Communications & Public Relations
Annual Review (2014)

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Executive Summary

The Communications & Public Relations Subunit of Facilities Services has continued to develop new programs within the department, while maintaining and expanding on those previously in place.

During the course of the last year, the responsibilities of the Communications Coordinator have expanded, and a second student assistant has been added to the office.

The office continued to maintain and expand its reach through the use of the department’s social media sites – Twitter, Facebook, Flickr, Instagram, and Google+.

The Communication Coordinator also promoted University of Tennessee, Knoxville design and architecture through the inclusion of campus buildings, 16 projects in all, in national publications.

In 2014 a major additional project taken on by Communications & Public Relations was the completion of the department’s four Southern Association of Colleges and Schools Accreditation narratives.

Communications & Public Relations successfully launched the Facilities Services Employee of the Month program in January 2014. Ten months into the program, employee involvement is steady and feedback has been positive.

Other new projects taken on by the office this year include the creation of department promotional and informative videos – including a new orientation video, landscape academy video, and steam plant conversion video, the publication of a new customer handbook, the organization of an extensive and updated Facilities Services Emergency Response Plan, the collaborative effort with Creative Communications to rebrand several different Facilities subunits, and the reformatting and updating of several Facilities Services specific policies.

The Communications Coordinator has also planned, organized and executed department-wide events such as the annual holiday party – including the creation of an additional third shift party, the Fourth of July picnic and training, individual unit certificate and graduation ceremonies, and the Chuck Thompson awards.

We have also participated in campus-wide events such as the Student InVOLvement Fair and Fall Festival in order to promote the department to students, faculty and staff.

During the past year the office has expanded and updated Facilities Weekly and Facilitator, and we have also increased the distribution lists for both newsletters.

In addition to our other projects, we have started to create an employee handbook, updated and expanded the campus-wide