we communicate and how do we know?

Public Relations communicates to internal and external audiences in multiple ways, depending on the audience. The department effectively reaches the internal audience through electronic and print media, though most of the tracking information is anecdotal. The department reaches an external audience through direct communication (advertising, social media, community newsletter) and through news partners (news releases, local magazine articles, story placements).

The reach of publications and other forms of direct communication is difficult to measure precisely. *Connection*, the college newsletter, is mailed to more than 450,000 homes in Collin County three times a year. Evidence of the newsletter's impact is anecdotal, through phone calls, speakers' public references and public commentary.

How well are we leveraging partnership resources and building relationships, and how do we know?

Public Relations works with civic organizations including local chambers of commerce, economic development corporations and single-issue groups like the Martin Luther King, Jr. Leadership Breakfast Committee and the Plano Community Forum to elevate the college's position in the community and to be a voice in decisions that affect the college and the county. The department works with local media to provide information and influence opinion where appropriate. It engages a clipping service to gauge reach.

Are we hiring qualified staff and supporting them with professional development, and how do we know?

Public Relations comprises individuals with educational credentials and experience in fields related to their job duties. All staff members are given opportunities for professional development through professional conference attendance, continuing education classes or online education through Lynda.com.

Do we support the service unit well with facilities, equipment, and their maintenance and replacement, and how do we know?

While Public Relations has had adequate funding in recent years, technology needs, a growing district and proposed focus changes for the department will mean a necessary increase in funding. The department plans to create more owned content, and additional technology and digital storage will be necessary.

Given our present status, how do we intend to change in ways that help us advance?

Public Relations will improve its external communication through new media channels and a greater focus on owned content. In addition, the department is spearheading personnel outreach via coordination of a college advocacy plan that includes representation and

participation with area chambers of commerce. The department will also work to improve usability and the marketing focus of www.collin.edu and its student-facing publications. The changes will create a better user experience for both current and potential students.

How will we evaluate our success?

The department will perform focus groups and public polling to determine the efficacy of the changes made. In addition to tracking hits to our website and monitoring social media, the department will also track the number of pieces of owned content created and has identified specific targets to reach. Please see CIP. Likewise, the department has created a timeline for its website redesign implementation.

2. WHY DO WE DO THE THINGS WE DO? UNIT RELATIONSHIP TO THE COLLEGE MISSION, CORE VALUES & STRATEGIC PLAN.

- **Provide unit-specific evidence of actions that the unit supports the [mission statement](#):** *“Collin County Community College District is a student and community-centered institution committed to developing skills, strengthening character, and challenging the intellect.”*
- **Provide unit-specific evidence of actions that support the case that the unit and its faculty contribute to fulfillment of the college [core values](#):** *“We have a passion for Learning, Service, Involvement, Creativity, Innovation, Academic Excellence, Dignity, Respect and Integrity.”*
- **Provide unit-specific evidence that supports how the unit supports the college strategic plan:** http://www.collin.edu/aboutus/strategic_goals.html

Requested points to address, but not limited to:

- *What evidence is there to support assertions made regarding how the Service Unit relates to the Mission, Core Values and Strategic Plan?*
- *Analyze the evidence you provide. What does it show about the Service Unit?*

Public Relations is a service department that helps connect faculty, staff and administrators with students and the community to highlight the excellent programs at Collin College. See Strategic Vision 2016 Plan segments below for PR leadership and implementation activities assigned for sections 3.3, 3.4.2, 4.1, 4.2.

Section 3.3 Communication

CougarWeb and CougarMail will become the information channels of choice

1. Continue to track web metrics and develop process to ensure students utilize CougarWeb and CougarMail for broad-based and individual information concerning services and individual status.

While the PR Department is still using CougarWeb and CougarMail, response levels have indicated the latter is not the preferred choice of communication of students. In light of that the department also utilizes social media and directs clients to use Canvas to communicate events to students. CougarVision slides are also used to disseminate information.

3.4 Core values will be modeled through communication and will be improved across the district.

3.4.2 Create and post brief videos that describe various Collin processes in short, easy to view formats (e.g. YouTube)

In addition to focusing on Collin College processes, videos produced by the department are highlighting programs and speakers in a casual interview format.

4.1 The college's overall approval ratings in the community surveys will be improved including perceptions of academic quality and contributions to the local economy.

The PR Department is still working with the Institutional Research Office and requesting survey data.

4.1.1 Develop and implement a new marketing & public relations plan using new options in advertising, media relations, social media, video, digital media and publications to reach targeted audiences.

In the fall of 2017, an updated PR Plan was presented to the President. Its stated goals were: support the enrollment, recruitment and retention efforts of Collin College; strengthen and solidify community awareness of the college and its programs; enhance and streamline internal communication; provide leadership in legislative/government affairs; and prepare the college to undertake future promotional activities. Included in the plan was the use of cinema advertising and promotion, social media, internet radio, print ads, web promotion, online video, e-newsletters, media relations, internal communications, community and civic outreach, and emergency management and communication.

4.1.2

Develop new commercial concept and advertising campaign.

In the fall of 2017, the department launched a new multi-media marketing campaign with the theme of "Find Your Future," with a primary focus of reaching prospective students. The theme is carried out in cinema commercials, print advertisements, print collateral, online radio advertisements, on-hold messaging and the college website.

A. Public Relations supports the college's mission statement in the following ways

Public Relations supports the college's mission of "developing skills, strengthening character, and challenging the intellect" by promoting the educational opportunities available at Collin, highlighting the quality and value of Collin's programs, and sharing stories and testimonials via print and electronic media about students, alumni, faculty, staff and community members.

The PR Department creates numerous items for internal departments to provide information about college events and opportunities to Collin College students. Collateral includes pieces ranging from event posters to individual program brochures to press releases about college events that are open to the internal college community as well as the external community. Faculty and staff comment on the value of these items to inform students of events and opportunities on campus. The department also designs an annual view piece as well as other documents, such as the First Time in College brochure, for Student and Enrollment Services (SES) for recruitment and retention purposes. The department works closely with members of the SES team and college leadership to complete these publications. The department also writes stories about students who have participated in college events and programs, as well as those who have completed undergraduate research and assisted the community via civic-engagement volunteering efforts. These articles are published in area magazines, the community newsletter (*Connection*) and the internal newsletter, *Cougar News*. The department works with district leadership to foster relationships with legislators and civic leaders that lead to tangible results for the college and its students. For example, after the passage of Senate Bill 2118, which allowed certain Texas public junior colleges to offer selected baccalaureate degrees, the department organized an event to recognize state legislators who were integral in the process. The event was well received by legislators and served as an opportunity to thank and strengthen the college's relationship with those in elected office. Another example is the PR Department's creation of collateral for the annual counselors' workshop which provides information to area counselors who in turn work with students throughout Collin County. Area counselors have commented that these workshops are valuable, and bringing counselors to our site provides an opportunity to showcase the college and its programs. In addition, the department is involved in legislative efforts and is spearheading personnel outreach via coordination of a college advocacy plan that includes representation and participation with area chambers of commerce.

B. Public Relations contributes to fulfilling the college's core values – specifically the values of creativity and innovation, and service and involvement – in myriad ways. Department personnel are active in area chamber and community events and committees, contributing directly to civic activities designed to enhance the growth of, and quality of life, in Collin County. The department also strategically promotes programs and activities that offer solutions to specific needs of the region, such as the development of the Public Safety Training Center in McKinney, the program planning for the master plan program, and the planning and introduction of new degrees (including the baccalaureate degrees projected to begin in 2019 and 2020). We create events that draw attention to the programs (including groundbreaking, ribbon cuttings, and tours, as well as interviews with college personnel) and interact with area media to generate coverage of college programs, activities and facilities. Our role is not necessarily to create the college's program and facility plans – that is done by other personnel – but rather to promote their availability to internal and external audiences and raise awareness about their benefits to the community. This also includes activities open to the public, such as art exhibitions, dance, music and dramatic performances, and athletic events.

With regard to innovation, the PR department has introduced a number of solutions designed to enhance promotion of the college in a more productive and efficient manner. For example, a new catalog tool, included as part of the website redesign project in 2018, will automate many of the production and communication issues formerly completed annually by academic and PR personnel. The tool will streamline annual updates to the catalog and provide an efficient online platform for student use. We also developed an extensive library of publication templates for use by college personnel, enabling them to design basic posters, flyers, brochures and more at the department level without always requiring hands-on assistance from the PR Department. A communications committee was formed in the fall of 2017 to foster input and feedback from college personnel regarding department publications and initiatives. Major initiatives generated as a result of committee input were: a streamlined production process for both the college catalog and student handbook and an entirely new approach to the design and writing of the college view piece, one of Collin's most important recruitment tools. We also spearheaded the branding of "Collin 4 All," a recruitment effort by Student & Enrollment Services, which is implemented at area ISDs and through which the college seeks to encourage all high school seniors in our service district to apply to Collin College, in which case they would be automatically admitted and subsequently have the option to attend simply by completing registration and starting classes.

Department personnel frequently participate in professional development activities, including conferences, seminars and webinars, which enable them to stay current on industry trends and practices. Such education enhances the department's function of providing creative marketing, graphic design, advertising, photography, video, social media support and print fulfillment services to college departments.

C. Public Relations supports the college's strategic plan in the following ways. The text below relates to strategic goals as the underpinnings of the strategic plan.

1C - Finalize and Execute a Comprehensive Plan that Facilitates the Safety of Students, Faculty and Staff at Collin College.

Public Relations facilitates the CougarAlert System. This system sends out email, text messages and voice messages to students and employees in as little as 90 seconds. CougarAlerts are sent out in emergencies that require unscheduled closure or evacuation of a campus or the district. This includes but is not limited to weather closures, power outages, police emergencies, catastrophes and/or hazardous exposures. CougarAlerts are not used for promotional purposes or for scheduled closures, such as holidays. Public Relations also created the college active shooter video to inform actions in the event of a crisis. The video is posted on YouTube.

2C - Increase Outreach and Create Streamlined Pathways from High School.

Public Relations assists with marketing and communication collateral for the dual credit pathways initiative. The department created a dual credit brochure and flyer; dual credit ad featuring high school students; *Connection* newsletter articles; folder; tablecloth logo; logo for

the College Express program; coloring and activity book; external and internal mobile unit wrap art; and advertising and design for counselor conference workshops. According to Elizabeth Howard, Outreach and Student Success Coordinator, parents and students offered positive feedback regarding the checklist in the dual credit brochure. She also added that the elementary school students love the coloring book. The counselors have also requested pdfs of coloring book pages for their students. Howard says she uses the tablecloth with the logo at many community and ISD events and says they help to provide a visual image of the college. According to Howard, the Mobile Go Center trailer advertising is effective. She shared a couple of stories: one time the Mobile Go trailer, which is wrapped with images of students, was stuck in local traffic and cars with Collin College parking stickers were honking and waving because of their affiliation with the college. She also mentioned that the driver of the Mobile Go trailer was followed to an event because a relative of a student pictured on the trailer wanted a picture of the Mobile Go trailer.

In addition, the department created an article reprint featuring a story we wrote for Allen Image magazine about a dual credit student who walked across the college's stage before walking across her high school stage for graduation. Copies of this printed special feature were given to Raul Martinez to share with embedded counselors at area high schools.

3C - Emphasize Student Achievement and Streamline Pathways to Four Year College and Universities.

Public Relations creates advertising and marketing collateral of current students and alumni in print, video, and social media to illustrate and share Collin College success stories. The department's work is placed in diverse media outlets including local newspapers, area magazines including Allen Image magazine and the community newsletter (*Connection*) as well as the internal newsletter (*Cougar News*) to ensure student achievement is recognized.

PR Department members created a marketing plan to promote the Collin Higher Education Center and publicize the baccalaureate and graduate study offerings available through our university partners. One element of the plan was a published magazine article with testimonial quotes about taking university classes at CHEC and the various benefits ranging from saving gas money to time. To add additional impact, a link to the article was featured in *Cougar News*.

4C - Expand Career and Technical Programs and Training Offerings in Alignment with current and future Regional Labor Market Demand and Become the Customized Training Provider of Choice for Additional Employers.

Most recently the Public Relations Department facilitated the publicity, print collateral and communication efforts for the opening of the Health Sciences Building, the Corporate College opening, and the groundbreaking of the Public Safety Campus. Public Relations also completed print, digital and video collateral for Corporate College and Continuing Education. Future groundbreakings and openings of the remaining campuses remain on the Vision 2020 plan.

The department has created several brochures for workforce programs including supply chain management, paralegal, and several health sciences workforce programs such as central sterile processing, respiratory care and surgical technology. In addition, the department created CV slides to advertise upcoming information sessions. Several of these programs are relatively new, and they did not have brochures to offer students who were enquiring about their offerings. PR Department team members worked closely with the area program leads to create documents which are designed to answer students' questions and concerns by providing information about salaries, job description and job outlook.

According to Jack Zimmerman, who is leading the Supply Chain Management program, he uses the brochure when he has inquiries by email or phone and when he promotes the program to companies and at events. He notes that the advisory board was pleased with the brochure and that it is an effective introduction to the field since many individuals are unaware of this career option.

Several new workforce programs are on the horizon for the college. Public Relations team members continue to write press releases and create brochures and other collateral items for these new programs. In addition, the department is working on collateral addressing the workforce programs that will be housed at the new Collin College Technical Campus, and team members have recently created a one-page sheet which will be given to embedded counselors so that prospective students can begin planning their future classes. Subsequent feedback from an embedded counselor on the copy for this new piece, which includes the salaries and job outlook for these workforce programs, was overwhelmingly positive.

The department is also currently working closely with leadership and various college colleagues to create a new marketing plan exclusively for workforce programs. Through discussions with leadership and college colleagues it is apparent there is a need for internal and external education about workforce programs. Many individuals do not know about the high salaries and great demand that exists for workforce programs. The department is actively exploring how to effectively publicize workforce programs during the 2018-19 academic year and beyond.

5C - Promote Innovation and Diversify Revenue Streams.

The department assists the advancement office with the production of collateral material, such as promotional posters and invitations for the annual Stetson and Stiletto fundraising event and the annual scholarship reception, in support of its fundraising efforts. The department also created a Master Plan section on the college website, which informs the public of details of the college's plans for growth and highlights the community's awareness and perspective via a series of testimonial videos from chamber, ISD and civic leaders. The department is assisting the advancement office with the development of the college alumni association, particularly in creating an e-newsletter that will launch in the fall of 2018. One benefit of an active alumni association is the heightened awareness among former students of the growth and effectiveness of the college, which typically leads to greater involvement of alumni, which in turn produces opportunities for alumni to give back to the institution financially.

The department also assists advancement with the promotion of major giving through news releases about major gifts presented to the college and assisting with events that occur as the result of such gifts. The opening of the State Farm Career Centers and the Anthony Peterson Centers for Academic Excellence are two examples, both of which generated media coverage. As more gifts are presented to the college and widely publicized, it is anticipated that additional benefactors will consider making major gifts to Collin.

6C - Create an Increasingly Welcoming Environment for Students, Community Members, Faculty and Staff.

The PR team has worked with college executives and outside architects to develop concepts for new campus signage districtwide. The signage is intended to create consistency of branding and greater visibility to the public at the campus entrances. The department is also developing a series of identity banners to be placed on light poles along campus driveways and walkways, which will highlight students and feature the college's core values.

In addition, the department assists with wayfinding and signage, including adding directories at CHEC, producing and posting collateral for the CougarVision system, and facilitating events such as the Corporate College grand opening, the Veteran Center dedication, the MLK Breakfast and other events to which the community is invited.

Currently under discussion is the development of a rotating student art gallery that would provide a welcoming environment at the Collin Higher Education Center (and possibly other campuses). The art would beautify the office environment and would also showcase students' talents to community members visiting the campus.

7C - Expand the Physical Footprint of Collin College to Meet Emerging Programmatic Needs; Improve Facilities as Necessary, and Implement the Maintenance Plan to Elevate Services to Our Students.

PR is the sole provider of branding and identity solutions for the entire district, including all campuses and future site planning. The department collaborates with the facilities department to create directories, wayfinding and departmental signage. In 2018 the PR department worked with the facilities department to design emergency signage for campus classrooms and campus parking lots. The signs inform people where they are located geographically and provide the phone number for the Collin College Police Department. The graphics team in PR also consulted with architects and project managers for the Public Safety Training Center in McKinney to ensure brand integrity with the logos and lettering used on interior and exterior signage. These examples are typical of the service the PR department provides to the college as the physical footprint expands.

3. WHY DO WE DO THE THINGS WE DO?

A. Make a case with evidence to show that the primary functions/services of the unit are necessary as they are, or they should be modified, or eliminated.

The need for public relations and marketing support has grown exponentially with the development of the Master Plan and passage of the \$600 million bond, and it will continue to grow as the college adds new campuses and enrollment increases. In addition, the Public Relations Department must maintain dynamic processes and media venues to keep up with new student generations and their preferred methods of receiving information.

The PR Department is in charge of public information requests, an essential legal duty of the institution. This function has external (serving the community in responding to public information requests) and internal (serving the internal community when the request comes from an employee and working with many departments of the college to process requests) components. In order to process the numerous (as many as 8-10 a week) requests, the department works with representatives of many areas of the college. Typically, the department works on requests that involve student information, academic records, discipline records, police records, bid/purchasing records and contracts. Because response time is short, members of the team have been cross trained to field these requests in a prompt and efficient manner, so there is always someone who can direct this process if the director is on vacation or unable to work on certain requests for any reason. The department has been fortunate to develop close working relationships with many college colleagues in a variety of positions whose time and effort are much appreciated in this endeavor.

External Communication

The PR Department builds community awareness of the college and its programs. The department maintains media relationships and provides communications pieces in the forms of news releases and the *Connection* newsletter, a community newsletter distributed throughout the college's service area. In addition, the department creates large documents, such as the Continuing Education class schedule, writes articles about successful students, alumni, and programs for publication in area magazines, and designs and distributes postcards promoting topics such as registration. The current practices seem to be validated by the Longitudinal Comparison of Community Survey Responses for Collin College 2005-2015 (executive summary), which indicates that such efforts have been effective in creating a positive image in Collin County. Three PR Department-produced collateral categories were listed in the results of this survey: the *Connection* newsletter, the Continuing Education class schedule and postcards.

- “Core findings from the 2015 administration of Collin College’s Community Survey suggest that the College has been successful in its efforts to promulgate its message and a positive image within the Collin County community.”
- “Nearly 9 out of 10 (88%) adult Collin County residents manifested the highest

levels of awareness of Collin College; i.e., they were familiar with one of the College's sites, or they or a family member had attended the College."

- "Public approval of Collin College remains high among Collin County adults. These positive perceptions stand in stark contrast with the many negative public perceptions of government and governmental agencies regularly cited by the news media,
 - 80% agreed that Collin offers programs that meet the needs of the community.
 - 75% agreed that the College makes a valuable contribution to economic development.
 - 75% agreed that Collin College's tax dollars are dollars well spent.
 - 75% agreed that Collin College provides a high quality education.
 - 76% agreed that they would recommend Collin College to any friend or family member." (Longitudinal Comparison of Community Survey Responses for Collin College 2005-2015)

- In addition, in the section regarding "Contact with Collin College during the six months prior to the Community Survey administration during summer 2015," two of the three most common sources of contact with the college were produced by the Public Relations Department: The college newsletter "Connection" and post cards. The PR department created many postcards throughout the year for various departments.
 - "The College newsletter, the Continuing Education class schedule, and post cards were the three most frequently cited sources of contact with the College." (Longitudinal Comparison of Community Survey Responses for Collin College 2005-2015)

Internal Communication

More than 53,000 students as well as faculty and staff comprise the internal population of the college. In addition to marketing collateral such as flyers and brochures, the PR Department produces CougarVision slides shown via digital monitors on the Spring Creek Campus, Preston Ridge Campus, Central Park Campus, Collin Higher Education Center and Courtyard Center. The bulk of the slides are created by the graphics team. The number of slides grew from 180 in 2012-13 to 338 in 2016-17. In an effort to assist faculty and staff with promoting annual events, the department has created CougarVision slide templates. The templates allow the clients to alter dates and times and are typically approved and posted by the PR Department within a day or two.

Another way the department communicates with students is via CougarMail, an email that is disseminated to students. The number of CougarMails sent to students has doubled from about 60 in 2013-14 to about 130 in 2016-17. While the department plans to continue to send important messages regarding registration and financial aid via CougarMail, clients are being advised to communicate general event information through other venues, such as utilizing the announcement section of Canvas.

The content for the college's newsletter, *Cougar News*, includes articles, Q&As, images and short information pieces targeted to students, faculty and staff. In the last year there have been more than 29,000 page views, and in the last three years there have been more than 75,000 page views. For frame of reference, the college's dual credit webpage received just over 30,000 page views in the last year. The page to request a transcript had 28,500 page views, the final exam schedule had less than 29,000, and the financial aid homepage received approximately 24,500 page views.

What is the purpose and reason for the service?

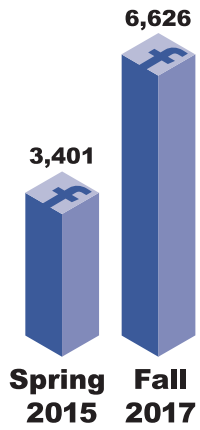
The functions and purposes of the various PR Department services are addressed in Section 1, Question 1.

How has the function evolved during the five-year cycle?

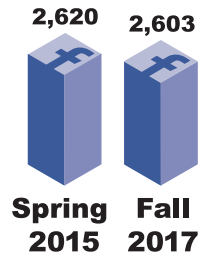
The number of collateral pieces for internal and external use continues to rise with the growth of the college and the addition of new programs and campuses. The number of collateral pieces for internal and external use has grown from about 200 projects in the year 2000 to more than 1,500 in 2017. The majority of those projects are internal marketing pieces directly supporting programs within the college. The staff responsible for the bulk of these pieces has decreased in the last five years, though the department has added two new positions: Social Media Coordinator and Communication Technology Coordinator. The department has been notified that the Communication Technology Coordinator position will be reabsorbed into a new technology unit of the college in 2018.

Social media is a prime way the PR Department communicates directly with students. Prior to 2015, PR staff members took turns creating and posting content on the college's social media channels. In 2015, the department hired a social media coordinator who creates and posts content and increases student engagement by attending and promoting events. In addition, the social media coordinator has cross trained more than 50 faculty and staff on social media best practices, privacy and integration in the classroom and held a breakout session for faculty development week in 2016. In the last two and a half years, the social media coordinator has attended more than 200 events. Students are comfortable communicating via social media, and the social media coordinator has answered numerous queries, including questions regarding registration. Within minutes, the social media coordinator is able to direct students to the appropriate college representatives. The social media coordinator has raised the numbers in existing social media accounts as well as created new social media accounts.

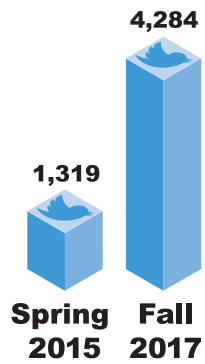

COLLIN COLLEGE
Facebook College Account
 (Friends)



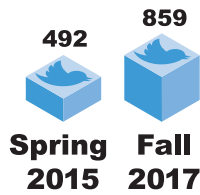

Facebook Cougar Mascot Account
 (Friends)

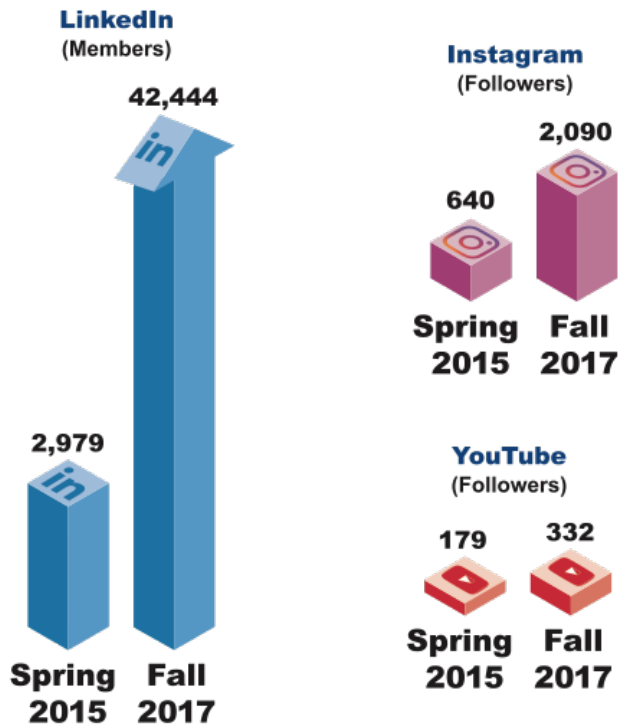



COLLIN COLLEGE
Twitter College Account
 (Followers)




Twitter Cougar Mascot Account
 (Followers)





In 2016, the department added a new team member, “Communication Technology Coordinator,” who provides media services for the college president and the executive team. The communication technology coordinator also assists members of the team with various technology needs. The department has been notified that the Communication Technology Coordinator position will be reabsorbed into a new technology unit of the college in 2018. The Manager of Web Services has the knowledge base to assist staff members.

How have the reasons for the service changed over time? /Does the unit or the college have alternate ways of providing any of these services?

In addition to templates (please see [What unit services require the most resources including staff time?](#)) the department maintains the Collin.edu website, designed as a recruitment and information tool for prospective students. The department began leading an initiative to revise the college’s website in 2015. The current website is not optimized for mobile use. This will be addressed in the website redesign. In addition, team members are working with department heads to create concise, informative, student-friendly content designed for prospective students. The new website design and first phase of revised pages will occur in 2018.

The Collin.edu website includes a rotating banner, with homepage feature stories written in house, which is prominent on this page and is updated on a regular basis. More than 13 million hits were made to the college's main web page in FY 2016/2017. Approximately 78 percent of the 13 million hits came from Collin County. Approximately 60 percent of the 13 million hits came from Windows machines, and approximately 40 percent came from Mac machines. In addition, in FY 2016/2017, 1.8 million hits were made to the mobile version of our website. Updates are regularly made to many pages of the website by content editors.

What would happen if the unit no longer provided these services and/or the services were outsourced?

Timing is crucial in public relations. Media expect prompt responses, and emergency situations require immediate communication with college leadership and dissemination of information to students, staff, faculty and the public. Employing onsite staff members enhances rapid communication to both internal and external audiences.

One communication method the department uses to disseminate information in an emergency is CougarAlert. Department members work closely with the college's Police Department and leadership team. In addition, the department sends out weather closure alerts via CougarAlert and the home page of the college's website.

One way the department is improving is to continue to update processes. In 2017, the department participated in the creation of a new emergency plan for the college. CougarAlert was tested at that time and is slated to be tested annually.

Hiring an outside agency for the many services the PR Department provides is cost-prohibitive, especially with continual growth in the demand for promoting new programs and campuses. For example, the industry standard salary for a freelancer writer for an article is \$1 per word. The department team members continually write articles which are published in area magazines as well as in *Cougar News*. Many stories are 500 words or longer.

Recently, the PR Department worked with clients to produce new copy for the redesigned website. PR team members worked on this project, but because of the volume of web copy that needed to be created, the department hired a freelancer to work with selected internal clients and augment the added workload. This individual was paid \$60 an hour.

The department continues to use freelance assistance when large projects arise that require extensive time. The department pays freelance graphic artists \$35-\$200 an hour, depending on the complexity of a project. For instance, the PR Department pays \$35 an hour for freelance graphic artist work on *Connection* (community newsletter). To design a logo a freelance graphic artist can charge anywhere from \$75-\$200 an hour.

The PR Department pays the industry rate of \$150-\$250 an hour with a two-hour minimum, for freelance photographers. The rate depends on the complexity of the event and the experience of the photographers. The department's in-house photographer attends numerous events

throughout the year and takes thousands of photographs, which are posted on the digital asset management system for employees to access.

In addition, PR staff members have accrued valuable internal knowledge and relationships with internal clients and external media, college partners and community members which adds to job efficiency. This knowledge and the relationships are of immense value. Both save time, but the knowledge bridges the distance from adequate work to exceptional work.

What unit services require the most resources including staff time? Which services add the biggest value to the college? Discuss any discrepancies between the services named in these two questions.

It is the PR Department's ongoing mission to position Collin College as a world-class educational institution by heightening awareness of the college's mission, goals and accomplishments. The department is also committed to providing professional counsel, creative solutions, and timely, responsive services for our clients.

In terms of outside awareness and visibility, the centerpiece of the department's work is the *Connection* newsletter, which is produced three times a year and mailed to more than 450,000 residences in Collin College's service area, which includes all of Collin and Rockwall counties, plus portions of Dallas and Denton counties. *Connection* is the official publication of record of Collin College, and serves as a report to the community about college programs, initiatives and events. Each issue involves a four-month production cycle that involves department personnel in editorial meetings, research and writing, photography, graphic design, production coordination and proofreading.

Other department initiatives designed to heighten awareness of the college and its programs include: the college website; the college social media accounts; the monthly CougarNews e-newsletter; news releases; original articles submitted to community magazines; media relations; and the CougarCast online video series. Both the website and the social media accounts have individuals solely dedicated to monitoring and managing their implementation. The *CougarNews* e-newsletter and the CougarCast videos, in a fashion similar to *Connection*, involve planning meetings, research and writing, photography, proofreading and, in the case of CougarCast, video production considerations. The traditional PR functions, such as the writing and distribution of news releases, research and writing of articles for community magazines, and standard media relations functions (designed to respond to press inquiries and/or generate coverage of the college), require a specific skill set and deep knowledge of and relationships with local, regional and national media.

These awareness-oriented activities of the department, coupled with regular community outreach involving participation in chamber and civic functions, account for perhaps half or more of the department's time. Equally important, however, is the ongoing counsel and service provided to internal clients. This includes such activities as: the development of flyers, brochures and other collateral to highlight an initiative or event; the design of logos, signs and

displays to promote an activity or draw attention to a campus department; production of videos to highlight accomplishments or promote programs; providing photography services to document programs, honors or events; or – perhaps most significant – the planning and execution of entire marketing campaigns to publicize individual programs.

To address prioritizing the volume of jobs, the Public Relations Department has recently identified four key areas to prioritize incoming work requests: Recruitment (of students), Retention (of students), Funding (available budget), and Time (was request submitted in accordance with PR's policies). The first two categories reflect strategic goals of the college- recruitment and retention. The other two priorities have to do with available budget (funding) and the time frame available to complete the request (time).

The department is in the process of addressing the internal/external communication imbalance by exploring increased staff and purchasing tools to increase efficiency and redirect the department's focus to balance internal and external communications.

In keeping with the District President's motto "Students First," the department works closely with the president's office, leadership team, internal staff and faculty to produce requested collateral for programs and events. The bulk of the department's workload involves the writing and design of college publications and collateral pieces such as posters, flyers, CougarVision slides and brochures for faculty and staff programs and events. Because the number of collateral pieces has grown from about 200 projects in the year 2000 to more than 1,500 in 2017, the PR Department began using WorkZone, an electronic job tracking and workflow system, in 2016 to assist with tracking job requests. The tracking system allows each team member to immediately determine the status of a particular job. Each team member can see the writing and graphic art in each stage of production. This is critical internally to the team and benefits the clients. Previously, the department used job jacket folders which could be in different team members' offices as the process moved from writing to graphics to approval. Determining who had that job jacket presented a challenge to the team. Now, if a client calls any team member regarding a particular job, the information is readily available in a digital format and files can be immediately disseminated. This is especially helpful if team members are on vacation or ill. The information is available at all times, and all team members have access to it.

In addition, the department has created a library of publication templates to enable internal clients to quickly design their own collateral pieces and/or change information for events and activities. This has improved efficiency by reducing the amount of staff time necessary for routine flyers, invitations and other documents that can adequately be produced at the individual department level.

What are the interdependencies with other unit services and other units of the college? Is the unit duplicating any services with other units?

For many years, it has been standard practice that all flyers, posters, and additional collateral which will be distributed to an external audience or are posted on any of the college's

campuses must be approved by the PR Department. Individuals who create items from templates, initially produced by the PR Department, send those items to PR team members for approval via email. The approval process typically takes 1-3 days, and many times clients have items approved within a few hours. Because of this approval process, the PR Department is aware of college collateral items and any duplication efforts.

The PR Department is not duplicating any services with other units of the college; however, the department does work with faculty and staff across the district to strategize publicity, disseminate information to the community (such as chamber/rotary meetings, conferences) and produce requested marketing materials ranging from flyers and program brochures to ground breaking and dedication events.

Is there a clear line of communication with other units involved in or supporting each of these services?/ Are the services offered/conducted as efficiently as possible?

The Public Relations team works with internal clients on a daily basis to meet their marketing requests. In addition to traditional communication via email and phone, in 2016 the department implemented a new marketing/promotional request form that clients can fill out online. This addition provides an efficient method of communication for the clients and the PR Department.

<https://collin.sharedwork.com/wz/template/pubprojrequest,RequestProject.vm?form=3418165114>

PR staff members continue to meet with clients in person or via Zoom to discuss new and/or complex projects. Zoom meetings are helpful when travel time is an issue and also offer a visual element if documents need to be viewed. In addition, Zoom meetings allow several people from different campuses to have a meeting without leaving their home campuses. Team members also travel to meet with clients or committees to assist them with public relations and marketing needs.

B. Benchmarking: Review two or three comparable colleges for the way they accomplish these services. Discuss what was learned and what new ideas for service improvement were gained.

The PR Review Committee gleaned benchmarking information from Oklahoma City Community College, San Jacinto College and Texas A&M University-Commerce. The department decided to take a broad perspective and include two community colleges as well as one university (CHEC partner) and provide comparisons locally and within the state of Texas. Oklahoma City Community College is one of the National Council for Marketing and Public Relations (NCMPR) District IV members (a colleague and competitor for NCMPR awards). Texas A&M-Commerce served as a local comparison, and San Jacinto College serves as a comparable within the state of Texas.

Each institution was asked the following benchmarking questions:

Benchmarking Questions

1. What are the names of the offices at your institution which provide public relations, marketing, and publications services including photography, videography and social media?
2. What are the titles of the people who work in the departments referenced in question one?
3. What are the major functions of people working in these departments?
4. How many employees work in these departments?
5. Do all the employees in these departments work in the same building? If not, why?

Collin College has one public relations/marketing department, "Public Relations," which addresses marketing, public relations and publications. The college's department includes 15 members: a chief public relations officer, director of marketing and communications, manager of graphic design, two public relations writers, marketing coordinator, production coordinator, video producer, communication technology coordinator, division secretary, manager of web communications, digital and social media coordinator, graphic designer, graphic artist and photographer. One member of the staff works at the college's Courtyard Center and serves the continuing education and Corporate College areas. Collin College serves more than 53,000 students and has seven campuses and centers. A new Public Safety Training Center is slated to open in 2018, a new Technical Center is slated to open in 2020, a new Wylie Campus is slated to open in 2020, a new Farmersville Campus is slated to open in 2021, and a new Celina Campus is slated to open in 2021.

Oklahoma City Community College

Contact: Jill Robertson, Public Relations Specialist, Marketing & Public Relations

Like Collin College, Oklahoma City Community College has 15 staff members located in one area, and the department includes marketing and public relations. However, Oklahoma City Community College's Department of Marketing and Public Relations also offers printing services with three student employees. The position titles are different from Collin College. Oklahoma City Community College serves more than 20,000 students (about 40 percent of the enrollment of Collin College) and has one main campus and three satellite centers.

San Jacinto College

Contact: Teri Crawford, Vice Chancellor of Marketing and Public Relations

Like Collin College, San Jacinto College has 15 staff members located in one area, though their subdivisions and titles differ from Collin College's PR positions. The department is known as "Marketing, Public Relations and Government Affairs," with subdivisions of "Public Relations Team," "Digital Team" and "Design Team." Photography and videography are not separate positions. San Jacinto College serves 45,000 students (about 80 percent of the enrollment of Collin College) and has four campuses.

Texas A&M University-Commerce

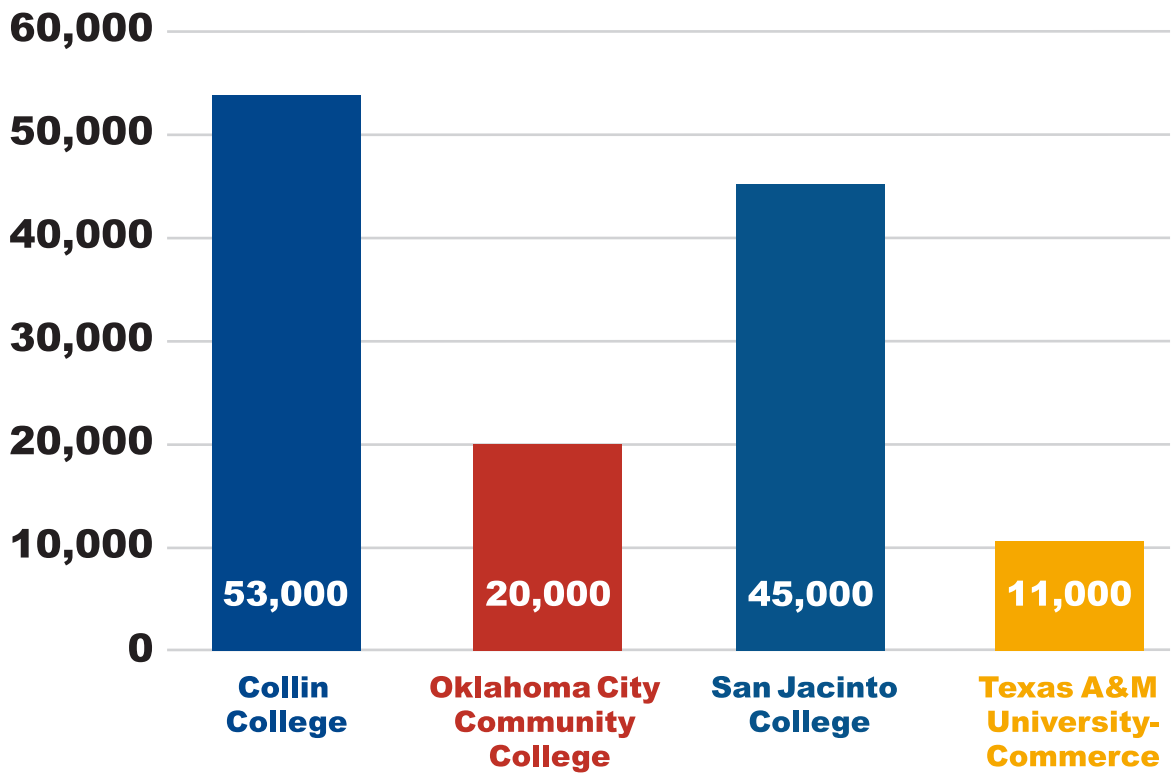
Contact: Russell Schneider, Assistant to the Vice President, Office of Media Relations & Community Engagement

Texas A&M University Commerce has 18 staff members in their Marketing Communications team and KETR (public radio station) team. Marketing Communications and KETR team members work in the same building; however, the Vice President's office is located in the Administration Building along with the other vice presidents' offices and the president's office. Texas A&M-Commerce serves more than 11,000 students (about 20 percent of the enrollment of Collin College) and has six locations.

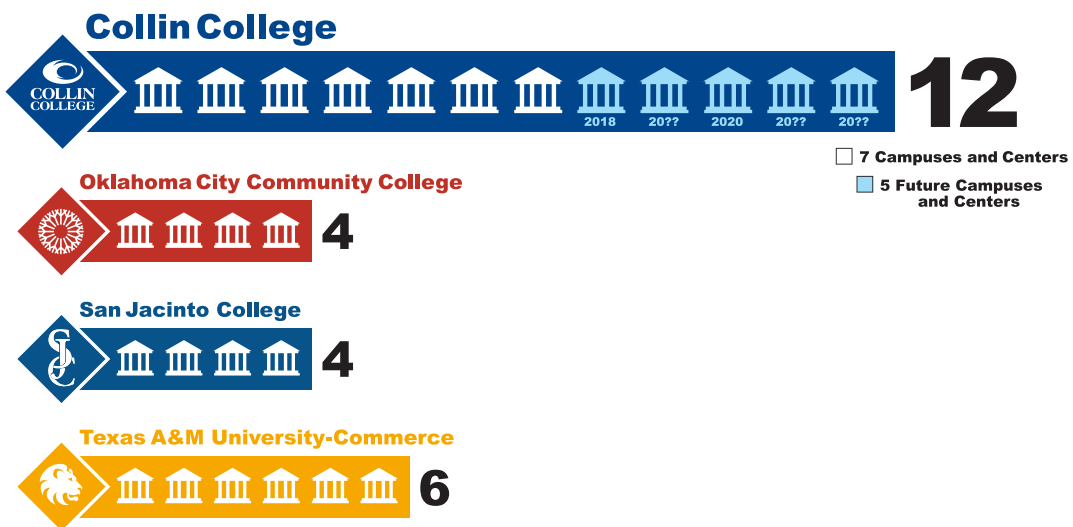
Please see the Appendix for complete answers to benchmarking questions.

After reviewing the different functions of area institutions, it seems advantageous to have the bulk of the staff in one area for optimal communication, though team members would travel to clients and events. One possible idea might be to brand the team members into groups such as public relations, digital and design teams. Currently, members of Collin College's PR Department typically work within more than one of these designations.

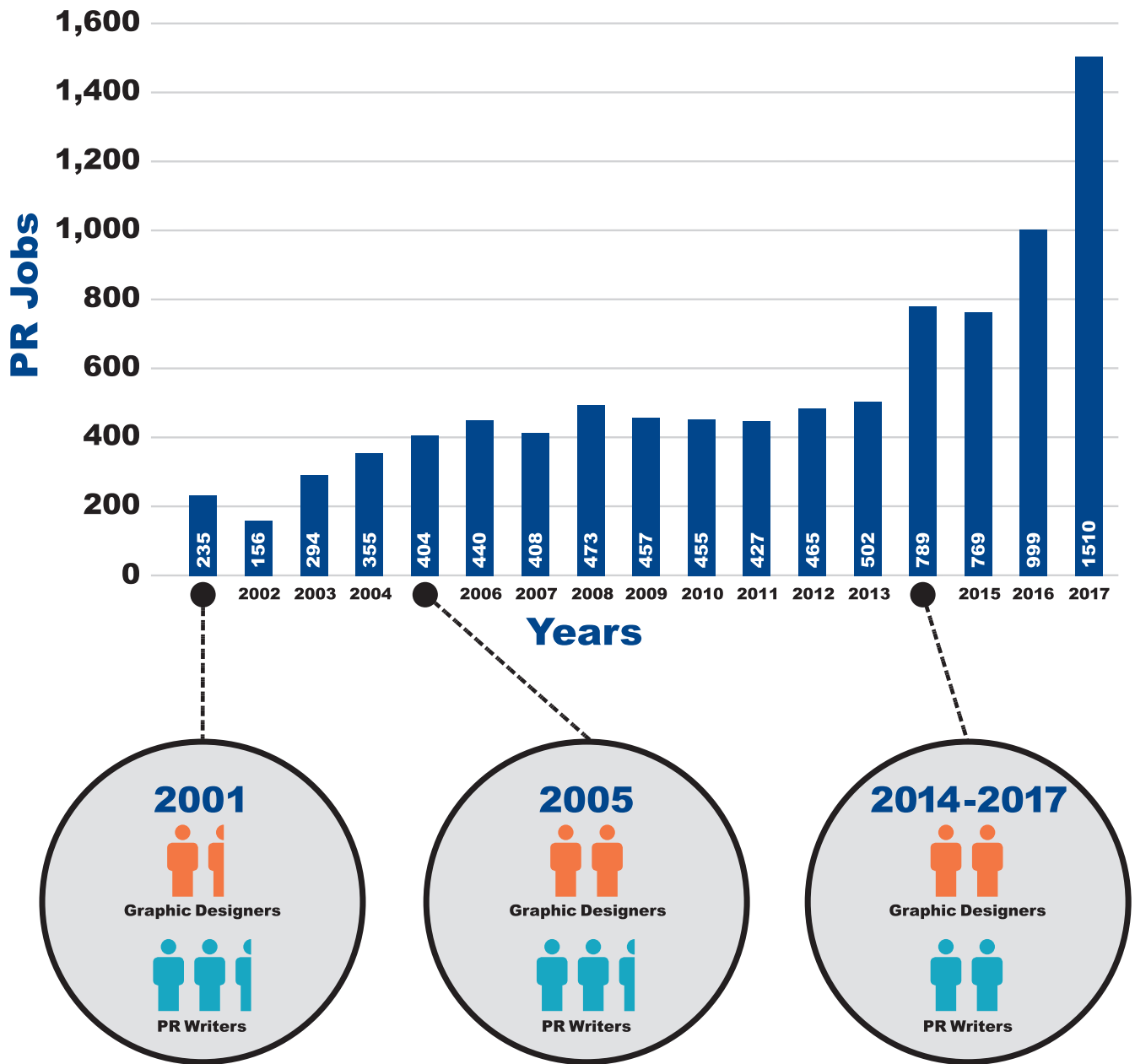
One noted difference between the benchmarked institutions and Collin College is the number of students served.



In addition, the number of campuses of the benchmarked institutions differs from Collin College.



Collin College's PR Department staff has grown to add a Social Media Coordinator and a Communication Technology Coordinator. However, the latter position will be reabsorbed into a new technology unit of the college in 2018. The bulk of the department's jobs are design and writing intensive collateral pieces (such as poster's, flyers, CougarVision slides and brochures). The number of these types of jobs has dramatically increased from 2001-2017. **In fact, the number of jobs was six times more in 2017 than in 2001.** Within this time frame in graphic design one, part time position was changed to a full-time position for a total of two designers, and a staff of two full-time writers and one part-time writer was reduced to two full-time writers.



In addition to other duties, the Manager of Graphic Design and Director of Marketing and Communications edit all collateral items and devote time to special projects. **Due to the high volume of jobs, both of these individuals assist their staff members in working on routine jobs on a regular basis.**

4. HOW DO WE IMPACT STUDENT OUTCOMES?

Make a case with evidence to show effects of the service unit on student outcomes.

Requested points to address, but not limited to:

- *How does the service unit influence the student experience?*

The department impacts students directly through coordination of the college's social media accounts on Facebook, Twitter, Instagram, Snapchat and LinkedIn. Daily posts promote college initiatives and events as well as student activities, and our social media coordinator monitors the accounts and responds promptly to inquiries from users. Students receive an average of one message per day on Facebook (2,000 approximate reach), five messages a day on Twitter (700 approximate reach), four times a week via Instagram (900 approximate reach), three times a week on Snapchat (200 approximate reach), one time a week LinkedIn (20,000 approximate reach) and a couple of times a month (300 approximate reach) on YouTube. This frequent and consistent messaging informs students of important events and keeps students connected to the college.

The department also keeps students informed about college events and programs through CougarVision slides, which are displayed on monitors at the various campuses; flyers that are frequently posted on bulletin boards districtwide; and *CougarNews* (both the e-newsletter and online versions). Staff members also photograph and utilize current students and alumni in image collateral, archiving the images for publication, marketing or communication opportunities.

- *How does the service unit influence the student environment and/or safety?*

Public Relations manages CougarAlert via Rave (formerly Blackboard Connect; this change occurred in July 2018). The CougarAlert messaging system provides information to students regarding issues that deal with safety. Students are automatically enrolled in Rave and receive CougarAlerts via their Cougarmail address and phone number. Faculty and staff are automatically enrolled with their email addresses when they are hired. (Users can later change their personal settings if they prefer.) One advantage to the new system is that it provides more analytical data than the previous system. On the conversion day, we learned that Information Technology imported 3,464 staff/faculty contacts and 27,995 students and approximately 1,000 other (community and news organizations) contacts. We will not have access to this breakdown in the future; however, we will be able to determine the number of voice-only line contact (landline phones), mobile phone contacts, total number of registered email users as well as the number of text messages and emails and phone calls that are sent out via a per-message basis.

Two recent examples of CougarAlert messages include the Spring Creek Campus closing due to a power outage and a timely warning about a male individual who allegedly

made inappropriate comments to and contact with a female student in the K wing of the Spring Creek Campus. The email option allows the department to send out images, which in the latter case was advantageous for student safety. CougarAlerts are also important because of the Clery Act, a legal requirement that the college must adhere to. This alert system is working well, and the department runs routine tests to make sure that the system is functioning properly. The PR Department works closely with the leadership team/cabinet and the college's police department to send out CougarAlerts.

In addition, the Public Relations Department addresses safety via emergency videos on YouTube and the college website. One such video deals with how people should respond in the event of an active shooter on a campus or in a building.

- ***In what way does the service unit influence student retention, persistence, and/or completion?***

Public Relations works with the college's counseling services to market wellness and life skills seminars to students, preparing them for the challenges of college. According to Elizabeth Muto, a counselor at the college, "Empower Yourself" – a seminar on boosting self-esteem via emotional wellness that took place in June 2018 – had an attendance of about 20 students. PR also helped promote "Summer Sippin'," a seminar for students that focused on alcohol and drug issues. In addition, "Know Now" brochures, designed by PR in May 2018 to help raise awareness about substance abuse, were passed out to attendees. These brochures were also distributed at information tables at all three campuses throughout the spring 2018 semester. More than 100 have been passed out to date. Other seminars included "Relax Your Normal," about dealing with stress and anxiety, new student orientation sessions, student outreach events, and other wellness seminars. At each, counseling brochures are provided to interested students. Counseling Services estimates that 75 counseling brochures are passed out to students on the three major campuses each month. Students who take advantage of these seminars, and the ones planned for the First Year Experience program being developed now, have a better chance at retention, persistence and completion. The department also writes student stories and communicates them to both the college community and the public to highlight and promote successful students and alumni.

The department is in the process of developing a marketing plan for the college's workforce programs. After discussion with leadership members who are in touch with industry employers the department has learned that students' salaries may dramatically increase with workforce certificates and degrees. Helping students achieve their goals would benefit students, the college, employers and the community.

- ***Analyze the evidence you provide. What does it show about the Service Unit?***

By working with the Student and Enrollment Services and Academic Affairs Divisions, Public Relations supports positive student outcomes through awareness and marketing efforts and by helping ensure a safe and welcoming environment. Leadership from

those divisions participate in a Communications Committee coordinated by the PR department. The committee develops strategies for student and academic publications, with specific focus on the college catalog, the student handbook, and the college view piece (a recruiting tool updated annually).

Students spend a lot of time on their phones. The department plans to continue to increase the college's social media presence. The new website design has enhanced student's mobile phone and tablet experience. In terms of safety, the department's management of the CougarAlert system is working well and includes regular testing, and analytical data is now available for future comparisons. While the department is working with counseling and other areas of the college in an effort to help them increase student retention, persistence and/or completion, it is clear that there may be other areas in which the department may be of service on these topics. It is possible that the future promotional material for workforce may fall into this category. The Communications Committee has already had a significant impact: a new online catalog tool was researched and purchased, which will streamline production and distribution of the catalog; the student handbook, now an online document, was streamlined and reduced in size; and a new direction was established for the annual view piece. The Communications Committee meets at least once per academic year to sharpen the focus on these and other key college publications and communications initiatives.

SECTION II: ARE WE DOING THINGS RIGHT?

5. HOW EFFECTIVELY DO WE COMMUNICATE AND HOW DO WE KNOW?

Make a case that the printed literature and electronic communication are current, provide an accurate representation, and support the college's recruitment, retention and completion plans.

The Public Relations Department continually responds to client requests for creation and production of various collateral items including printed literature and CougarMail. In addition, the Public Relations Department staff assigns server access as needed and meets with faculty and staff to train them on their department web pages. The Public Relations Department also creates strategic messaging via Home Page Features for the college's website. The department also provides various literature items for the college.

The Public Relations department provides useful tools for clients such as:

- Broadcast and Photo Releases

- Campus Letterhead Graphics (all campuses)
- Collin College Logos (all variations and colors)
- Cougar Logos (all colors)
- Design Templates (flyers, posters, programs, postcards, invitations, certificates, PowerPoint presentations, faxes and memos, and CougarVision slides)
- Division Logos
- Editorial Style Guide
- Graphic Standards Manual
- Marketing Plan
- New Project Requests
- Social Media Style Guide

These tools are available both at collin.edu (external access) and CougarWeb (internal access). See section B. for URL documentation.

The Public Relations Department provides support and services for various departments, offices, students, faculty, staff and the public. Other support tasks include up-to-date news, emergency alerts, crisis management, informational assistance, supporting events and programs, providing artwork (graphics, photos and videos), marketing, strategizing and promoting the college using various media. Examples of these printed literature and electronic communication include:

- Award Videos (i.e., Rose Awards)
- Collin College News
- Collin College Social Media (Facebook, Twitter, Instagram, Snap Chat, LinkedIn and YouTube)
- Community Newsletter (*Connection*)
- CougarAlert
- *Cougar News*
- Homepage Features
- Informational Videos
- Magazine Ads
- Magazine Articles

- Movie Theater Videos
- On Hold Messages
- Photo Galleries
- Podcast/PSAs
- Promotional Videos
- Public Service Announcements

Prospective students, donors and community members are shifting practices in how they gather information. There is an ongoing shift from print media to digital media. In an effort to remain a leading institution of higher education and drive external audiences to the college, the PR Department has identified the need for a greater focus on owned media as part of our branding effort to continuously improve and support recruitment and retention efforts of the college.

The PR Department currently creates numerous videos throughout the year. However, there is an opportunity to increase the number of postings on YouTube and other digital outlets. Currently the number of YouTube subscribers is 300, and if the department produced additional videos with compelling topics on a consistent basis, the number of viewers might increase. The PR Department plans to support recruitment efforts of the college through the college's website, which is a prime example of a venue in which the PR Department communicates with prospective students. While the website is functional, improvements can be made to enhance user experience. Examples of the PR Department's efforts to assist in retention include major publications such as the catalog and registration guide. These documents serve a valued function, but they can be altered for improved student comprehension and usability.

B. Provide unit website URLs. If no website is available, describe plans for creation of website or explain the absence.

Broadcast and photo releases

Internet: collin.edu/him/Broadcast%20photo.pdf

Intranet: inside.collin.edu/pr/sampleDocuments.html

Campus letterhead graphics

Internet: collin.edu/pr

Intranet: inside.collin.edu/pr/sampleDocuments.html

Collin College logos

Internet: *Intranet only to maintain college's integrity*

Intranet: inside.collin.edu/pr/collegeLogos.html

Cougar logos

Internet: *Intranet only to maintain college's integrity*

Intranet: inside.collin.edu/pr/collegeLogos.html

Design Templates

Internet: collin.edu/pr

Intranet: inside.collin.edu/pr/templates.html

Division logos

Internet: *Intranet only to maintain college's integrity*

Intranet: inside.collin.edu/pr/divisionLogos.html

Editorial Style Guide

Internet: collin.edu/news/newsfiles/WrittenStyleGuide.pdf

Intranet: inside.collin.edu/pr/pdfs/WrittenStyleGuide.pdf

Graphic Standards Manual

Internet: collin.edu/pr/PDFs/GSM2013.pdf

Intranet: inside.collin.edu/pr/PDFs/GSM2013.pdf

Marketing plan

Internet: *Intranet only to maintain college's integrity*

Intranet: inside.collin.edu/pr/sampleDocuments.html

New Project Request

Internet:

collin.sharedwork.com/wz/template/pubprojrequest,RequestProject.vm?form=3418165

114

Intranet: Easier accessibility through internet (no intranet)

Social Media Style Guide

Internet: collin.edu/news/newsfiles/2014SocialMediaGuide.pdf

Intranet: inside.collin.edu/pr/sampleDocuments.html

C. Describe the process used to keep all literature and electronic sites updated.

The Public Relations Department regularly evaluates and updates literature for college employee use. For example, currently the Editorial Style Guide, Social Media Style Guide and Graphics

Standards Manual are in the review process. In addition, the Public Relations Department meets with clients and creates strategic marketing campaigns in which literature and electronic communication are evaluated and either updated or created.

SERVICE UNIT REVIEW

Unit Literature Review Table

Title	Type (i.e. URLs, brochures, handouts, etc.)	Date of Last Review/Update		Responsible Party
Broadcast and Photo Releases	<p>Internet: collin.edu/him/Broadcast%20photo.pdf</p> <p>Intranet: inside.collin.edu/pr/sampleDocuments.html</p>	Fall 2017	<input checked="" type="checkbox"/> Current <input checked="" type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marisela Cadena-Smith Marlene Miller
Campus Letterhead Graphics	<p>Internet: collin.edu/pr</p> <p>Intranet: inside.collin.edu/pr/sampleDocuments.html</p>	Fall 2013	<input type="checkbox"/> Current <input type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marlene Miller
Collin College Logos	<p>Internet: <i>Intranet only to maintain college's integrity</i></p> <p>Intranet: inside.collin.edu/pr/collegeLogos.html</p>	Fall 2017	<input checked="" type="checkbox"/> Current <input checked="" type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marlene Miller

SERVICE UNIT REVIEW

Unit Literature Review Table

Title	Type (i.e. URLs, brochures, handouts, etc.)	Date of Last Review/Update		Responsible Party
Cougar Logos	Internet: <i>Intranet only to maintain college's integrity</i> Intranet: inside.collin.edu/pr/collegelogos.html	Fall 2017	<input checked="" type="checkbox"/> Current <input checked="" type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marlene Miller
Design Templates	Internet: collin.edu/pr Intranet: inside.collin.edu/pr/templates.html	Fall 2017	<input checked="" type="checkbox"/> Current <input checked="" type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marlene Miller
Division Logos	Internet: <i>Intranet only to maintain college's integrity</i> Intranet: inside.collin.edu/pr/divisionLogos.html	Fall 2017	<input checked="" type="checkbox"/> Current <input checked="" type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marlene Miller

SERVICE UNIT REVIEW

Unit Literature Review Table

Title	Type (i.e. URLs, brochures, handouts, etc.)	Date of Last Review/Update		Responsible Party
Editorial Style Guide	Internet: collin.edu/news/newfiles/ WrittenStyleGuide.pdf Intranet: inside.collin.edu/pr/ pdfs/WrittenStyleGuide.pdf	Fall 2013	<input type="checkbox"/> Current <input type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marisela Cadena-Smith Marlene Miller
Graphic Standards Manual	Internet: collin.edu/pr/PDFs/GSM2013.pdf Intranet: inside.collin.edu/pr/PDFs/ GSM2013.pdfhtml	Fall 2013	<input type="checkbox"/> Current <input type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marisela Cadena-Smith Marlene Miller
Marketing Plan	Internet: <i>Intranet only to maintain college's integrity</i> Intranet: inside.collin.edu/pr/ sampleDocuments.html	Fall 2017	<input checked="" type="checkbox"/> Current <input checked="" type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marisela Cadena-Smith

SERVICE UNIT REVIEW

Unit Literature Review Table

Title	Type (i.e. URLs, brochures, handouts, etc.)	Date of Last Review/Update		Responsible Party
New Project Requests	<p>Internet: collin.sharedwork.com/wz/template/pubprojrequest.RequestProject.vm?form=3418165114</p> <p>Intranet: <i>Easier accessibility through internet (no intranet)</i></p>	Fall 2017	<input checked="" type="checkbox"/> Current <input checked="" type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Keli Fink
Social Media Style Guide	<p>Internet: collin.edu/news/newsfiles/2014SocialMediaGuide.pdf</p> <p>Intranet: inside.collin.edu/pr/sampleDocuments.html</p>	Fall 2013	<input type="checkbox"/> Current <input type="checkbox"/> Accurate <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Available	Thomas Delamater Marisela Cadena-Smith

6. HOW WELL ARE WE LEVERAGING PARTNERSHIP RESOURCES, AND HOW DO WE KNOW?

Partnership Resources: List any business, industry, government, college, university, community, and/or consultant partnerships, including internal Collin departments, to advance the service unit outcomes. If a formal agreement is involved, indicate its duration.

Partner/Organization	Description	Formal Agreement Duration, if any	Briefly explain the Partnership's Value to Service Unit
Local Chambers of Commerce			<p>The Chief Public Relations Officer attends area chamber of commerce events on a regular basis, networking and communicating important information about college events and plans, and coordinates with the President's Office to schedule other college attendees at such events. The CPRO also serves on policy and legislative committees for the Plano and McKinney chambers of commerce.</p> <p>In 2018, the department developed and will maintain an assignment chart, listing all chambers of commerce with a presence in the college's service area, to monitor the college's participation. The college's presence allows the opportunity for the college to be viewed as an integral part of each major city. Attendance at meetings has changed the dynamic at certain chambers. They are now including the college on panels and asking for college members to speak at strategic meetings. The intent is to heighten the college's profile with each community and ensure participation and representation in community events.</p>
Media	Newspapers, Television and Radio stations		<p>The PR Department maintains professional relationships with area reporters and media outlets. In the spring and summer of 2018, NBC5 in Dallas aired stories, including interviews with college personnel on topics including the future Collin College Technical Campus, workforce education, the Google IT Certification program, student-funded scholarships, and the State Farm Career Center. Keeping the college in the local news in a positive light educates the community and keeps the college's contributions top of mind. Close media relationships are important because when the college PR Department and/or leadership has important events which need coverage, PR team members are able to contact reporters directly. In addition, on a slow news day, reporters might contact the college because of the established relationships, affording the college another opportunity for coverage. Press releases are disseminated on a regular basis and pitches are distributed to main media outlets such as the Dallas Morning News as well as smaller papers such as Community Impact and the Star Local Media. Specific media outlets or reporters may be targeted for</p>

<p>Martin Luther King Jr. Committee</p>	<p>Committee that includes members from the college and the community</p>	<p>particular events which are in their locale or meet their interests; however, many press releases are printed verbatim as staff reports. When necessary, the department works with area institutions such as Texas A&M University-Commerce and the University of North Texas to create joint press releases about partnerships and events. The department engages a media monitoring service, which provides feedback on Collin College mentions and their topics. In addition, the department is using Meltwater, a media monitoring service, and team members have the opportunity to review the college's mentions in traditional news publications as well as social media. Team members can see messaging as well as who sent the message and who is sharing it. This helps the department see possible trends and what topics might be popular on a daily basis.</p> <p>PR Department members are part of the MLK Committee and work with community members to create the Dr. Martin Luther King Jr. Power Leadership Breakfast. The annual event typically includes breakfast, student presentations and performances, speeches and table discussions. This popular and highly successful event serves approximately 500 attendees annually, including students, community members, civic leaders, legislators, faculty and staff.</p>
<p>Academic Support</p>	<p>Catalog</p>	<p>The PR Department assists with the production of the college catalog, which is an essential document for students and faculty. This information is important for students planning their schedules and prospective students considering attending our institution.</p>
<p>Information Technology</p>	<p>College Website</p>	<p>This year the PR Department began the process of instituting the first phase of updating the website. The PR Department worked with Information Technology to finalize this first phase. In addition, colleagues throughout the college worked with the PR Department to update their web copy. The PR Department works with Information Technology on a regular basis with various website changes/updates.</p>
<p>Institutional Research</p>	<p>Public Information Requests and Research</p>	<p>The PR Department works with Institutional Research (and many other areas of the college) on a regular basis to provide data for prompt response to public information requests. The</p>

President's Office	Various Projects	<p>PR Department also works with Institutional Research on various significant research projects including creating surveys and providing data for collateral items such as the fact booklet. The college is growing rapidly, and new data is needed for a variety of PR projects. Recently, PR team members have requested salary and growth information for new programs for flyers for counselors in middle schools and high schools. This data is invaluable because it allows the counselors and the students to contemplate future career options. It is necessary to provide this information ahead of time so students who are interested in certain programs will be ready to take the appropriate classes at the future Collin College Technical Campus.</p> <p>From videos to Counselor's Workshops to speeches and evites, the PR Department creates products to meet the needs of the President's Office, cabinet, and leadership team. These projects are typically high profile, and while some jobs are completed on a regular basis [such as <i>News and Notes</i> (talking points that are produced monthly), items for the President's Report to the Board or proofing board reports), others can arise suddenly with rapid turnaround times. The PR Department works diligently to execute each job with creative solutions in a timely fashion. In addition, the PR Department works with the President's Office on important events such as groundbreakings and ribbon cuttings (Public Safety Training Center, Collin College Technical Campus, Wylie Campus) as well as on-campus events including Veteran Centers dedications and legislator receptions.</p>
--------------------	------------------	---

PARTNERSHIP RESOURCES

7. ARE WE HIRING QUALIFIED STAFF, AND SUPPORTING THEM WELL WITH PROFESSIONAL DEVELOPMENT, AND HOW DO WE KNOW?

Make a case with evidence that staff are qualified, keep current, and fulfill roles that advance the service unit and the college. List service unit employees (full-time and part-time), their roles, credentials, and known professional development activity in the last four years.

EMPLOYEE RESOURCES

Employee Name	Role in Unit	Credentials	Professional Development since Last Program Review
Marisela Cadena-Smith	Director of Marketing and Communications	B.A.-Media Communications, Public Relations Emphasis	See Appendix for professional development and resumes for PR Department members Lisa Evans-Reagan has moved to the CHEC location and will be an integrated team member rather than only providing assistance to Continuing Education. The PR team as a whole will serve the needs of Continuing Education just as PR serves other departments. This change will provide additional team members working on projects for Continuing Education and also allows Lisa Evans-Reagan to work on projects for other areas of the college.
Heather Darrow	Public Relations Writer	B.A.-English; Professional Writing Certificate	
Tom Delamater	Chief Public Relations Officer	B.A. Liberal Arts M.A. Interdisciplinary Studies; Journalism Emphasis	
Kirk Dickey	Public Relations Writer	B.A.-Mass Communication	
Lisa Evans-Reagan	Marketing Coordinator	B.F.A.-Radio-Television-Film	
Keli Fink	Production Coordinator	A.A.-Speech Communications	
Vernon Hadnot	Video Producer	B.A.-Communications	
Jennifer McDermott	Communication Technology Coordinator	B.S. Entertainment Business A.S. Entertainment Business	
Ellen McKinney	Division Secretary		
Rajesh Michael	Manager of Web Communications	B.A-Art and Performance	
Marlene Miller	Manager of Graphic Design	A.A.-Visual Communication	
Frank Penalver	Digital and Social Media Coordinator	B.A.-Emerging Media and Communications A.A.-Audio Engineering and Commercial Music	
Nancy Price	Graphic Designer	B.A.-Arts A.A.-Graphic Design	
Daniel Quong	Graphic Artist	B.F.A.-Graphic Design A.S.-Commercial Art A.A.-Liberal Arts	

<p>Nicholas Young</p>	<p>Photographer</p>	<p>Photography Apprenticeships</p>	<p>The Communication Technology Communicator position is no longer with the department; however, the Manager of Web Communications can address technical concerns in the department, if necessary.</p> <p>The PR Department has a talented staff of individuals who have extensive experience in their fields of expertise (social media, websites, photography, videography, design, project management and writing). With strong, strategic leadership, the award-winning team members are able to work well on individual projects or join forces for enhanced creative solutions. Due to the growth of the college (new campuses, programs, additional</p>
-----------------------	---------------------	------------------------------------	--

			<p>faculty and staff members and projects) the department workload continues to increase. The department plans to hire an additional writer in the fall and use additional freelance assistance for graphic design as necessary. In addition, the department will hire an executive assistant who can support the CPRO. This is an area that the department is continuing to address.</p>
--	--	--	---

8. DO WE SUPPORT THE SERVICE UNIT WELL WITH FACILITIES, EQUIPMENT, AND THEIR MAINTENANCE AND REPLACEMENT, AND HOW DO WE KNOW?

Make a case with evidence that current deficiencies or potential deficiencies related to service unit facilities, equipment, maintenance, replacement, plans, or budgets pose important barriers to the service unit or student success.

The Public Relations Department has been fortunate to have adequate funding and facilities for the past five years.

The department is pursuing a new, purpose-driven technology plan, based on an in-house technology assessment. Rather than rotating out equipment on a two-year basis regardless of wear, the department will now replace equipment on an as-needed basis depending on both wear and current technology standards. While this change would result in a cost savings if technology prices remained at their current level, the department is asking for a \$5,000 budget increase in 2018-19, with annual review to be conducted thereafter.

The decision to select particular technological devices, including computers, is based on technology needs of individual staff members to optimally perform their job duties. For example, the photographer and video producer need special equipment such as lighting to produce optimal videos and photographs. This year the department purchased a slider for the

video producer to stably move his camera from side to side and get close ups. Footage taken from the use of this slider was used in the college's commercials in movie theaters. Two years ago, the college purchased a drone which allowed the video producer to take aerial shots of the campus. Drone shots are an industry standard, and this is an example of the importance of providing the appropriate tools to creative members to allow them to create optimal products for the college. The department's graphic designers also need certain equipment and software to perform their jobs at an ideal level. Technology continues to change, so the decisions to purchase certain items are researched, discussed with colleagues and/or experts and evaluated before decisions are made on each selection. While the PR department is concerned with long-term costs, new products and software are continually being developed. If these new equipment options/products offer avenues to produce better overall creative products, such as drones for increased quality visuals for commercials, that is also taken into consideration in the decision-making process.

Software upgrades will be performed on an as-needed basis as well, depending on current technology standards.

One area which needs to be addressed is electronic file storage. The department utilizes a portion of the college's NAS server for storage. While acceptable in the 2017-18 fiscal year, increased video, photographic and audio production will necessitate greater storage capacity. The department does not intend to abandon the college's network storage. However, in addition to the NAS server, the department plans to buy a 6 TB backup drive for the video producer, creating more storage space and greater ease of use for the employees. That, however, is a stop-gap measure. More storage will be needed as technology changes and as the department takes on more jobs. The department is currently researching and evaluating possible options for future storage.

The department has been creating YouTube videos for numerous purposes including branding, positioning the college as a beta/leader in areas/programs that other institutions could emulate, educating the public on events such as the Health and Safety Fair, promoting successful programs such as dual credit and sharing information about speakers such as Book-in-Common authors. The PR Department plans to increase the number of videos as part of its in-house marketing plan. In addition, the department is exploring the viability of producing podcasts to showcase the college and its programs. Currently, the process for the videos requires reserving rooms on campus, requesting the set-up/take down of the step and repeat (screened background with Collin College logo for branding), driving to a different campus early to make sure the room is set up properly before interviewees arrive and transporting required video equipment and lighting. Rooms that are large enough for the interviews on campus may be booked at the times that interviewees are available. In addition, many rooms on campus may not be suitable for these efforts because of ambient noise, size or interruptions in the filming/recording process. Having a dedicated in-house video production space would eliminate the travel time, scheduling issues and transporting equipment. In addition, a studio would solve the ambient noise/interruption issue as well as offer solutions for optimal audio, visual production and lighting options with products to optimize sound clarity (and reduce or

eliminate ambient noise issues) and offer flexibility for interviewing scenes/set up. Research is being done to present to the district president for consideration.

I. FACILITIES

Room/Office Location and Designation	Description (i.e. special characteristics)	Meets needs (Y or N)		Describe additional needs for any "N" answer.
		Now? years?	Next 5	
Center for Higher Education, Suite 411	Permanent enclosed cluster of offices	Y	N	To facilitate more owned content, the department needs to develop an in-house video studio/podcasting space.

II. EQUIPMENT(\$5,000 OR MORE)

Current Equipment Item or Budget Amount	Description	Meets needs (Y or N)		For any "N", justify needed equipment or budget change
		Now? years?	Next 5	
230105, 787430 Computer/Media Equipment: <i>STORAGE</i>		Y	N	The department is running out of space on the college's NAS drive, and plans to purchase a 6 TB backup drive for our videographer to store raw video and alleviate stress on the NAS. In the next five years, we will have to add storage or find a new solution due to video, graphics and photography storage needs.
230105, 787430 Computer/Media Equipment: <i>HARDWARE</i>		Y	Y	Computers for creative team members are rotated on an as-needed basis to keep up with industry usage standards.
230105, 755240 DP Software		Y	Y	Software upgrades for the graphic design, web, photo and video functions are essential to be compatible with printers and other

				related service providers and are upgraded immediately upon the manufacturers' release.
--	--	--	--	---

III. FINANCIAL RESOURCES

Source of Funds (i.e. college budget, grant, etc.)	Meets needs (Y or N)		For any "N", explain why	For any "N", identify expected source of additional funds
	Now?	Next 5 years?		
College Budget – Cost Centers 230105 & 230115	Y	N	Possible demographic changes, new student population, new technologies & increase in rates for advertising and marketing efforts	Reallocation from discontinued tactics or new budget allocation request. Priority would be placed on reallocation of existing budget

Please see the Appendix for the technology assessment report.

The PR department is working on developing a budget that can address the equipment/technology/advertising needs. Due to the growth of the college and the need for additional staff members, the budget will need to include additional equipment for new personnel. The department continues to adapt its budget resources to best promote the college. For example, as the college expands additional zip codes need to be added to direct mailing efforts such as the *Connection* (community) newsletter. Collin County and the college's service area are increasing (more homes) which will increase direct mailing costs. Printing, postage and mailing fees combined can total to thousands of dollars with these increases.

The PR Department is continually evaluating how prospective students receive marketing information. Audience plays a large role in how the department strategizes messaging. The digital social media coordinator has discovered that individuals from different age ranges prefer different social media platforms. For example, younger students in the age range of 18-24, are using Facebook less frequently. Instead, this demographic prefers Snapchat, Instagram and Twitter. Individuals in the age range 25-34, however, are still using Facebook in addition to other forms of social media. The future advertising budget may be affected by these changes. For instance, the decision could be made to switch to a different social media platform or concentrate efforts and funding toward a particular demographic. The department changes its ad placement and marketing strategies as well as messaging to reflect the appropriate audience. In addition, the department continues to evaluate which venues/marketing options are optimal overall for the year. For instance, the department is currently discussing the value of adding billboard marketing.

9. GIVEN OUR PRESENT STATUS, HOW DO WE INTEND TO CHANGE IN WAYS THAT HELP US ADVANCE?

The Public Relations Department comprises creative and strategic professionals who are continually looking for ways to promote the college, find the best venues to reach various audiences and serve clients.

The Public Relations Department will:

- Meet the new generation of students' needs by increasing our focus on owned media including digital, social media, blogging, video (YouTube), podcasts and more. This owned media is part of a streamlined effort to focus on media channels that best reach our target audience.
- Ensure that college employees serve as advocates for the college at chambers and other civic functions
- Address balancing internal vs external marketing via new tools, such as the digital asset management tool to provide easy access to photography, to address internal marketing which will provide time to address the external marketing
- Support the recruitment and retention efforts of Collin College by creating an enhanced user experience for prospective and current students via the college's website, major publications and website redesign
- Add departmental personnel
- Reclassify selected personnel
- Utilize freelancers for special projects and as needed to address work overload
- In addition, the department will offer an increased focus on professional development for all staff members.

10. HOW WILL WE EVALUATE OUR SUCCESS?

Within the context of the information gleaned in this review process and any other relevant data, identify program priorities for the next two years, including at least one student learning outcome, and focus on these priorities to formulate your CIP. You may also add short-term administrative, technological, assessment, resource or professional development outcomes as needed.

The Public Relations Department will evaluate our success via the Continuous Improvement Plan and by providing assistance to academic and service departments and assisting them in achieving their enrollment and retention goals.

Implementation of the action plan laid out in the CIP Cycle 1 Table will begin during the next academic year.

The following goals were catalyzed by the growth of the college and serve as a response both to the immediate and anticipated long term needs of the department.

CIP Outcomes, Measures & Targets Table

A. Expected Outcomes(s) Results expected in this program/department	B. Measure(s) The instrument(s)/process(es) used to measure results	C. Target(s) Level of success expected
Greater focus on owned media	<ul style="list-style-type: none"> • Three YouTube videos posted on our Collin College channel and via our social media accounts during FY2018-2019 • Promote two-to-four stories each month via social media channels during FY2018-2019 	<ul style="list-style-type: none"> • Videos successfully posted on the college’s YouTube Channel and shared on social media, including Facebook, Instagram and/or LinkedIn; stories promoted each month via same social media channels. Analyze data on the number of users and view time.
Support the recruitment and retention efforts of Collin College by creating an enhanced user experience for prospective and current students via the college’s website and major publications	<p>Complete Phase II of Collin College website redesign by Sept. 2019. Complete phase III by Sept. 2020.</p> <p>Redesign college view piece to emphasize a primarily visual presentation. Complete redesign for 2018-2019 academic year.</p>	<p>Phases II and III completed on schedule.</p> <p>View piece completed by Sept. 2018.</p>
Address personnel needs to keep pace with the increased demand resulting from the college’s growth; develop a plan for future personnel needs.	<ul style="list-style-type: none"> • Track the number of job requests in fiscal year 2018-2019 • In 2018-2019 FY, create a list of known factors (with dates) which will likely increase the PR Department’s number of jobs (Examples include the addition of campuses and programs) 	<p>Data collected from WorkZone Software</p> <p>Excel chart created with dates and descriptions of college Master Plan projects yet to be completed and</p>

		<p>anticipated future PR projects.</p> <p>Based on analysis of the data, the CPRO will submit a recommendation to the district president evaluating the department's organizational structure to reflect new or reclassified positions needed to fulfill the department's mission.</p>
<p>Address the imbalance between internal and external projects to allow for more targeted communication to prospective students and members of the community</p>	<ul style="list-style-type: none"> • Prioritize job requests based on four criteria: Recruitment (of students), Retention (of students), Funding (available budget), and Time (was request submitted in accordance with PR's policies). To increase the number of external jobs begin coding jobs with an "E" for external and an "I" for internal in project management software and offer templates or alternative solutions for internal jobs that do not meet this criteria. 	<ul style="list-style-type: none"> • Determine a baseline count of internal and external jobs using the new coding system for the first year (Sept. 2018-Aug. 2019). Repeat for the remaining four years and make comparisons to evaluate the number of jobs that are external and internal to ensure the department's primary focus is on external communication initiatives.

CIP Cycle 1 Table

Implementation of the action plan laid out in the CIP Cycle 1 Table will begin during the next academic year.

Outcomes(s) (May come from CIP Cycle 1 Table or from the Outcomes, Measures & Targets Table) Results expected in this program/department	Action Plan (Review Cycle Year 5) Based on analysis, identify action(s) to be taken to accomplish outcome.	Implement Action Plan (Review Cycle Year 1) Implement action plan and collect data.	Results Summary (Review Cycle Year 2) Summarize collected data.	Findings (Review Cycle Year 2) What does data say about outcome(s)?
Greater focus on owned media	<ul style="list-style-type: none"> • Identify topics for YouTube video production • Produce videos • Post videos- YouTube/social media • Identify Collin College News Blog story topics for social media promotion • Identify and write selected stories for Collin College News Blog • Link/post selected stories via social media 			
Support the recruitment and retention efforts of Collin College by creating an enhanced user experience for prospective and current students via the college’s website and major publications	Website Phase II A. Build out the subpages of the first 50, top-layer pages B. Evaluate technical requirements and necessary steps to implement new, online catalog tool C. Analyze academic and service department sites and identify steps			

Outcomes(s) (May come from CIP Cycle 1 Table or from the Outcomes, Measures & Targets Table) Results expected in this program/department	Action Plan (Review Cycle Year 5) Based on analysis, identify action(s) to be taken to accomplish outcome.	Implement Action Plan (Review Cycle Year 1) Implement action plan and collect data.	Results Summary (Review Cycle Year 2) Summarize collected data.	Findings (Review Cycle Year 2) What does data say about outcome(s)?
<p>Address personnel needs to keep pace with the increased demand resulting from the</p>	<p>required for conversion to the new website design</p> <p>Website Phase III</p> <ul style="list-style-type: none"> A. Implement online catalog tool B. Work with individual department editors and offer training to facilitate edits of their department pages C. Analyze and implement information architecture to align with new website redesign <p>Streamline publications (Catalog, Viewpiece, Student Handbook and Registration Guide) for enhanced student user experience</p> <p>Create draft of recommendations for personnel additions based on data collected</p>			

Outcomes(s) (May come from CIP Cycle 1 Table or from the Outcomes, Measures & Targets Table) Results expected in this program/department	Action Plan (Review Cycle Year 5) Based on analysis, identify action(s) to be taken to accomplish outcome.	Implement Action Plan (Review Cycle Year 1) Implement action plan and collect data.	Results Summary (Review Cycle Year 2) Summarize collected data.	Findings (Review Cycle Year 2) What does data say about outcome(s)?
<p>college's growth; develop a plan for future personnel needs.</p> <p>Address the imbalance between internal and external projects to allow for more targeted communication to prospective students and members of the community</p>	<ul style="list-style-type: none"> • Request additional personnel and increase budget for anticipated freelance assistance • Reclassify selected current positions <p>Determine a process to implement the coding system (E/I) in WorkZone management platform</p> <p>Based on the prioritization system, the department will place primary emphasis on external communication projects</p>			

11. HOW DO OUR IMPROVEMENT PLANS IMPACT THE BUDGET?

A. What additional funding beyond the unit's base budget is needed to implement your Continuous Improvement Plan?

As the college has grown, the number of jobs has grown in the Public Relations Department. In 2001 the department completed 235 jobs, and in 2017 the department completed 1,510 jobs. **The number of jobs was six times more in 2017 than in 2001.** The department currently needs to increase the budget to accommodate additional staff and increase the budget for freelancers.

The college is continuing to grow and will add five additional campuses and many new programs within the next five years. Student enrollment is on an upward trend and additional faculty and staff for the new campuses and programs will be hired. To

accommodate that upcoming growth, the Public Relations Department needs to add additional personnel to meet the needs of a growing student, faculty and staff population.

In addition, the department absorbs the cost of printing on many college projects including print collateral. As the college continues to add campuses and programs, the department may need funding to cover additional projects and print collateral.

Briefly describe the steps your department will take to secure these funds.

The department will work with Human Resources to reclassify positions and create new positions to determine the amount of funding that will be required. Ultimately, the funding for reclassifications, new positions and freelancers will require approval and budget allocation from the District President.

B. With these additional funds, please explain how funds will be used to improve student learning or other program outcomes.

See possible examples below:

- **Increase and retain enrollment**
- **Increase completers**
- **Develop resources**
- **Update facilities**
- **Expand Service Opportunities**
- **Partner to increase post-graduation employment opportunities**
- **Increase transfers to related baccalaureate institutions**
- **Increase effectiveness and/or efficiency**
- **Improve student performance levels**
- **Expand or transform services**
- **Anything else? Briefly describe.**

The Public Relations Department works hand-in-hand with Student and Enrollment Services, College Express, Corporate College, Continuing Education, CHEC, Career Center managers and additional service and academic departments throughout the college to assist them in achieving their enrollment and retention goals and offerings by producing print and electronic media projects as needed. Additional personnel, an increased freelance budget and an online template and printing system will allow the department to meet the growing needs of the current departments as well as address the needs of future departments and programs. Funding for the website renovation will provide an enhanced prospective-student experience. The requested funding will provide the opportunity for additional time which can be devoted to creative and strategic solutions for the entire district.

Appendix

Section 1, #3 : WHY DO WE DO THE THINGS WE DO?

B. Benchmarking: Review two or three comparable colleges for the way they accomplish these services. Discuss what was learned and what new ideas for service improvement were gained.

Oklahoma City Community College

- 1. What are the names of the offices at your institution which provide public relations, marketing, and publications services including photography, videography and social media?**

Oklahoma City Community College has the Department of Marketing and Public Relations which houses public relations, marketing, graphic design, photography and video services, web services, and printing services.

- 2. What are the titles of the people who work in the departments referenced in question one?**

Within the Marketing and Public Relations department, we have the following positions: *Executive Director of Marketing and Public Relations, Director of Public Relations, Coordinator of Marketing, Public Relations Specialist, Creative Supervisor/Graphic Projects Manager, Coordinator of Photography and Graphic Design, part-time Graphic Designer, Coordinator of Video Services, Video Production Specialist, Web Administrator, Printing Services supervisor, Printing Services Technician, Printing Services Technician-Graphics, three student employees in Printing Services.*

- 3. What are the major functions of people working in these departments?**

Marketing, public relations, graphic design, photography and video services, web services, and printing services.

- 4. How many employees work in these departments?**

Fifteen total employees.

- 5. Do all the employees in these departments work in the same building? If not, why?**

Yes, all of the Marketing and Public Relations employees are located in the same buildings.

San Jacinto College

- 1. What are the names of the offices at your institution which provide public relations, marketing, and publications services including photography, videography and social media?**

The department is known as Marketing, Public Relations and Government Affairs, with subdivisions of “Public Relations Team,” “Digital Team” and “Design Team.” San Jacinto College’s public relations team handles photography as part of their duties as a communications coordinator. With video, they either outsource, use their phones and simple software to create short videos, or request the assistance of the Educational Technology Department. Educational Technology handles video and audio recording support for instructors, and from time-to-time, the department requests assistance with a project.

2. What are the titles of the people who work in the departments referenced in question one?

Public Relations Team: Vice Chancellor of Marketing, Public Relations and Government Affairs; Vice President, Marketing and Public Relations; Senior Communications Coordinator; Communications Coordinators (2); Senior Executive Administrative Assistant; Event Planner.

Digital Team: Director of Digital Marketing; Web Content Manager; Graphic Web Designer; Social Media Coordinator.

Design Team Director of Marketing; Marketing Project Coordinator; Graphic Designers (2).

3. What are the major functions of people working in these departments?

Besides media, photography, videography and social media, the office is responsible for local, state, and federal government relations, public information requests, advertising (traditional, digital, outdoor, etc.), media buying for print, outdoor, geo-fencing, and market research, publications (writing, editing, photography, printing, etc.), media relations, crisis communications, internal communications, external and internal public relations, website design and content maintenance, social media, speech writing, presentation creation, event planning for the college foundation, chancellor, other college-wide events, creation of marketing plans for college departments across all campuses, and many other “duties as assigned.”

4. How many employees work in these departments?

Marketing Public Relations and Government: 15 (total including subdivisions)

Administration/Media Contacts: six (6)

Website/Digital: four (4)

Publications/Graphic: four (4)

Events: one (1)

5. Do all the employees in these departments work in the same building? If not, why?

The Marketing, Public Relations and Government Affairs Department is located at the College Administration office. However, most employees are very mobile and spend most days out on campuses or around Houston.

Texas A&M University-Commerce

1. **What are the names of the offices at your institution which provide public relations, marketing, and publications services including photography, videography and social media?**

Vice President for Media Relations & Community Engagement (oversees the following two components): Marketing Communications and KETR – local, public radio station

2. **What are the titles of the people who work in the departments referenced in question one?**

Vice President for Media Relations and Community Engagement
Executive Assistant to the Vice President

Chief Marketing Officer
Director of Web Applications
Director of Marketing Operations
Director of Communications
Multimedia Production Manager
Communications Specialist
Photographer
Graphic Designer III
Videographer
Graphic Designer
Administrative Associate
KETR Administrative Assistant
KETR Operations Manager
KETR News Director
KETR Program Director
KETR Membership Coordinator
KETR Producer/Announcer
KETR Host/Reporter

3. **What are the major functions of people working in these departments?**

Vice President's Office:

MISSION

To cultivate and maintain positive university partnerships with corporate and community entities by creating long-term partnerships that address societal challenges and foster engaged citizenship.

Marketing Communication:

OUR MISSION

To establish the university's brand of transforming lives through higher education and authentic personal experiences so that all constituents can relate and add value to it. This will be accomplished through quality customer service and the production of highly effective, results-oriented communications.

OUR VISION:

To capture the spirit of Texas A&M University-Commerce, and communicate it with passion and imagination so the university's brand will be reinforced through individual experiences.

OUR GOALS:

1. Develop a university brand that is authentic, and build brand awareness and loyalty through well-targeted, integrated marketing efforts;
2. Improve customer service and streamline the creative and production processes;
3. Lead the university in creating a integrated marketing strategy that is supported by top-notch creative materials and media; and
4. Develop performance metrics to determine results and return on investment (ROI) to help build student enrollment and retention.

Our Team is proud to work with units across campus, promoting our wonderful institution, its students, programs and initiatives. These efforts take many forms, and we're happy to share some of these efforts with you.

Each collaborations page highlights a project for a different area around campus, ranging from Campus Life to Alumni Relations.

- [Video & Photo Collaborations](#)
- [Design Collaborations](#)
- [Writing Collaborations](#)

Marketing Communications provides a variety of services to the university community ranging from web design and updates, to graphic design, photography, news releases, and new media collateral.

For your convenience we've provided online request forms and information pages for each of our services:

- [News Releases](#)
- [Photography](#)
- [Design](#)
- [Video](#)
- [Printing Services](#)
- [Proofing](#)
- [Culver Street Digital Sign Request](#)

4. How many employees work in these departments?

18 total

5. Do all the employees in these departments work in the same building? If not, why?

Employees of the Marketing Communications team and KETR team work in the same building. The Vice President's office is located in the Administration Building along with the other vice presidents' offices and the president's office.

Section II, #7 ARE WE HIRING QUALIFIED STAFF, AND SUPPORTING THEM WELL WITH PROFESSIONAL DEVELOPMENT, AND HOW DO WE KNOW?

PR Department Professional Development

Marisela Cadena- Smith

NCMPR District IV Conference, Dallas, TX, Oct. 2017
CASE District IV Conference, Dallas, TX, March 2017
Disney Institute Seminar – Frisco, TX, Nov. 2016
CASE District IV Conference, Ft. Worth, TX, April 2016
CASE Senior Communications and Marketing Professionals, Chicago, Illinois
April 2015

Heather Darrow

NCMPR District IV Conference Dallas, TX, Oct. 2017
CASE District IV Conference, Dallas, TX, March 2017
Disney Institute Seminar – Frisco, TX, Nov. 2016
Webinar: Making the Most of Your Community College Marketing Budget, May 2016
CASE District IV Conference, Ft. Worth, TX, April 2016

Thomas Delamater

U.S. Department of Homeland Security, National Seminar & Tabletop Exercise for Institutions of Higher Education, Salt Lake City, Utah, Oct. 2017
NCMPR District IV Conference, Dallas, TX, Oct. 2017
International Association of Campus Law Enforcement Administrators, Webinar: Implementing the 2016 Clery Act Handbook, March, 2017

Kirk Dickey

NCMPR District IV Conference, Dallas, TX, Oct. 2017
NCMPR National Conference, Charleston, S.C., March 2017
CASE Seminar on Media Relations – Washington, D.C., March 2016

Disney Institute Seminar, Frisco, TX, Nov. 2016
NCMPR National Conference – Portland, Ore., March 2015
Webinar-Social Media Students Actually “Like” July 2015

Lisa Evans-Reagan

Disney Institute Seminar, Frisco, TX, Oct. 2017
NCMPR District IV Conference, Dallas, TX, Oct. 2017
SAGE Show (Promotional Items & signs), Irving, TX Aug. 2017
2017 C3 Conductor Virtual Conference, April 2017
AdAstra room, meeting, event reservation training (& how to interface w/ CYC digital signage),
Plano, TX Feb. 2017
SBDC Media Circus, Frisco, TX, Feb. 2017
Disney Institute Seminar, Frisco, TX, Nov. 2016
AMA webinar Modern Marketing Tactics that Drive Enrollments, Sept. 2016
SAGE Show (Promotional Items & signs), Irving, TX, Aug. 2016
AppSpace Digital Signage training, McKinney, TX Oct. 2015
B2B & B2C Lead Generation by LinkedIn webinar, Sept. 2015
Google AdWords CE course, Plano, TX, Fall 2015
WordPress CE course, Spring 2015
AMA webinar, Strengthening Online Buyer Trust, April 2015

Keli Fink

NCMPR District IV Conference, Dallas, TX, Oct. 2017
Completed 60 Professional Development Units in Project Management, Collin College, 2013
Completed 48 Professional Development Units in Marketing Brand Management, Collin College,
2014

Vernon Hadnot

NCMPR District IV Conference, Dallas, TX, Oct. 2017

Jennifer McDermott

Lynda.com photography pathway 18 hours, Jan-March 2017

Ellen McKinney

Cougarmart training, 2017
Administrative Assistant Applications – Online course, Nov. 2015
Director of First Impressions, 2017
Director of First Impressions, 2016

Rajesh Michael

Disney Institute Seminar, Frisco, TX, Nov. 2016
Blackboard Connect Dallas, TX, Dec. 2012
HigherEdWeb Conference, Milwaukee, WI, Oct. 2012

Marlene Miller

NCMPR District IV Conference, Dallas, TX, Oct. 2017

Disney Institute Seminar, Frisco, TX, Nov. 2016

Francisco Penalver

NCMPR District IV Conference, Dallas, TX, Oct. 2017

Disney Institute Seminar – Frisco, Texas, Nov. 2016

NCMPR Conference, Dallas, TX, Oct. 2016

NCMPR Conference, Galveston, TX, Nov. 2015

Webinar Social Media Students Actually “Like,” July 2015.

Nancy Price

NCMPR District IV Conference, Dallas, TX, Oct. 2017

CASE Southwest District IV Conference, Ft. Worth, TX, Jan. 2013

Daniel Quong

NCMPR District IV Conference, Dallas, TX, Oct. 2017

Webinar-Beyond the Basics: Using Video to Enhance Your Marketing Message, Feb. 2015

Webinar-Pantone Color Trend Webinar, Sept. 2014

Webinar-Pantone – Discovering New Color Language, Oct. 2013

NCMPR Webinar: The New Marketing Reality, July 2013

Final Cut Pro and After Effects, July 2013

Nicholas Young

Disney Institute Seminar, Frisco, TX, Nov. 2016

Webinar-Beyond the Basics: Using Video to Enhance Your Marketing Message, Feb. 2015

MARISELA CADENA-SMITH

8916 HIGH MEADOWS DRIVE • PLANO, TX 75025 • H: 469.675.1152, C: 214.682.7164 • MCSMITH1210@GMAIL.COM

SUMMARY OF QUALIFICATIONS

- Creative, deadline-driven communications practitioner with more than 20 years' experience
- Extensive writing experience and proficiency in AP Style
- More than 15 years' experience in supervising staff and building team environments
- Strong leadership skills gained through recognized leadership programs

SKILLS

Creative Concept Development

Generated ideas and conceptualized themes for marketing, public relations, advertising and special event campaigns. Created plans with detailed timelines and tactics.

Marketing and Advertising

Created and directed multifaceted marketing campaigns, managed media buying, conducted and interpreted market research and designed various communication materials for print, radio, web, advertising, brochures and reports.

Public Relations

Developed communication strategies and implemented plans, developed key messages and talking points for use by executives and college representatives, generated communications for both employee and external audiences, including articles for newsletters, annual reports, a wide range of promotional collateral and news releases, for example.

Media Relations

Acted as company spokesperson, served as primary media contact, wrote college statements for media, created press kits, responded to media requests for information and maintained relationships with media.

Event Management

Designed, planned and implemented special events ranging from groundbreaking ceremonies to press conferences. Identified staging requirements, communication needs, press pool needs, coordinated volunteers, hired talent, obtained licenses and identified cross-promotional opportunities.

Digital Resource Management

Video: Developed concepts for commercials, planned and assigned pre-production, production and post-production tactics. Social media: Planned and executed social media campaigns, identified areas for cross-promotion with social media platforms. Website: Managed the content development of the organization's website. Ensured organizational brand and key messages were effectively presented. Managed the college website migration to a content management system.

Market Research

Designed and implemented surveys and interpreted survey data. Determined marketing direction and identified markets.

EXPERIENCE

10/2011-current **Director, Marketing and Communications**

Collin College

McKinney, TX

- Ensure the mission and vision of the district is carried out in advertising and public relations initiatives through oversight, financial management and approval of staff communications projects. Collect and analyze demographic data to plan, implement and evaluate effective strategies for public relations and marketing of the institution.
- Establish strategic direction for brand messaging in order to improve the college's image. Develop, implement and enforce standards for college style throughout the district.
- Lead the development, writing and editing of advertising, college publications, promotional collateral, press materials, district digital signage system ads, web site content, social media content, promotional videos and commercials. Write video scripts and speeches for college leadership.
- Manage proactive media relations program and generate coverage through traditional as well as social and other online media. Maintain relationships with media representatives and serve as primary point of contact

PAGE 1 OF 4

MARISELA CADENA-SMITH

8916 HIGH MEADOWS DRIVE • PLANO, TX 75025 • H: 469.675.1152, C: 214.682.7164 • MCSMITH1210@GMAIL.COM

for requests from the press. Coordinate and supervise the researching and creation of pitches, press releases, photo opportunities and media advisories to distribute as scheduled.

- Manage the college advertising budget. Research, plan and implement the annual advertising plan. Write ad copy, negotiate advertising rates, determined advertising buys, review and approve new advertising options and establish and maintain relationships with advertisers.
- Serve as crisis communication manager. In collaboration with crisis team, develop and send detailed and consistent communications regarding crisis events to internal constituents, external audiences and media. Crisis alerts range from weather closures and suspicious persons warnings to bomb threats.
- Provide leadership to a team including writers, a web editor, a video producer and a social media coordinator.
- Lead the social media function through strategic use of social media platforms. Leverage research, best practices and brainstorming to create campaigns implemented by the social media coordinator.
- Direct the overall development of the college's website and online presence to ensure proper brand messaging. Work collaboratively with Information Technology staff, graphic design staff and departmental web representatives to ensure that the site is user friendly, easily navigated and accurate.
- Serve as the managing editor of the college's online employee and student publication. Research and identify story ideas, assign articles and set deadlines. Also identify story opportunities to be featured in local community magazines.
- Coordinate and fulfill public information requests according the Texas Open Records Act.

10/2001–10/2011 **Assistant Director, Public Relations**

05/2001-09/2001 **Acting Director, Public Relations**

01/2006-03/2006 **Acting Director, Public Relations**

Collin College

Plano, TX

- **Management and Leadership:** Assisted the director of Public Relations in the day-to-day management of the department. Under the direction of the Public Relations director, ensured the mission and vision of the college district were carried out in advertising and other public relations initiatives.
- Supervised Public Relations staff in absence of the director.
- Supervised full-time and part-time writing and website staff. Established strategic direction for written and website messages about the college district for major publications, such as view books, catalogs, schedules, promotional materials, press releases and the website. Assigned news releases and feature stories to promote the college. Researched and wrote news releases, news and feature stories as needed.
- Established employee goals and responsibilities. Conducted annual employee reviews.
- **Advertising:** Assisted the director in establishing advertising policy and strategy. Reviewed new advertising media options and established and maintained relationships with advertisers. Collected and analyzed demographic data for ongoing determination of effective policies and strategies for marketing of the institution.
- **Writing:** Researched and wrote promotional copy, press releases, news and feature articles, advertising copy and text for college publications. Established and maintained consistent writing style in all college publications.
- **Website:** Managed the content development of the college website and worked collaboratively with website, graphics and design staff, as well as Information Technology representatives, to design and implement web pages.
- Managed the training of employees and overall migration of the college website to a newly-adopted content management system.
- **Media Relations:** Served as a key point of contact for media requests and maintained relationships with media representatives. Maintained updated media contact lists.
- **Client and Employee Communications:** Met with clients and served on committees to provide marketing expertise in alignment with the college brand and image.

05/2000 –

Communications and Marketing Consultant

Dallas, TX

09/2001

Client: Arizona State University, College of Extended Education

Phoenix, AZ

- Researched, wrote and implemented the first campaign marketing the ASU Downtown Center. Developed strategy and the campaign theme, pitched idea to clients, won support, wrote marketing campaign materials, including postcards, brochure and self-mailer folder with inserts. Worked closely with designer to conceptualize design, theme and colors.

MARISELA CADENA-SMITH

8916 HIGH MEADOWS DRIVE • PLANO, TX 75025 • H: 469.675.1152, C: 214.682.7164 • MCSMITH1210@GMAIL.COM

- Researched and wrote several feature stories for placement in internal company newspaper.

08/1997-04/2000 **Assistant Director, Marketing and Communications**

07/1996-08/1997 **Marketing Specialist, Marketing and Communications**

Arizona State University, College of Extended Education

Phoenix, AZ

- **Management and Leadership:** Supervised and directed the daily tasks, activities and operations of the marketing team. Conducted annual employee reviews. Established employee goals and responsibilities.
- In conjunction with the director, determined annual departmental goals and objectives. Responsible for reporting results to college leadership.
- Managed the department's operating and advertising budgets.
- **Marketing, Advertising and Public Relations:** Researched, developed and implemented college marketing strategies. Wrote and coordinated the development of marketing materials.
- Conceptualized, developed and implemented annual advertising campaign. Coordinated ad placement and negotiated ad contracts.
- Researched, developed and implemented college publicity campaigns. Coordinated the development of publicity materials. Worked closely with clients to determine satisfaction with program and results.
- **Writing:** Researched and wrote college's first annual report. Worked closely with freelance artist to develop theme and design. Pitched idea to leadership and won support for this project.
- Wrote many sections of the course catalogs. The Spring 2000 catalog won a gold award in the Most Improved category sponsored by the University Continuing Education Council (UCEA).
- Served as AP Style specialist for marketing department. Reviewed and edited print and web materials.
- Served as lead writer. Wrote communication pieces and promotional media including feature stories, brochures, advertisements, web pages, web banners, fliers, public service announcements, news releases and media advisories.
- **Market Research:** Directed market research efforts. Supervised content creation and design of internal and external surveys and performed survey analysis. Supervised graduate research assistant. Collected and analyzed demographic data.
- **Client and Employee Communications:** Served as account executive to college department clients. Responsible for project details, communicating status to clients, resolving issues, providing quality service and achieving client satisfaction relating to marketing results.
- Determined content and wrote a semi-monthly email newsletter to employees.
- Served as college spokesperson at new staff orientation seminars.

09/1993 -
07/1996

Marketing and Communications Associate

United Way of Greater St. Louis

St. Louis, MO

- **Event Planning:** Managed the coordination, production, implementation, publicity and evaluation of a wide range of events, including annual public relations conferences, live radio broadcasts, awards competitions and volunteer mobilizations.
- **Writing:** Researched, wrote and placed feature stories with local print media. Researched and wrote brochure copy, newsletter articles, speeches, marketing kits and public service announcements.
- **Graphic Design:** Designed and produced various campaign materials, including brochures, booklets, newsletters and invitations. Worked closely with printers.

05/1993-09/1993 **Corporate Communications Specialist**

01/1993-05/1993 **Corporate Communications Intern**

Union Electric Company

St. Louis, MO

- **Writing:** Helped manage internal and external communications. Wrote news releases, media advisories, brochure copy, speeches, biographies, media pitch letters and news and feature stories for company newsletters.
- Edited copy for internal and external communication pieces.
- Analyzed survey data and prepared a comprehensive communication audit of employee communications.
- **Event Planning:** Conceptualized, developed and implemented a special event which involved participation from six elementary schools.
- **Media Relations:** Assisted in training employees for media appearances.

MARISELA CADENA-SMITH

8916 HIGH MEADOWS DRIVE • PLANO, TX 75025 • H: 469.675.1152, C: 214.682.7164 • MCSMITH1210@GMAIL.COM

EDUCATION AND LEADERSHIP DEVELOPMENT

10/2017- current	Supervisory Management Certificate Series Collin College	Plano, TX
05/2011	Leadership Plano Class 28 Graduate Nominated by Collin College	Plano, TX
05/2003	National Institute of Leadership Development Nominated by Collin College	San Antonio, TX
02/2000 - 04/2000	Manager's Institute Management training and education program Arizona State University	Phoenix, AZ
02/1999 - 08/1999	Supervisory Academy Supervisory training and education program Arizona State University	Phoenix, AZ
05/1993	Bachelor of Arts in Media Communications Public Relations Emphasis Webster University, Magna Cum Laude	St. Louis, MO

References available upon request

PROFESSIONAL ORGANIZATIONS

American Association of Community Colleges
National Council on Marketing and Public Relations
Center for the Advancement and Support of Education
Texas Public Relations Association, Best of Texas awards judging host

AWARDS & HONORS

New Website Rollout Award 2009 presented by Collin College
Banner Team Leader Award 2006-2008 presented by Collin College
Outstanding Service Award 2005 presented by League for Innovation for the Conference on Information Technology
Dean's Citation 2000 presented by Arizona State University for exceptional professional work
Dean's Citation 1998 presented by Arizona State University for exceptional professional work
Best Feature Story 1993 presented by Webster University

VOLUNTEER SERVICE

National Charity League, Inc. Bluebonnet Chapter
PR Chair, Royales, Plano West High School
PR Chair, Jasper Jazz, Jasper High School
PR Co-Chair, Jasper Jazz, Jasper High School

2716 Bengal Lane
Plano, TX 75023
972-898-8898
heatherdarrow@gmail.com

Heather Darrow

Professional Experience

- 2016-present **Public Relations Writer**
Collin College, McKinney, TX
Promote and strengthen awareness and brand recognition. Editor of online newspaper and blog. Project manager and point of contact for faculty and staff projects. Create and edit content for internal and external audiences. Serve on area editorial board. Assist with strategic initiatives including district press campaigns, campus groundbreakings and other major college events. Assist in pre-production and production of college videos. Interview and write feature stories and press releases for internal, external and national publications. Coordinate photo shoots. Write and edit articles on a myriad of topics for magazines in Allen, Frisco, McKinney, Plano and Wylie and internal publications. Collaborate and edit copy for opinion editorials. Write speeches. Serve as PR liaison for events such as Senator Kay Bailey Hutchison Symposium and Veteran Center Opening.
- 1994-2014 **Public Relations Writer**
Collin College, McKinney, TX
Interview and write feature stories and press releases for internal, external and national publications. Coordinate photo shoots. Write and edit articles on topics ranging from biotechnology research to homelessness for magazines in Allen, Frisco, McKinney, and Plano. Collaborate and edit copy for opinion editorials. Write speeches. Foster social media brand presence. Produce and write video scripts and podcasts.
- 1991-1993 **Technical Writer**
Ferno-Washington Inc., Wilmington, OH
In keeping with OSHA guidelines, develop and write installation and operating procedures, safety labels, and support documentation for medical products ranging from cots to hydrotherapy machines for this medical manufacturing plant.

Interface with assembly, engineering, quality control, marketing, graphic art, CAD illustration, testing, research and development, and advertising.
- 1990-1991 **Public Relations Writer**
University Medical School, Wright State University, Dayton, OH
Create news releases and articles related to the medical profession. Coordinate photo sessions. Design flyers for health screenings.

Education

Wright State University

Bachelor of Arts in English

Graduated Summa Cum Laude, Professional Writing Certificate

Student President, Society for Technical Communication

Honors project- homeless shelter experience

The University of Texas at Dallas/Collin College

Various science courses including molecular and cellular biology, genetics, biology, inorganic and organic chemistry, statistics and psychology

The University of Texas Medical Branch

Post baccalaureate courses ranging from pathology and pharmacology to clinical medicine

Honors and Awards

2017, 2008, 2006, 2004, 2003	National Council for Marketing and Public Relations (NCMPR) Gold Medallion Award
2007, 2006,	NCMPR Silver Paragon Award
2007, 2003	NCMPR Silver Medallion Award
2004	Collin College Rose Award in Recognition of Service and Excellence
2004	NCMPR Bronze Medallion Award

References and Writing Samples Available Upon Request

Thomas R. Delamater

4490 Eldorado Pkwy. #125 • McKinney, TX 75070
330.437.5975 • trdelamater@gmail.com

Seasoned executive with more than 35 years' experience producing communications and marketing programs that tell compelling stories and get desired results. Deep background in education and non-profit management, including public relations, marketing, fund raising, alumni affairs and special events. Experienced writer, editor, graphic designer, and broadcast professional.

PROFESSIONAL EXPERIENCE

Chief Public Relations Officer

Collin College, McKinney, Texas
2017-present

Member of the district leadership team with executive responsibility for the planning, management and evaluation of public relations, communications, and marketing for a community college district serving more than 50,000 students annually at seven campuses. Lead new strategic initiatives, manage brand development, build relationships with external stakeholders, serve as chief communication officer in a crisis, and execute special initiatives for the president. Legislative liaison for local and state government affairs.

Public Relations and Marketing Consultant

2004-2016

Senior-level counselor for businesses and organizations, providing public relations, corporate communications, reputation management, content marketing/social media, and web development. Publisher/editor of web, print, broadcast and social media projects. Clients included A. Stucki Company, the East Central Ohio Building & Construction Trades Council, Seco Machine, DRG Publishing, Stark Carroll Oil & Gas Partnership, Jackson Township Chamber of Commerce, the Louisiana Community & Technical College System, The Timken Company, City of North Canton, the Virginia Community College System, Community Counseling Center of Mercer County (Pa.), and television personalities Matt Fox and Shari Hiller.

Meals On Wheels of Stark & Wayne Counties, Massillon, Ohio

Public Relations Administrator
2008-2013

Directed marketing, public relations, and fundraising for non-profit social service organization that delivers freshly prepared meals to homebound and congregate dining clients in a two-county region. Launched agency blog and established presence on Facebook

and Twitter. Redesigned agency website. Spearheaded nationwide Facebook voting campaign in June 2011 that resulted in the agency winning a 2012 Toyota Highlander SUV from Toyota of America. Generated \$500,000 in monetary and in-kind grants from corporations and foundations. PR and marketing efforts led to increased brand awareness that resulted in 800-1,000 new client referrals per year for four consecutive years. Branded and led communications, including PR, advertising, direct mail and social media promotion, for inaugural agency dinner/auction event (now the agency's major annual fundraiser) that netted more than \$100,000 in revenue.

Canton City School District, Canton, Ohio
Director of Communications & Marketing
2000-2004

Directed communications for one of Ohio's largest public school districts. Revitalized district's cable TV station, creating nine new weekly programs and moving station to 24/7 status. Launched multiple newsletters for the district and individual schools. Redesigned/maintained district web site and individual sites of 30+ schools and programs. Managed public relations, media relations and events, including school groundbreaking, dedications and community meetings. Served as marketing liaison to campaign committee for Issue 15, an operating levy designed to raise \$6.8 million annually for the district, which passed in March 2004. Served as consultant to Dalton Local Schools (Dalton, Ohio) for 5-year, \$4.4 million operating levy campaign that passed in August 2004.

Innis Maggiore, Canton, Ohio
Senior Account Executive
1998-2000

Managed client relations and public relations campaigns for variety of corporate and industrial clients, including: Aultman Health Foundation; Republic Engineered Steel; Rainbow Rentals; Smithers-Oasis; Crown Divisions of TransPro, Inc.; Ferrous Solutions; Schumacher Homes; Canton Cultural Center for the Arts; and the Stark Community Foundation. Was account lead and committee member for Canton City Schools 1999 bond issue campaign that passed with 67 percent support and financed a \$176 million building program that renovated and/or rebuilt each of the district's 22 school buildings.

Ambassador University, Big Sandy, Texas
Director of Institutional Advancement
1990-1997

Chief executive/direct report to president for marketing, public relations, development, special events, alumni affairs and university publications. Directed national advertising campaigns that led to 25 percent increase in enrollment over three years. Alumni giving increased ten-fold to more than \$2 million annually over a seven-year period. Led fund raising department during \$20 million campus expansion program.

Chair, Mass Communications

1988-1990

Established a mass communications department for the university. Introduced and taught classes in mass communications, news writing, advertising, public relations and broadcasting. Served as faculty adviser to the student newspaper. Taught speech communication labs and served as adviser to student speech clubs.

Previous relevant career experience (1980-88):

- Account executive/copy writer, Design Strategy, Tyler, TX
- Associate creative director (catalog/direct mail), Annie's Attic, Big Sandy, TX
- Editor and graphic artist, Ambassador Publishing, Pasadena, CA

EDUCATION

M.A. (I.S./Journalism)

University of Texas at Tyler
Tyler, Texas
1988

B.A. (Liberal Arts/Th.)

Ambassador University
Big Sandy, Texas
1984

COMMUNITY

Consistent record of community service involvement including:

- President, Big Sandy (Texas) Chamber of Commerce
- Board member, Gladewater (Texas) Chamber of Commerce
- Member, Upshur County Economic Development Committee, Gilmer, Texas
- Foreman, Upshur County Grand Jury, Gilmer, Texas
- Board member, Rotary Club of Big Sandy, Texas
- Foreman, Stark County Common Pleas jury, Canton, Ohio
- Board member, North Canton (Ohio) Chamber of Commerce
- Co-Chair, North Canton (Ohio) Community Improvement Corporation levy campaign
- Board member, North Canton (Ohio) Little League
- Board member, North Canton (Ohio) Youth Football Association
- Member, Rotary Club of Jackson Township, Ohio
- Board member, Canton Advertising Federation, Canton, Ohio

Kirk Dickey

Objective:

To secure a job as a marketing specialist with a community college.

Relevant Work History:

Collin College

Public Relations Associate/Publications Specialist, January 2015-present

DuraChoice Manufacturing and DirectMaterial.com

Marketing Specialist, September 2013-January 2015

Today Newspapers Group in Southwest Dallas County

News Editor/Reporter, Grand Prairie Today, July 2006-July 2009

News Editor/Reporter, *Duncanville Today*, October 2004-February 2005

Assistant Managing Editor/News Editor, *Cedar Hill Today*, November 1999-July 2004

Reporter, *Duncanville Today*, July 1999-November 1999

The Daily Citizen in Searcy, Ark.

General assignment reporter, July 2004-October 2004

Other Work History:

Loomis Armored Service

Vault Teller, November 2010-September 2013

Conn's Appliances

Sales Counselor/Cashier, August 2009-November 2010

Books-A-Million in Shreveport, LA

General Manager, October 2005-July 2006

Assistant General Manager, August 2005-October 2005

Co-Manager of Customer Service, March 2005-August 2005

Relevant experience:

- Formulated and oversaw production of multiple marketing and informational campaigns, including an award-winning multi-platform campaign designed to meet enrollment goals
- Served as project manager, facilitating communication between clients, the college's graphic arts department, my supervisors and other interested parties
- Facilitated communication with local news providers via news releases, media advisories and personal interaction with reporters
- Laid out multiple Collin College and DuraChoice publications, including catalogs, informational packets and advertising pieces
- Shared responsibility for the college's monthly electronic newsletter and blog, "Cougar News," including production of news and feature items furthering the college's communications goals
- Used photographic skills in marketing and journalistic efforts, taking portraiture and product photography, in addition to documentary work
- Some light informational video production for DuraChoice

- Managed the DirectMaterial.com social media outreach
- Oversaw production of a weekly newspaper and multiple special sections for Today Newspapers including supervising reporters, scheduling interviews and photo assignments, and building the newspaper
- Wrote 8-12 stories and features per week at the Today Newspapers Group
- Helped plan and execute public events to increase community awareness of the newspaper, using public interaction to improve community relations.
- Developed relationships with local charitable organizations, assisting them in publicizing and documenting events
- Budgeted for and supervised employee scheduling, payroll and evaluations for Books-A-Million

Software:

Adobe CC (including Photoshop, InDesign, Dreamweaver, Illustrator and Premiere Pro), Quark XPress, NetSuite, Microsoft Office, multiple other word processing programs

References:

Rajesh Michael
 Web Communications Manager
 Collin College
 214-794-2920 (cell)

Mark Robinson
 CMS Developer
 Accenture
 972-965-0151 (cell)

Kristi Robinson
 National Marketing Director
 SouthStar Communities
 and Former Managing Editor
 Today Newspapers
 972-965-7994 (cell)

Angel Jenkins-Morris
 Communications Director
 Ovilla Christian School
 and Former Managing Editor
 Today Newspapers
 972-599-7216 (cell)

Jason Ragan
 Warehouse Manager
 DuraChoice Manufacturing
 817-694-4269 (cell)

Chris Hudson
 Former Head Photographer/
 Photo Editor
 Today Newspapers
 972-754-6632 (cell)

Lisa Evans-Reagan

CAREER SUMMARY

Collaborative, adaptable, and creative higher education communications professional with project development, coordination, multi-media writing, digital signage, video, web, social media, supervisory, and strategic communications experience.

PROFESSIONAL SKILLS

- Project coordination and management
 - Creative and Technical staff supervision
 - Multi-media writing
 - Computer savvy
 - Highly developed written and verbal skills
 - Deadline conscious
 - Customer service
 - Proactive problem solver
 - Marketing, Advertising, PR (
 - Work and communicate with populations
 - Higher Education communic
 - Social media and web comm
 - YouTube channel creation ar
 - Resourceful
 - Independent judgment
 - Database creation and mainte
-

CAREER HIGHLIGHTS

Communication and Project Management:

- Maintain positive working relationship with campus clients, colleagues, executives, vendors, and contract workers.
- 12% increase in Continuing Education contact hours AY2012/13, as a result of strategic marketing and promotion.
- 64% fan increase on the Continuing Education Facebook page from 2012 to 2017, as lead contributing page administrator.
- Member of the team of Administrators who contribute to 3 Collin College and formerly 5 University managed Facebook pages:
 - Collin College Continuing Education, Collin Corporate College, Seniors Active in Learning (SAIL)
- Set-up and managed 1 Continuing Education and formerly 2 University YouTube channels:
 - CollinContinuingEd
- Collaborative core team member of the “Be a Maverick” Internal and External Branding project that helped change the mindset to view UT Arlington as an institution of choice. It also increases the number of enrolled students.
- Parking and Shuttle Orientation video increased shuttle ridership by 87% from AY2009/10 to AY2010/11.
- Conceptualized, wrote, produced, videotaped, and edited video programs tailored to engage the audience. (Orientation, Educational, Informational, Promotional, and Advertising)

-
- Collaborative committee member of the [UT Arlington Distinguished Alumni Gala](#) for 14 years. Attendance and scholarship funding increased annually.

Administrative:

- Hired, coached, trained, and managed staff of 5–10 administrative and technically skilled professionals, student employees, and contract freelance staff.
- Managed state and local budgets, (over \$350,000) never exceeding the budget.
- Demonstrated working knowledge of MS Office and FileMaker Pro.
- Maintained web-based production calendar used to schedule staff and resources.
- Researched and wrote technical Requests To Purchase, adhering to State of Texas purchasing guidelines.

IV. EMPLOYMENT HISTORY

Collin College

Plano, Texas

Marketing Coordinator, 2012 – present

Develop, refine, implement and manage the marketing and communications plan for the Continuing Education, Collin Corporate College, Center for Workforce & Economic Development, Seniors Active in Learning and Collin Small Business Development Center in concert with college brand standards. Create, design, write, edit and produce digital signage, print collateral, promotional materials, advertising, web, video, social media and email marketing. Oversee production of print publications and direct mail including budget estimation, scheduling and vendor coordination.

- 12% increase in Continuing Education contract hours AY2012/13, as a result of strategic marketing and promotion. 8.2% increase in CE contact hours AT 2015-16.
- 64% fan increase on the Continuing Education Facebook page from 2012 to 2017, as lead contributing page administrator.
- Refined a graphic elements package to develop consistent brand image and design in all Continuing Education marketing and promotions distribution channels.
- Developed and utilized marketing analytics to track and improve marketing and promotion of CEWD programs.

Freelance Digital Content Creator Garland, Texas

Producer, Director, Writer, Editor, 2011 – 2012

Took clients' ideas from concept to completion as a freelance Producer, Director, Writer, and/or Editor. Projects for a Fortune 100 company included editing executive communications, training, motivational, and informational video programs distributed via live or on-demand webcasts. Utilized brand design elements and standards within programs. Also produced and edited cell phone app marketing demonstration program.

The University of Texas at Arlington

Arlington, Texas

Director, 2002 – 2011

Oversaw day-to-day administration and multi-media communications for the University. This involved strategic planning, assessment; hiring, training and supervision of full-time, part-time, and freelance employees; budget management; and producing and managing social and online communications. Produced, wrote, videotaped, and edited news excerpts, event, and website video communications for broadcast television and University clients.

- Video Producer and core team member of the “Be a Maverick” Branding project that helped increase student enrollment, through web, e-mail, broadcast, cinema, billboard, digital signage, and print distribution channels.
- Produced, videotaped, and edited “Maverick Olympian” web video feature that received 7,000+ views during the 2008 Beijing Olympics and was the top Google search result for alumnus, Jared Connaughton. As of 2013, this YouTube video has over 16,000+ views. Jared competed in the 2008 Beijing Olympics in the sprints.
- Set-up and managed two YouTube channels: UTARlington and UTARlingtonMavericks.
- Contributor to five University managed Facebook pages.

The University of Texas at Arlington Arlington, Texas
Producer-Director, 1997 – 2002

Developed, researched, wrote, produced, directed, location scouted, videotaped, and edited instructional, promotional, and informational communications for University clients. Worked with content experts: researchers, faculty, students, and staff. Trained and coached student employees. Maintained FileMaker Pro media library database. Award winning programs were broadcast on Fox Sports Southwest, ESPN, NBC, and shown to high-level executives and donors.

- Administrator of department web calendars used in scheduling resources and staff.
- Planned, developed, wrote, produced, and edited first television advertising campaign in University history.

EDUCATION

Texas Christian University, Fort Worth, Texas

Bachelor of Fine Arts Degree, Radio-Television-Film

Track scholarship athlete – 4 year letterman; Alpha Epsilon Rho; Dean’s List

OTHER RELEVANT PROFESSIONAL DEVELOPMENT

NCMPR District 4 Conference
Google AdWords
Social Media Breakfast Dallas

Marketing Experiments Webinars
American Film Institute Advanced Adobe After Effects

Sony Video Institute Producer's Workshop

National Association of Broadcasters
WordPress
Streaming Media West Conference
Media Communications Association Conferences

DIGITAL TOOLS & TECHNICAL EXPERIENCE

Office Software – Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), emsi Analyst, Filemaker Pro, DEFINE and Adobe Acrobat

Creative Software – Final Cut Pro Studio, FCP X and Media 100 NLE

Adobe Creative Suite CS3, CS4, CS5, CS6, Creative Cloud (AfterEffects, Photoshop, Illustrator, Dreamweaver, InDesign, Acrobat Pro)

Tiffen Dfv, GenArts Sapphire, Nattress Big Box of Tricks, and Pixelan Spice Special Effects Plug-Ins

Cleaner, Sorenson Squeeze, Roxio Toast, and Discus

Social Media – LinkedIn, Facebook, YouTube, Pinterest, Flickr, Foursquare, Bitly, Delivr

Web formats – Flash, QuickTime, Windows Media, H.264, MP4, and .mp3

Video Formats – DVCPProHD, DVCPPro, Mini-DV, Firestore DVR, D2, Digi-Beta, and BetaCam SP

Production equipment – Sony, Panasonic, Philips and JVC manned and robotic video cameras and VCRs

Canon, Sony, and Nikon Digital still cameras

Grass Valley, Ross, Panasonic, and Sony video switchers

Sennheiser, Lectrosonics, Crown, Shure microphones, Shure and Mackie audio mixers

ARRI, K2, Pepper, and Lowell lighting

Vinten and O'Connor tripods, and Tiltrack cable television broadcast automation

Computer platforms – Mac OS X, PC Windows 7 & 10

Local and Networked Storage – Isilon SAN, Mac XRAID, Promise RAID, G Drive Terra Block

AWARDS RECEIVED

UT System Chancellor's Award for UT Arlington "Be a Maverick" Brand campaign

CASE Region IV Award – UT Arlington "Be a Maverick" Brand campaign

Telly Awards – "Maverick Manifesto" (Brand video), "Be a Maverick" cinema and TV advertising campaign

Communicator Awards – UT Arlington programs “Frontiers in Science: Katrina”, “Healthy Careers”, “Mav Express Card”,
“Be a Maverick” cinema and TV advertising campaign
NIRSA Creative Excellence Award – “Campus Recreation”
Classified Government Awards
National School Public Relations Association Award – PSA
Texas School Public Relations Association Awards – several K12 school related topical PSAs

PROFESSIONAL ASSOCIATIONS AND VOLUNTEER HISTORY

National Council for Marketing & Public Relations (NCMPR) – member 2013 – present
Texas Administrators of Continuing Education (TACE) – member 2012-present
Council for Advancement and Support of Education (CASE) – member 2009 – 2011
Dallas Producers Association – member 2009 – 2011
Media Communications Association-International – Board member 1999 – 2002; Chapter President 2001 – 2002
UT Arlington Staff Advisory Council – Historian 2000 – 2002
Texas School Public Relations Association – member 1991-1995
Media Communications Association-International – Panel discussion member for Summer Video Institute; monthly meeting promotions through print, e-mail, and listserv; large scale (100-300 attendee) conference coordination team member; listserv discussion board contributor and administrative team and contributor (3 years)
TAAF Region 7 Regional Track Meet – track and field results volunteer using Hy-Tek Meet Manager (12 years)
Garland Star Spangled Fourth - event volunteer (3 years)
Northlake Baptist Church – Digital Signage editing and projection (4 years)

Keli Fink

Career Summary

- Extensive experience in print industry, media buying, project management and higher education.
- Success in forecasting and developing publication specifications for major print contracts.
- Created, planned and managed production processes for more than 600+ publications per year for communication to more than 53,000 students, faculty and staff.
- Coordinated media buying TV, radio, print, web and out of home venues.

Accomplishments

- Revised publication production process from a ten week time line to four weeks
- Consistently developed time sensitive and up to date project schedules for smooth flow of operations.
- Introduced new and effective process to communicate with clients regarding jobs and purchasing.
- Successfully coordinated, trafficked and prioritized all project time lines to efficiently meet production requirements.

Professional Experience

Production Coordinator, Public Relations–Collin College, McKinney, TX • 2006–Present

- Assist Vice President of Public Relations with the planning, development, and monitoring of the public relations and publications budget (\$1.4 million per academic year).
- Aid VP of Public Relations with the development and implementation of the yearly advertising plan.
- Reserve advertising space, schedule advertising production timeline, monitor the production process, and maintain advertisement records.
- Create, plan, and manage production processes and timelines for publications, maintain publications records, assure quality control.
- Forecast and plan publication print specifications for annual contracts.
- Prepare and submit requisitions for all Public Relations purchases.
- Maintain a good working relationship with vendors to ensure high quality production and on-time delivery.
- Collect, proof, and submit department timesheets and travel forms/expenses.

Publicity Specialist, Student Life–Collin College, Frisco, TX • 1997–2006

- Coordinated, developed, promoted, implemented and maintained Student Life marketing strategy.
- Served as department liaison to the business office, public relations and outside vendors.
- Managed district wide printing and promotional items budget.
- Managed 3-7 student assistants and 1-2 part-time staff and coordinated work schedules.
- Built and fostered collaborative partnerships with faculty, staff and administrators to enhance campus culture.

Program Coordinator Assistant, Student Life–Collin College, McKinney, TX • 1995–1997

- Collaborated with Program Coordinator in development, planning, implementation, promotion and evaluation of Student Life events, including Welcome Week, Spring Fling, and Alcohol Awareness Week.
- Produced and edited Student Life publications and promotional items.
- Assisted in managing 3-5 student assistants and coordinated schedules.
- Served as Managing Editor for the by-monthly Student Update newsletter.
- Negotiated performer/entertainment contracts and made necessary travel arrangements.

Secretary, Student Life–Collin College, McKinney, TX • 1993–1995

- Facilitated Program Coordinator with planning, developing and monitoring Student Life budget.
- Supported Program Coordinator by preparing and submitting performance contracts.
- Assisted in managing 3-5 student assistants and coordinated schedules.

Programming and Software Skills

Microsoft Word • Excel • Access • PowerPoint • Adobe Acrobat • Adobe Photoshop • Adobe Illustrator • Dreamweaver • PC or Mac environment

Education

Associate of Arts– Collin County Community College, McKinney, TX • 1988

Completed 60 Professional Development Units in Project Management– Collin College, Plano, TX • 2013

Completed 48 Professional Development Units in Marketing Brand Management– Collin College, Plano, TX • 2014

Vernon F. Hadnot

315 Gum Tree Way | Wylie, Texas 75098 | 214.415.7943 | vhadnot@collin.edu

Career

29 Years of experience as a Video Producer

Experience

TV Production Associate, Collin College; McKinney, Texas 2000- Present

Post content to CougarVision message board

Direct, produce, shoot and video edit commercials for Cinemark & Angelika Theaters

Direct, produce, shoot and video edit promotional and training videos for internal use

Martin Luther King Jr. Scholarship Chairman

Upload new videos for the websites and YouTube

Education

University of The Pacific, Stockton, California - BA/Communications 1989

Skills

Summary

Expertise in shooting and publishing videos on the web

Outstanding knowledge of the Avid, Adobe Premiere, After Effects, Boris, Motion and Final Cut

Pro editing system to edit videos

Outstanding Knowledge of the various software & digital video equipment required in the production of live videos such as Tricaster and Video Toaster

Outstanding Knowledge of Adobe Photoshop

Outstanding Knowledge of Directing, producing and script writing.

Ability to work with all types of video camera systems and in remote lighting areas as well

Certifications

Certified Avid Editor

Certified Final Cut Pro Editor

Awards

- Aegis Award Winner 2003
- Communicator Award Winner 2004
- Dallas Community Television Winner 2004 (2)
- Videographer Award Winner 2003
- Videographer Award Winner 2004
- 25th Annual Telly Award Winner 2004 (2)
- 26th Annual Telly Award Winner 2004 (2)
- 27th Annual Telly Award Winner 2006 (2)
- 28th Annual Telly Award Winner 2007
- NCMPR Paragon Award Winner 2007
- NCMPR Paragon Award Winner 2008

Vernon F. Hadnot

315 Gum Tree Way | Wylie, Texas 75098 | 214.415.7943 | vhadnot@collin.edu

- NCMPR Paragon Award Winner 2011
- NCMPR Paragon Award Winner 2012
- NCMPR Paragon Award Winner 2013
- Pegasus Award Winner 2015
- NCMPR Paragon Award Winner 2016 (2)

Jennifer Easterwood McDermott

1020 Nueces Ct. | Forney, TX 75126 | (469) 766-4962 | jmcdermott@collin.edu

Software & Skills Profile

Expert to Intermediate Proficiency:

- Windows OS (95, 98, 2000, XP, 7 & 8), MAC OS X (10.1-10.10), Android & Apple Smartphones (Current models), MOS: Excel, Outlook, Power Point, & Word, HTML & CSS, Computer Hardware & Software Troubleshoot & Repair
- Avid ProTools, Final Cut Pro, iMovie, Audio & Visual Recording/Editing, Social Media: Facebook, Facebook Pages, Instagram, & Twitter
- Public Speaking & Presenting, Business & Technical Writing, Project Management, Typing: 65 WPM

Intermediate to Basic Proficiency:

- MySQL, Windows 2000 Servers, Computer Networking

Employment History

Communication Technology Coordinator, Collin College (2016 – Current)

McKinney, TX

- Serve as the designated media and technology resource for internal and external presentations of college leaders
- Assist in technical editing/support for presentations and videos
- Provide technical support and services to students, faculty, and staff
- Setup, install, image and maintain all associated equipment in computer labs
- Monitor emerging technologies, develop specifications and make recommendations
- Maintain accurate records on software, hardware, equipment utilizations and problems
- Supervise the scheduling of preventative maintenance, order supplies and parts
- Setup and tear-down media equipment for events
- Maintain media technology equipment
- Diagnosing/troubleshooting audio/video equipment and resolving minor software and hardware issues

Consignment Coordinator, Heritage Auctions (2015 – 2016)

Dallas, TX

- Process incoming consignments accurately and efficiently
- Communicate with clients in all aspects of the consignment
- Research the status of consignments
- Perform department-wide inventories of consignment material
- Assemble client information packets
- Assist with Consignment Directors responsibilities

Career & Technical Education Teacher, Rockwall Independent School District (2011 – 2014)

Rockwall, TX

- A/V Production, Computer Maintenance, Computer Programming, Game Design, and Digital and Interactive Media
- Robotics Coach
- CyberPatriot Coach
- Shattered Dreams Sponsor/Producer
- D.O.L.L.S. Sponsor
- Member of the Rockwall ISD Technology Committee
- Member of the RHHS Strategic Planning Committee

Event Technology Specialist, PSAV (2010 – 2011)

Dallas, TX

- Setup, operation, and teardown of technology equipment for events: including audio, video, and lighting equipment
- Assist clients in troubleshooting computer related issues

Asset Protection/Geek Squad Agent, Best Buy

(2009 – 2010)

Rockwall, TX

- Greeted customers, monitored security cameras, customers and employee
- Assisted customers with different computer issues and checking in systems
- Repaired computers with hardware and software problems

Education & Certifications

Full Sail University

Winter Park, FL

Associate of Science in Recording Arts

Course Directors Award for Sound Foundations

Bachelor of Science in Entertainment Business

Promotions Team Lead for Product and Artist Management Event

Created a Business Plan

Class Salutatorian

Technology Education 6-12 Certified *Certification # 1673088*

RAJESH MICHAEL

EXPERIENCE

MANAGER, WEB COMMUNICATIONS; COLLIN COLLEGE – 2008-CURRENT

Ensure that web presence carries forward the look and feel of the college brand. Project manager of the migration of college website to Content Management System. Coordinate with writers, designers, photographers and videographer to produce online content and collateral pieces. Administrate college-wide digital signage system, college calendar system and emergency notification center.

GRAPHIC & MULTIMEDIA DESIGNER; INDEPENDENT CONTRACTOR – 2007-2015

Contract print and web ad design. Calendar design and layout. Poster and banner design. Promotional videos and commercials for international publications. Web design for small business and non-profit organizations. Web applications development.

WEB MANAGER / DESIGNER; WHITE'S CHAPEL UMC – 2006-2007

Migrated church website to WCUMC hosted CMS based site. Designed and produced all web architecture, graphics and maintenance. Design of all print ads, postcards, banners, bulletins and worship collateral. Helped church move from monthly four-page black and white newspaper to full-color 24-page monthly magazine. Developed streaming media website.

DESIGNER (CONTRACTOR); GENERAL BOARD OF DISCIPLESHIP OF THE UNITED METHODIST CHURCH – 2005-2013

Contract print ad design and layout for national periodicals. Poster and postcard design for international book tours. Magazine bind-in card design. Catalog layout and design. Promotional video production and editing. Web advertising and SEO.

DIRECTOR OF MEDIA RESOURCES; HIGHLAND PARK UMC – 2003-2006

Director of department that serviced over 15,000 members, 13 full-time ministers and a staff of over 100 employees. Managed media resources team of operators, designers and volunteers. Budget planning for media resources department. Oversaw the Audio-Visual design, support, and operation for 12 services a week and over 250 special events a year. Responsible for Web-based and traditional media distribution and broadcast systems. Audio-Visual system design and maintenance for four worship center, 2 meeting halls, special events center/performance space and over 50 classroom.

EDUCATION

UNIVERSITY OF TEXAS AT DALLAS – BACHELOR OF ARTS, ART & PERFORMANCE

6404 Falcon Ridge Lane, McKinney TX 75071 214.794.2920 rajesh@ferguld.com

MARLENE MILLER

2129 Diane Drive, Plano, Texas 75074
cell: 972-310-1267

Enthusiastically spearheads projects from concept to completion in a timely basis. Strong interpersonal and communication skills promoting close relationships with clients and fosters team environments. A creative problem-solver who pays attention to detail and effectively manages multi-task processes. Thoroughly versed in Illustrator, InDesign, Photoshop and comfortable working in Quark and Microsoft products. Award-winning advertiser and designer.

EXPERIENCE

MANAGER OF GRAPHIC DESIGN • COLLIN COLLEGE DISTRICT

(October 2000 - present) Oversee the creation and direction of the brand design, and production of print collateral for the Collin College District. Maintain current software knowledge and responsible for the print specs for the district's contract bids; and direct specialty printing, art direct all photo shoots for collateral, attend press checks and set up an archival system for project retrieval. Creatively direct and manage two internal designers and, an internal photographer; hire free lancers, work with a production assistant and production coordinator. Maintain a cooperative, team spirit within the department and with external clients and community. Daily responsibilities include collaborating with three writers, meeting with clients and vendors, and assisting with the public relations department directives. Some travel.

ART DIRECTOR • TEXAS CREDIT UNION LEAGUE-MARKETING SERVICES, FARMERS BRANCH

(June 1999 - October 2000) Assisted affiliated and non-affiliated credit unions with multiple advertising collateral. Responsible for conception through creation of design and promotions. Design work included, brochures, posters, mail inserts, direct mail, logos, tents, banners, and newsletters – mostly 4-color and 2-color work. Also, successfully started a DAT back-up system for a 3-Macintosh environment, created directories of backups, purchased all stock photography, maintained photography & art catalogs, and managed free lancers. Held regular meetings with clients and account executives. Some advertising travel.

ART DIRECTOR (freelance) • STUDIO K SOUTHWEST, RICHARDSON

(January 1998 - May 1998) Contracted to supervise, coordinate, design and develop a portion of the Zurn Industries-related collateral following their transfer of work to Studio K while also assisting with photo direction. Also worked on non-related business clients that Studio K had in-house.

ART DIRECTOR • ZURN INDUSTRIES, ADDISON

(December 1997 - November 1998) Served as in-house Art director supporting eight other sister Companies in the Zurn industries. Assisted in the decision-making process with positioning of product, ad design, photo shoot management, forms design, CD design, catalog design and layout, brochures, some writing and editing, outdoor displays, posters, trade show graphics, logos, soliciting and maintaining printer and vendor relationships, press checks, and fulfillment.

GRAPHICS MANAGER/ART DIRECTOR • T L HORTON DESIGN, GARLAND

(October 1996 - May 1997) Managed all graphics in a self-maintained Macintosh environment. Focused artistic efforts on and for company kiosks, trade show arts and retail store display arts. Implemented a job ownership approach from design to completion to ensure successful end-products. Maintained working relationships with clients, as well as account executives, in-house display manager, architects, contractors and builders. Also responsible for and developed many marker and prismacolor renderings for client presentations. Some trade show travel.

GRAPHIC DESIGNER • BRISTOL HOTELS, ADDISON

(April 1995 - October 1996) As internal graphic designer for Bristol/Harvey Hotels, supported graphic needs of 26 hotels. This work consisted of 4+ color print collateral, POP's, mailers, posters, brochures, newsletters, and table tents to various communication pieces. Responsibilities included design, layout, illustration, and shot and manipulated 35mm photography in a Mac environment. Worked daily with internal team writers and external clients and did press checks. Some travel.

—continues

EXPERIENCE (con't)

GRAPHIC SPECIALIST/DIRECTOR • ALLIANZ LIFE, DALLAS

(August 1991 - March 1995) As a member of the Communications department, supported a sales force of 3500 agents and 600 home office employees. Major responsibilities included planning and producing four monthly publications which entailed working closely with the editors in the proofing and writing stage; coordinating with in-house print shop; hiring outside printers, and, shooting and executing photography direction. Other duties included graphic design, layout, working on stat machine, illustration, 35mm and 2-1/4 photography, employing both journalistic and commercially-accepted standards. Initiated and brought in the Mac system into the Communications department.

ART DIRECTOR (freelance) • MULTI-DIMENSIONAL MARKETING, DALLAS

(May 1991 - August 1991) Three-month assignment with Multi-Dimensional Marketing as an art director overseeing a Frito-Lay account project. Did pencil thumbnails and marker presentations for an end cap display; also developed logo ideas, and worked with Creative Director/writer in the design and layout of a newsletter and sell sheet, assisting with photo direction and production management.

GRAPHIC ARTIST • HARTY'S PUBLICATIONS, DALLAS

(February 1990 - May 1991) Highly versatile design position with responsibilities for: typesetting, art, business cards, invite design, brochures, advertisements, operating a stat camera, and worked as a layout artist and movie reviewer for the weekly Shopping News.

ART DIRECTOR • PRODUCTION AND PROGRAMMING, DALLAS

(September 1988 - January 1990) Developed promotional campaigns working closely with account executives and clients. Created and designed ads, logos, business collateral, package design and, storyboards for commercials. Was also in charge of print buying and budgets.

ADVERTISING DIRECTOR • APEX SUPPLY, DALLAS

(January 1987 - August 1988) While completing art degree, coordinated in-house advertising design projects, including monthly mailers, designing ads, postcards, brochures, selecting and designing specialty items as giveaways, and ran a 1-color press for catalog price sheet inserts while assisting with bindery and a 2 color press. Also managed outside fulfillment center on projects and was responsible for allocation of co-op budgeting and yearly ad budgets.

EDUCATION

THE ART INSTITUTE OF DALLAS

June 1984 - March 1987
Associates Degree in Visual Design/Communication

UNIVERSITY OF TEXAS IN AUSTIN

August 1982 - March 1984
Attended School of Architecture and drafted for the Aerospace Department.

PRO BONO

MUSEUM OF AFRICAN AMERICAN LIFE AND CULTURE - Summer of 93

Worked on the opening invite with the DMA and designed a 4-color brochure.

LORENZO DE ZAVALA ELEMENTARY SCHOOL - Summer of 93

Designed their brochure to advertise the school and prepared the art students illustrations for Christmas card boxes to sell which involved scanning, layout and pre-press preparation.

ADOPT-A-SCHOOL PROGRAM (Mount Auburn)

1991 - 1993 - Once a week tutoring with Spanish speaking children.

AWARD WINNER

(2003 - 2017)

Annually winning Medallion and Paragon Awards for numerous Collin College PR project entries such as the newsletter, advertising campaigns, commercials, advertisement design, programs, brochures, catalog design, and logos.

Francisco Penalver

Princeton, TX

214-385-8299 | fpenalver1@gmail.com | [linkedin.com/in/franciscopenalver](https://www.linkedin.com/in/franciscopenalver)

SOCIAL MEDIA, DIGITAL MARKETING STRATEGIST

Experienced social media marketing strategist. Passion for creating engaging digital content as well as a critical awareness of the changing shifts in media and public relations. Proven expertise in web content creation, digital marketing campaigns, driving online traffic, brand development, blogging, video creation, SEO, and enhancing customer relations. Reliable, passionate, innovative, detail oriented, with ability to successfully handle multiple projects at a given time.

RELEVANT SKILLS

Social Media Campaigns | Digital Strategy | Community Management | Content Writing | Blogging | SEO | Brand Awareness | Google Analytics | Image & Video Editing | Audio Editing | HTML | Adobe Photoshop | Illustrator | Premier | Dreamweaver | Pro Tools | Microsoft Office |

EDUCATION

Bachelor of Arts, Emerging Media & Communications | May 2014
The University of Texas at Dallas, Richardson, TX

Associate of Arts and Sciences, Audio Engineering and Commercial Music | May 2010
Collin College, Plano, TX

EXPERIENCE

Social Media Coordinator

COLLIN COLLEGE – McKinney, TX 2015 - Present

Responsible for the research, planning and execution of various emerging media and user-generated content strategies including Twitter, Facebook, LinkedIn, YouTube, Instagram, Vine, wikis and other social media outlets for Collin College. Includes enterprising story ideas and writing for online newsletters and community magazines:

- Creating and executing social media strategies in support of promoting events, organizations, student resources and customer service.
- Tracking and analyzing performance of social media posts.
- Cross train faculty and staff on social media best practices.
- Enterprising and writing stories for community magazines.

Social Media Strategist and Patron Marketing Specialist

PLANO SYMPHONY ORCHESTRA – Plano, TX 2010 - 2015

Progressed from intern to full time position. Responsible for cultivating an online community and creating original content in support of promoting patron services, fund raising events, subscription sales, and sponsor donations. Help drive branding and identity through social media planning. Key accomplishments include:

- Stimulating awareness of new programs and events as well as patron engagement. Helped develop Plano Symphony online brand via Facebook, Twitter, YouTube, and Google Plus.
- Creating and executing digital marketing and social media strategies in support driving promotion of events, patron memberships, and sponsor donations.
- Growing target audience engagement resulting in record-breaking subscription campaigns.
- Managing, planning, and execution of record setting silent and live auction portions of the Plano Symphony's Gala fundraisers.
- Collaborating on software enhancements and daily reporting/tracking to site effectiveness and training team members in new platforms.

LANGUAGES

Bilingual. Fluent in both English and Spanish.

*Nancy
Price*

7737 LaGuardia Dr., Plano, TX 75025
972.208.8408

nbp1@hotmail.com

Technical Competencies

Software: Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Microsoft Word

Education

Bachelor of Arts, Eastern Kentucky University, Richmond, Ky.

Associate of Arts, Collin College, Plano, TX

Texas Tech University, Lubbock, TX

Mary Hardin Baylor University, Belton, TX

Georgetown University, Georgetown, TX

Work Experience

Graphic Designer: Collin College, McKinney, TX 75069, 1998-present

- Design concepts for printed materials
- Interact with customers
- Perform administrative functions, including providing text documents to writers, packaging documents to send to printers and archiving finished documents.

Classroom Teacher: Copperas Cove ISD, Copperas Cove, TX

- Elementary Art Teacher
- Elementary 4th Grade Classroom Teacher

Affiliations

Kappa Delta Pi

Phi Theta Kappa



DANIEL QUONG

GRAPHIC ARTIST

CONTACTS



5405 Ridgeson Dr.
McKinney, Texas 75071



214.435.8244



dquong808@gmail.com



quasar808.synology.me/
wordpress

EDUCATION

**Bachelor Fine Arts – B.F.A.,
Degree (Graphic Design)**

*University of Hawaii at Manoa,
December 2000*

**Associate in Science – A.S.,
Degree (Commercial Art)**

*Honolulu Community College,
September 1998*

**Associate in Art – A.A.,
Degree (Liberal Arts)**

*Honolulu Community College,
September 1998*

PROFESSIONAL PROFILE

Creative and skilled Graphic Artist with considerable experience in print design, branding and intermediate web design knowledge. Works well in a team environment and independently when required. Able to communicate both verbally and visually with clients to address their needs. Innovative and flexible on a tight deadline, while still producing exceptional results.

EXPERIENCE

Graphic Artist

Collin College Public Relations, (2004-present)

Design Duties: Creating banners, brochures, concept development, digital media slides, graphic standard manual, logos, newsletters, online and print magazine ads, photo direction/supervision, photo retouching and manipulation, posters, press supervision, program promotional, programs, and stationary systems.

Client list: Academic Affairs, Center for Scholarly and Civic Engagement, Child Development Program, Continuing Education and Workforce Development, The Dignity Initiative, Distance Learning, eCollin, Health Sciences, Honors Program, Hospitality Management and Culinary Arts, Information and Engineering Technologies, New Student Orientation, Office of the President, and Transfer Program.

Senior Designer

RBMM/The Richards Group, (2001-2004)

Design Duties: Account service, brochures, client presentations, concept development, estimating, graphic standard manuals, identity systems, logos, packaging, photo direction/supervision, posters, press supervision, and project management.

Client list: Atmos Energy Corporation, CellStar, Chick-fil-A, Guaranty Bank, Highland Homes, The Home Depot, Medical City Dallas Hospital, Nokia, Plains Capital, Putnam Penguin Publishing, Quality Cabinets, Simon & Schuster, Tolleson Wealth Management, Travelocity, Sub-Zero, and W.R. Case & Sons.

DANIEL QUONG

REFERENCES

Thomas Delamater

Chief Public Relations Officer
Public Relations

Collin College
Collin Higher Education Center
3452 Spur 399
McKinney, Texas 75069
Tel: 972.599.3144
tdelamater@collin.edu

Marlene Miller

Coordinator of Graphic Design
Public Relations

Collin College
Collin Higher Education Center
3452 Spur 399
McKinney, Texas 75069
Tel: 972.758.3858
marmiller@collin.edu

Lisa Vasquez, APR

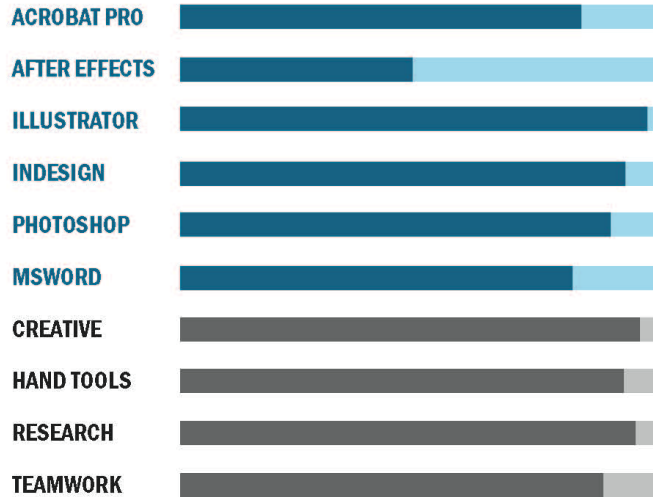
Vice President of Advancement
Collin College Foundation

Collin College
Collin Higher Education Center
3452 Spur 399
McKinney, Texas 75069
Tel: 972.758.3894
lvasquez@collin.edu



GRAPHIC
ARTIST

TECHNICAL AND PROFESSIONAL SKILLS



ACHIEVEMENTS

- 2017 Gold Medallion Award from NCMPR District IV**
Notes/Cards/Invitations, Foundation Scholarship Invitation
- 2017 Silver Medallion Award from NCMPR District IV**
Logo Design, Robotics Camp
- 2016 Silver Medallion Award from NCMPR District IV**
Special-Event Promotion, CAIHSC Ribbon Cutting (Team Award)
- 2015 Silver Medallion Award from NCMPR District IV**
Brochure/Flyer Division A, Theater Brochure
- 2014 Gold Medallion Award from NCMPR District IV**
Brochure/Flyer Division B, New Student Orientation Newsletter
- 2012 Gold Medallion Award from NCMPR District IV**
Notes/Cards/Invitations category, Foundation Support Series
- 2010 Gold Medallion Award from NCMPR District IV**
Wild Card category, In The Words of Alumni
- 2010 Silver Medallion Award from NCMPR District IV**
Newsletter category, Summer Connection



Nick Young

6150 Alma Road #1240 • McKinney • Texas • 75070

cell 214.697.0624

nick@nickyoungphoto.com

www.nickyoungphoto.com

- ◆ I have extensive experience in many different photographic fields, which allows me to bring a variety of creative ideas to a project.
- ◆ My skills with Adobe Photoshop, Final Cut Pro, and other software allow me to take a project further than just the photography when needed.
- ◆ In addition to photography I am skilled in video and audio production.
- ◆ I am able to work well with others and communicate effectively.

RELEVANT EMPLOYMENT EXPERIENCE

Collin County Community College, Plano TX Photographer, July 2002 – Present

At Collin College, I shoot all the photography for the Publications/Public Relations department. This includes advertising, brochure, catalog, portrait and event photography. I also take on many other duties including video creation, web design, audio engineering as well as contributing my creative abilities to the PR group.

When I first arrived at the Collin College Public Relations and Publications department, they were highly reliant on stock photography with occasional freelancers and non-photographers covering important events. I was immediately able to start making positive changes by shooting original photography for brochures, flyers and promotional items as well as covering important events.

In 2004 I led the Public Relations and Publications department's transition from film to digital photography, saving the College an estimated \$4,500 - \$5,000 per year. Additionally to the cost saving, this has freed time and resources allowing more photography to be produced for multiple uses. For example, I have been able to create and post large web galleries of College events; even including making high-resolution jpegs available for download by students and the press.

I have created, recorded and edited a series of audio podcasts for the college named "The Cougarcast". Other audio projects have included a short series of radio ads for KLAK radio, Pandora and recording the on-hold message for the college telephone system.

I have also created several videos for the college highlighting student success, healthcare programs, and art projects among others.

I keep up to date with all the relevant technologies and often help and advise my colleagues as needed.

During my time at the college I have won several awards and for my photography and the Collin PR department.

While at Collin I have continued to work on freelance projects with magazines such as Plano Profile, Allen Image, McKinney Living and industry clients Allen Economic Development Corporation, Golden Blount Inc., and Ford to name a few. I also sell stock photography through Alamy.com and have had these images published all over the world.

Freelance, Dallas/Plano TX
Freelance Photographer, April 2001 – July 2002

During this time I worked as a freelance photographer. Clients included JCPenney, Goldstein Entertainment, and Collin College.

Colleen Duffley Photography, Dallas TX
Second Photographer, November 1999 - March 2001

Here I worked with Colleen as Second photographer. We shot a variety of different subjects, food, product, and interiors. My responsibilities included film and equipment orders, working with the lab, equipment maintenance and set building. Our clients included the Meredith Corporation, publishers of *Better Homes & Gardens*, *Shape*, *Family Circle* and many other household names. During this time we traveled extensively throughout the U.S.

During my time with Colleen, one highlight was visiting The White House to photograph the then First Lady Hilary Clinton for *Traditional Home* magazine.

Cameras Brookwood, Birmingham AL
Photographic sales, September 1998 – October 1999

My ex-wife and I moved to her hometown, Birmingham AL, due to family illness. During this time I worked as photography expert at *Cameras Brookwood*, a professional photography supply store, and also shot freelance assignments for clients including *The United Way*, *Samford University*, *Vulcan Industries* and other business'.

Freelance Photo Assistant, New York NY
Freelance Photo Assistant, October 1993 – August 1998

I worked as a freelance assistant with numerous photographers during this time. Most notably I worked with Mark Seliger, who was then the Chief Photographer for *Rolling Stone* and *US magazines*. In addition to helping with Mark's magazine work, I assisted on his book *"When They Came To Take My Father"* and am mentioned in the book's credits.

I also worked with still life photographers such as Bill Diodato and Greg Delves as well as fashion photographers Kimball Lorio and Dennis Kugler.

When my assisting work was quiet I worked at studio rental companies *Zoom Studios* and *NoHo Productions*, prepping studios for clients.

EDUCATION

My approach to my photography education has been to work in the business and learn from the best photographers I could. I feel that this apprenticeship route has been invaluable in my growth as a photographer.

I have also taken professional development classes over the years, to keep my skills up to date and myself inspired. Classes I have taken include:

Adobe Photoshop
Adobe Illustrator
Dreamweaver
Video Editing (Final Cut Pro)
Flash
Documentary Photography (project class)
Portfolio Photography (project class)
Digital Color Management

SKILLS

Equipment

I am familiar with most film camera systems from 35mm through 8x10 and currently shoot with Fuji and Nikon digital cameras. I also still shoot a mix of digital and traditional film for my personal projects, continuing to develop black & white at home.

I have a thorough knowledge of studio lighting including strobe, tungsten, LED and HMI.

Computer

I have been working Apple Macintosh Computers since the early nineties, Adobe Photoshop since 1994 and am highly skilled in photo adjustment, color correction, and manipulation. I am also knowledgeable with Windows systems and have worked with Linux/UNIX too. In addition to software skills, I have good knowledge of hardware troubleshooting with both Mac and PC; have built several computers and a home network.

Software

I try to keep up to date with all the necessary software. Some of the software versions I am currently working with are:

Operating systems

Mac OS X
Windows
Linux (Various distributions)

Misc. software

Adobe Creative Cloud
Final Cut Pro/IMovie
Garageband
Microsoft Office.Mac
Html/Php
Phase One Media Pro
ResourceSpace DAM
VMWare Fusion

AWARDS

- ◆ **Silver Medallion Of Excellence – Original Photograph** - National Council For Marketing and Public Relations (NCMPR) 2006
- ◆ **Bronze Paragon Award – Original Photograph** - NCMPR 2005
- ◆ **Gold Medallion Of Excellence – Original Photograph** - NCMPR 2005
- ◆ **Silver Medallion Of Excellence - Print Advertising Series** - NCMPR, 2004
- ◆ **Gold Medallion Of Excellence - Newsletter, Division B** - NCMPR, 2004
- ◆ **Honorable Mention - Photography for Business Solutions** - MarCom Creative Awards, 2004
- ◆ **Special Award - Print Advertising Project (Smart Move)** - Council for Advancement and Support of Education (CASE) 2004
- ◆ **Gold Medallion Of Excellence - Brochure/Flyer** - NCMPR 2003
- ◆ **Gold Medallion Of Excellence - Academic Catalog** - NCMPR 2003

COLLECTIONS & EXHIBITIONS

I'm involved in a Collin County documentary project at Collin College and the images I have made are part of a permanent collection, and archive, housed at the College.

I have had my photographs included in group shows by curator Jonathan Levine of the Jonathan Levine Gallery NYC and had work sold at Tin Man Alley gallery in Philadelphia.

I held a solo exhibition of my photography at Horizon Unitarian Universalist Church in Carrollton, Texas.

I have had work included in a group show at the 14th Street Gallery in Plano Texas.

I have had work published in the art, poetry and literature annual *Forces*.

I also have work in several private collections.

PERSONAL REFERENCES

Byrd Williams
Professor of Photography
Collin College
972.881.5727 • 214 578 3987

Greg Miller
Proprietor, Dallas Camera
214 630 4040

Rod Rodriguez
Attorney
214.395.1154

PROFESSIONAL REFERENCES

Marlene Miller
Coordinator of Graphic Design
Collin College
972.758.3858

Lisa Vasquez
VP of Advancement
Collin College
972.758.3894

Section II, #8 DO WE SUPPORT THE SERVICE UNIT WELL WITH FACILITIES, EQUIPMENT, AND THEIR MAINTENANCE AND REPLACEMENT, AND HOW DO WE KNOW?

Public Relations – Technology Assessment

There are several needs for technology throughout the department and many machines that will need to be replaced over the next few years. We have already replaced Keli's machine, and updated Marcy's computer setup.

After speaking with Keli, PR started the year with a \$20,000 technology/media budget. This year, after replacing the two machines mentioned above, along with items already being purchased for video and photography needs, we currently have \$11,418.65 remaining in this budget.

Reviewing technology based on age, and wear and tear, there are two other computers that I would recommend replacing this budget year, along with two monitors. For computers, Frank and Rajesh need new upgrades based on the wear and tear and specifications of their current laptops. Frank's machine I would recommend replacing as soon as possible.

For monitor replacements, Heather and Kirk's monitors are 2004 models and I believe it would be prudent to maintain part of this year's budget to replace their monitors in the event that they die. At the end of this year, should no other technology emergencies arise, and the budget allow, I would recommend replacing these monitors.

There are several smaller items that I would also recommend be purchased during this year, such as: new lights for photography to replace aging lights, a backup hard drive for Vernon to add to his storage capacity and ability to work on more projects without having to take added time to send and download files from the NAS, etc. These items have all been listed out within the excel document.

If all of these items, listed within the spreadsheet for this budget year, were purchased there would still be a remainder of \$2,056.96. Although, with unseen needs or smaller purchases that may be needed, such as cables, camera batteries, or replacement drone blades I do not believe this amount will actually be left at the end of the year. In the event that we do have a surplus in the budget at the end of the year, I would recommend purchasing whatever item(s) from next year's budget that falls within the remainder.

For ease of ordering, all products from Apple (not including the two monitors for Heather and Kirk) could be put on the same quote and ordered together. A quote would also ensure pricing, as the pricing currently being used is direct from Apple's website and does not include any discount we may receive or Apple Care plan that may be required.

For the following years, I have broken down an approximation of what machines will need to be replaced in what years based on when they were purchased and what model year each item is. This will need to be examined and reviewed each year to ensure no other needs have arisen that may take precedence. Each budget year is broken down in it's on tab within the excel document.

The cost used for these years is the current cost of items at this time and will need to be updated as new models come on the market.

Several additional items have been requested, such as a new camera and motorized slider for videography, new printer and ink system for photography, and flatpad for Marlene to test out its usefulness in graphics. A separate tab has been created within the excel document for these items, along with a suggested timeline based on current estimated remainder of the budget for each year.

By the end of the budget year for 2020-2021, all computers within PR (with the exception of the Division Secretary machine, as a backfill works well for that position) will have been replaced and be five years old or less. For 2021-2022, this would be a good year to examine additional items that may be desired, as no new computers will likely need to be purchased this year. So, if a new TV is needed in the conference room, new cameras or lenses, PA system, etc. The budget during this time will likely be available for it.

Due to increase in technology pricing as new items are released, I would recommend that the annual technology/media budget be increased by at least five thousand dollars for next year, and evaluated each year thereafter.

For future years, I believe it would be prudent to evaluate what percentage of the technology/media budget is being used for computers and what percentage is being used for media (photography, videography, and A/V). Once Keli returns next week I will inquire if it is possible to view the past years expenses within this particular budget. While it will not be possible to view what exact items were purchased, if it is possible to see what vendors were purchased from and the totals of each order, a rough breakdown of percentages may be able to be deduced. For book keeping purposes, I would recommend that the computer and media budget be broken into two separate budgets.

Report Summary

Budget Year 2017-2018

Vernon	Back-up Drive	LaCie 4TB HDD USB 3.0	B&H Photo	\$209.99	1	\$209.99
Nick	Lighting	AlienBees B1600 Flash Unit	Paul C Buff	\$359.95	2	\$719.90
Nick	Lighting	AlienBees RingFlash Unit	Paul C Buff	\$399.95	1	\$399.95
Lisa	Camera Light	Canon Speedlite 430EX	B&H Photo	\$249.00	1	\$249.00
Jennifer	Apple TV	AppleTV - Quote direct from apple	Apple	\$178.00	1	\$178.00

Total \$9,361.69

Budget Year 2018-2019

Staff Member	Item	Item Details	Vendor	Cost	QT Y	Sub Total
Nancy	iMac	Apple iMac 27" 2TB HDD, 3.8GHz Qcore, 32GB RAM	Apple	\$2,899.00	1	\$2,899.00
Daniel	iMac	Apple iMac 27" 2TB HDD, 3.8GHz Qcore, 32GB RAM	Apple	\$2,899.00	1	\$2,899.00

Lisa	iMac	Apple iMac 27" 2TB HDD, 3.8GHz Qcore, 32GB RAM	Apple	\$2,899.00	1	\$2,899.00
Lisa	Monitor	LG UltraFine 21"	Apple	\$699.95	1	\$699.95
Lisa	Light Kit	Dracast LED500 LED 3-Light Kit	B&H Photo	\$699.50	1	\$699.50
Nick	Light Kit	Dracast LED500 LED 3-Light Kit	B&H Photo	\$699.50	1	\$699.50

Total \$10,795.95

Budget Year 2019-2020

Staff Member	Item	Item Details	Vendor	Cost	QT Y	Sub Total
	iMac					
	Pro/Mac	iMac Pro and Mac Pro, Price currently estimated as not yet released		\$6,00		\$6,000.
Vernon	Pro		Apple	0.00	1	00
		LG UltraFine 5k Display (2 would be needed if a Mac Pro is selected instead of iMac Pro)		\$1,29		\$1,299.
Vernon	Monitor		Apple	9.95	1	95
	MacBook			\$3,29		\$3,299.
Marlene	Pro	MacBook Pro 15" 1TB SSD 32GB RAM	Apple	9.00	1	00

Marlene	Monitor	LG UltraFine 5k Display	Apple	\$1,299.95	1	\$1,299.95
---------	---------	-------------------------	-------	------------	---	------------

Marlene	Keyboard	Magic Keyboard	Apple	\$99.00	1	\$99.00
Marlene	Mouse	Magic Mouse 2	Apple	\$79.00	1	\$79.00

Total \$12,076.90

Budget Year 2020-2021

Staff Member	Item	Item Details	Vendor	Cost	QT Y	Sub Total
Heather	MacBook Pro	MacBook Pro 15" 2.8GHz CPU, 256GB SSD, 16GB RAM	Apple	\$2,399.00	1	\$2,399.00
Kirk	MacBook Pro	MacBook Pro 15" 2.8GHz CPU, 256GB SSD, 16GB RAM	Apple	\$2,399.00	1	\$2,399.00
Vernon	Macbook Pro	MacBook Pro 15" 1TB SSD 32GB RAM	Apple	\$3,299.00	1	\$3,299.00
Nick	iMac/Mac Pro	Apple iMac 27" 2TB HDD, 3.8GHz Qcore, 32GB RAM	Apple	\$2,899.00	1	\$2,899.00

		LG UltraFine 5k Display (2 would be needed if a Mac Pro is selected instead of iMac Pro)		\$1,29		\$1,299.
Nick	Monitor		Apple	9.95	1	95

Total \$12,295.95

Suggested Technology

Staff Member	Item	Item Details	Vendor	Cost	QT Y	Sub Total	Recommend ed Year
Vernon	Slider	Cintetics Lynx 3-Axis Motorized Slider	B&H Photo	\$1,999.99	1	\$1,999.99	2018-2019
Nick	Printer	Epson SureColor P800 Printer	Epson	\$1,295.00	1	\$1,295.00	2018-2019
Nick	Ink System	Epson SureColor P800 Printer Refillable Cartridge System (500ml)	Marrut tUSA	\$769.95	1	\$769.95	2018-2019
Marlene	Flatpad	Wacom Cintiq Pro 16	B&H Photo	\$1,499.95	1	\$1,499.95	2018-2019
Vernon	Camera	Sony PXW-FS5 XDCAM Super 35 Camera System with Zoom Lens	B&H Photo	\$5,249.00	1	\$5,249.00	2019-2020

Total \$10,813.89

Comments from Clients

Fwd: Campus carry comes, quietly, to Texas com...



Thomas Delamater

Marisela Cadena-Smith; Kirk Dickey; Heather Darrow

Friday, August 11, 2017 at 8:49 AM

[Show Details](#)

FYI :)

Get [Outlook for iOS](#)

From: Raj Menon

Sent: Friday, August 11, 2017 8:46:43 AM

To: Neil Matkin; Thomas Delamater

Cc: Shirley Harmon

Subject: Campus carry comes, quietly, to Texas community co...

Collin is mentioned in a good light wrt CHL communications. Some other colleges - not so much! Kudos to the PR team!

Campus carry comes, quietly, to Texas community colleges | Campus Beat News for College Students | USA TODAY College

<http://college.usatoday.com/2017/08/10/campus-carry-comes-quietly-to-texas-community-colleges/>

--

Raj Menon, Ph.D.

Trustee - Place 5

Collin College District

www.collin.edu

Wednesday, January 17, 2018 at 9:44:57 AM Central Standard Time

Subject: ACDA Thank You

Date: Wednesday, April 5, 2017 at 3:50:11 PM Central Daylight Time

From: Meghan Cardwell-Wilson

To: Kirk Dickey

Dear Kirk,

Thank you for your support of and contributions to the American College Dance Association South-Central Conference. When ACDA planning began five years ago, it was clear that it would require countless hours of support from our colleagues. Even so, we underestimated! You helped make this conference possible and successful. Thank you.

Many of the participants shared glowing reviews of the ACDA experience at Collin College. It takes a village, and we surely are glad to be in this one. Thank you for your work on conference images, design, and promotion. We are so proud of the ACDA South-Central Conference at Collin College and the community of people that helped produce it.

While ACDA may be over, we have been enlivened and connected by this process. We did it - together!

Sincerely,

Tiffanee Arnold
Meghan Cardwell-Wilson
Courtney Mulcahy
Lesley Snelson
and the Collin College Dance Department

Page 1 of 1

Wednesday, January 17, 2018 at 9:43:37 AM Central Standard Time

Subject: THANK YOU!

Date: Wednesday, April 13, 2016 at 2:40:48 PM Central Daylight Time

From: Elaine Stewart

To: Marisela Cadena-Smith, Keli Fink, Lisa Vasquez, Marlene A. Miller, Kirk Dickey, Francisco Penalver

Greetings to all of you!

Consider this email a gigantic hug for each of you and for all the great creative work you did in making the Job Fair a success. I loved the design with the Cougar. It added the flair needed for a college event. It links so well with the COUGAR Student Jobs too.

Would it be possible to have a slide for the summer months for COUGAR Student Jobs with the Cougar in swimwear, glasses with a beach ball or lying under an umbrella on the beach?

I'm just getting started with the Cougar and the many themes or "hats" he's going to wear!

I hope all of you have great plans for summer!

Thank you.

Elaine Stewart

Coordinator Job Development/Career Services

MBTI Master Practitioner

Collin College

P: 972.548.6769

F: 972.881.5639

estewart@collin.edu

Page 1 of 1

Monday, January 29, 2018 at 11:15:11 AM Central Standard Time

Subject: Fwd: Video and Camera Crew
Date: Wednesday, October 11, 2017 at 12:33:44 PM Central Daylight Time
From: Thomas Delamater
To: Vernon Hadnot, Nicholas Young, Kirk Dickey
CC: Marisela Cadena-Smith, Marlene A. Miller

Nice note from Tom Severs today. Well done, guys.

td

Get [Outlook for iOS](#)

From: Thomas R. Severs
Sent: Wednesday, October 11, 2017 11:20:01 AM
To: Thomas Delamater
Cc: Karen Musa; Thomas R. Severs
Subject: Video and Camera Crew

Tom I just wanted to pass onto you what a very professional and courteous group of people you have. Vernon and Nick were very patient with the students and made the best of everything for the entire class. A special thank you to Kirk for making this happen and understanding what was possible with our students and the program, we all sincerely appreciate your groups time.

Regards

Tom Severs
Chef Instructor
Discipline Lead Culinary & Pastry Arts
Collin College
972-377-1773

Page 1 of 1



RE: 10563-17PB Forces review



Scott Yarbrough

Friday, February 10, 2017 at 10:52 AM
To: Marlene A. Miller

Damn, is this a stunning art and photo issue. I'm printing a copy at print express and will start proofing and get back to you early next week. You are something else, Marlene; this really is a stunning issue. I will also get the intro done.

From: Marlene A. Miller

Sent: Friday, February 10, 2017 10:15 AM

To: Scott Yarbrough <SYarbrough@collin.edu>

Cc: Heather Darrow <HDarrow@collin.edu>

Subject: 10563-17PB Forces review

Hi Scott,

Heather has finished her review. I have the print out with her edits on my table. Did you want to take this and edit it and then compare?

Thanks,
Marlene

Marlene Miller
Manager of Graphic Design
Collin College • Public Relations
3452 Spur 399, Suite 417
McKinney, Texas 75069
972.758.3858 • Fax: 972.985.3729
marmiller@collin.edu

11267 DI CV



Heather Darrow

Friday, September 22, 2017 at 11:43 AM

To: Daniel Quong

Cc: Marlene A. Miller

Daniel,

Sherry loved this artwork – “amazing...so beautiful that I want to use a pdf to send out in an email.”

Sharing the love-

Heather

Heather Darrow

Public Relations Writer

Collin College

CHEC

3452 SPUR 399

McKinney, TX 75070

972.758.3845 office



Heather Darrow

Monday, September 25, 2017 at 4:13 PM

To: Daniel Quong

Cc: Marlene A. Miller

Daniel,
More compliments from Dignity Initiative-

Heather

Heather Darrow
Public Relations Writer
Collin College
CHEC
3452 SPUR 399
McKinney, TX 75070
972.758.3845 office

From: Sherry Rhodes <SRhodes@collin.edu>
Date: Monday, September 25, 2017 at 4:01 PM
To: Heather Darrow <HDarrow@collin.edu>
Subject: Dignity CV

Heather,

I'm receiving rave reviews about the CV that I sent out this morning. Please tell Daniel that the visuals are spectacular.

Sherry

Sherry Rhodes
Professor, Communication Studies
Office: I206 - SCC Phone: 972/516-5063
Chair, Collin College Committee Against
Gender Violence & Oppression (The Dignity Initiative)
www.collin.edu/community/dignity - Website
www.facebook.com/dignityinitiativecollin - Facebook
Dignity Initiative @CollinDignity - Twitter

From: Linda Sears <LSears@collin.edu>
Date: Monday, September 25, 2017 at 12:35 PM
To: Heather Darrow <HDarrow@collin.edu>
Subject: Re: 11284 HHM Flyer for Approval

Yes, please let them know how much we appreciate their artistry.

Best,
Linda

From: Heather Darrow
Sent: Monday, September 25, 2017 12:09:25 PM
To: Linda Sears
Subject: Re: 11284 HHM Flyer for Approval

Linda and Dulce,
Thank you for your kind words and approval. I am passing the wonderful comments on to graphics.

Wishing you a fabulous day-


Heather

Heather Darrow
Public Relations Writer
Collin College
CHEC
3452 SPUR 399
McKinney, TX 75070
972.758.3845 office

From: Linda Sears <LSears@collin.edu>
Date: Friday, September 22, 2017 at 3:53 PM
To: Heather Darrow <HDarrow@collin.edu>
Cc: Dulce deCastro <DdeCastro@collin.edu>
Subject: Re: 11284 HHM Flyer for Approval

It is beautiful, Heather! Thank you so much.

Linda

 RE: poster approval



Kandice Roan

Friday, September 15, 2017 at 8:46 AM

To: Marlene A. Miller

Great!! Added this page to my favorites! Appreciate it!

Kandice Swarouth-Roan, M.S., RDH, LPC
Professor Dental Hygiene
CPC Campus Co-Coordinator, Collin College Committee Against
Gender Violence & Oppression (The Dignity Initiative)
Collin College, Central Park Campus
214-491-6234

CONFIDENTIALITY NOTICE: Because e-mail is not a secure medium, confidentiality of e-mail messages cannot be guaranteed. This email message, including all attachments, is for the sole use of the intended recipient(s) and may contain confidential student and/or employee information. Unauthorized use and/or disclosure is prohibited under the federal Family Education Rights & Privacy Act (20 U.S.C. §1232g, 34 CFR Part 99, 19 TAC 247.2, Texas Government Code 552.023. If you are not the intended recipient, you may not use, disclose, copy or disseminate this information. Please call the sender immediately or reply by email and destroy all copies of the original message, including attachments.

From: Marlene A. Miller
Sent: Friday, September 15, 2017 8:43 AM
To: Kandice Roan <KRoan@collin.edu>
Subject: Re: poster approval

Thanks for being so awesome, attached is the snapshot of the page. www.collin.edu/pr

Have a great weekend,
Marlene

From: Kandice Roan <KRoan@collin.edu>
Date: Thursday, September 14, 2017 at 4:56 PM
To: Marlene Miller <MARMiller@collin.edu>
Subject: Re: poster approval

Will be posted on campus and in the community.

From: Marlene A. Miller
Sent: Thursday, September 14, 2017 4:08:08 PM
To: Kandice Roan
Cc: Marisela Cadena-Smith
Subject: Re: poster approval

Hi Kandice,
When you say it is being posted in the public, did you mean on our campus posting or in the community? If in the community then it does need the college logo on it. I have attached a version with our logo on it.

And I am copying Marcy to review the text/copy and she will reply to you.
Approved from graphics with the logo addition.

Thanks,
Marlene

Health Science brag book



Michelle Millen

Saturday, July 22, 2017 at 10:52 AM

To: Marlene A. Miller; Nicholas Young

Thank you both for your help in developing our promotional piece. The HIM page looks great and the Law Enforcement Academy really works.

We appreciate your expertise in designing an effective messaging tool.

Michelle Millen, MSCPM, RHIT
Director Health Information Management
Collin College, Central Park Campus, H205
972.548.6676
mmillen@collin.edu
www.collin.edu/him

Re: Draft of CougarVision Slide



Heather Darrow
Wednesday, September 7, 2016 at 8:56 AM
To: Gloria Tyler
Cc: Daniel Quong; Marlene A. Miller

Gloria,
I will pass on your kind words to Daniel and Marlene.

Wishing you a most wonderful day-

Heather

Heather Darrow
Public Relations Writer
Collin College
CHEC
3452 SPUR 399
McKinney, TX 75070
972.758.3845 office

From: Gloria Tyler <GTyler@collin.edu>
Date: Tuesday, September 6, 2016 at 9:45 AM
To: Heather Darrow <HDarrow@collin.edu>
Subject: RE: Draft of CougarVision Slide

WOW, Heather. The slide looks wonderful!



From: Heather Darrow
Sent: Friday, September 02, 2016 12:16 PM
To: Hoggatt, Michael D. <mhoggatt@ou.edu>
Cc: Joe Butler <JRButler@collin.edu>; Gloria Tyler <GTyler@collin.edu>
Subject: Re: Draft of CougarVision Slide

Michael,
Here is the slide for your approval.

Happy Friday!

Heather

Heather Darrow
Public Relations Writer
Collin College
CHEC
3452 SPUR 399
McKinney, TX 75070
972.758.3845 office

 RE: 16406-PB (4 Of 5) Counseling Posters

Virginia A. Topfer <VTopfer@collin.edu>

Friday, January 8, 2016 at 2:53 PM

To: Marlene A. Miller

→ You forwarded this message on 1/11/16, 8:52 AM.

[Show Forward](#)

Wonderful! Great job! Appreciate all your work!


Thanks!
Ginny

From: Marlene A. Miller
Sent: Friday, January 08, 2016 2:22 PM
To: Virginia A. Topfer
Subject: 16406-PB (4 Of 5) Counseling Posters

Ginny,
Attached are the remaining posters for review.

Thanks,
Marlene

Marlene Miller
Manager of Graphic Design
Collin College • College & Public Relations
3452 Spur 399, Suite 417 • McKinney, Texas 75069
972.758.3858 • Fax: 972.985.3729
marmiller@collin.edu

 RE: Quick question on schedule



Stephen Hardy <SHardy@collin.edu>
Thursday, November 5, 2015 at 12:55 PM
To: Marlene A. Miller

Thank you and as always, so glad to have the opportunity to work with you. Have a great afternoon.
Steve

From: Marlene A. Miller
Sent: Thursday, November 05, 2015 12:55 PM
To: Stephen Hardy
Subject: Re: Quick question on schedule

Update on page 13

From: Stephen Hardy
Date: Thursday, November 5, 2015 at 12:19 PM
To: Marly2
Subject: RE: Quick question on schedule

Can you send me the cover wrap as well?

RE: Thank you :)



Thomas K. Martin <TMartin@collin.edu>

Wednesday, August 19, 2015 at 5:34 PM

To: Marlene A. Miller

Marlene,

This time, you beat me to the punch. We just finished, or I would have already sent you a great big thank you for the time and effort you put into helping us break the ice with Illustrator. I think everyone got some good information and a sense that they can start playing with Illustrator. It was also very helpful to understand the limits of Illustrator as a tool for IRO. I think it has a definite place in our toolkit, but I don't think it will be nearly as easy as I had hoped.

Again, thank you,
Tom

Thomas K. Martin, Ph.D.
Associate Vice President for Institutional Research
Collin College

Phone: 972-758-3817
Fax: 972-548-6576
Email: tmartin@collin.edu

Suite 438
Collin Higher Education Center
3452 Spur 399
McKinney, TX 75069

From: Marlene A. Miller
Sent: Wednesday, August 19, 2015 04:42 PM
To: Thomas K. Martin <TMartin@collin.edu>
Subject: Thank you :)

Tom,
Please convey my sincerest gratitude to your team for the warm welcome, visit, great snacks and cake. I hope that I was able to be useful and answer some questions that you all had and leave some useful information behind, and a little inspiration to work from.

Appreciate you all,
Marlene

Marlene Miller
Manager of Graphic Design
Collin College • College & Public Relations
3452 Spur 399, Suite 417
McKinney, Texas 75069
972.758.3858 • Fax: 972.985.3729
marmiller@collin.edu

Note from "Future Computer Programmer"



Heather Darrow

To: Vernon Hadnot; Marlene A. Miller; Nicholas Young;
Francisco Penalver

Cc: Marisela Cadena-Smith; Thomas Delamater

On: Friday, October 13, 2017 at 3:27 PM

[Hide Details](#)

Good afternoon,
I wanted to share this message from our "future computer programmer."

"It was a pleasure to work with such an amazing group of people. I deeply felt the hard work and cooperation between each one of you."

Wishing everyone a wonderful weekend-

Heather

Heather Darrow

Public Relations Writer

Collin College

CHEC

3452 SPUR 399

McKinney, TX 75070

972.758.3845 office



Re: Final approval for Auteur Poster



Dallie Clark

Heather Darrow; Carolyn Perry

Tuesday, July 19, 2016 at 2:47 PM

[Show Details](#)

← You replied to this message on 7/19/16, 2:52 PM.

Show Reply

[Bing Maps](#)

[Manage Add-ins...](#)

I'm on board!! Kudos and thanks to you, Heather, and Daniel (and to you, Carolyn, for your excellent editing!)

(And I'm also "on board" the train to go visit the Art Institute of Chicago!)



Get [Outlook for iOS](#)

On Tue, Jul 19, 2016 at 2:15 PM -0500, "Heather Darrow"
<HDarrow@collin.edu> wrote:

Good afternoon ladies,
Here is the revised version. When you give me the stamp of approval, I will send it on its way.

Thank you-
Heather

Heather Darrow
Public Relations Writer
Collin College
CHEC



FW: Auteur Poster for your approval



Heather Darrow

Daniel Quong; Marlene A. Miller

Friday, July 15, 2016 at 12:19 PM

[Show Details](#)

From: Dallie Clark <DClark@collin.edu>

Date: Friday, July 15, 2016 at 12:17 PM

To: publicrelationswriter <HDarrow@collin.edu>, Carolyn Perry <CPerry@collin.edu>

Subject: Re: Auteur Poster for your approval

First,

Great job, Daniel - Heather, please pass on my kudos!

My thoughts: I like the *brighter, lighter effect* of the mailbox version, but I definitely prefer **the other one** for overall design with the pen, the film strip, etc. Maybe it's the darker color of the fonts and background that concern me. Any chance just to lighten up the overall effect for readability and pop?

As I said though, KUDOS to Daniel for these designs! Our PR team rocks!

With gratitude!

Dallie

Dallie B. Clark, PhD
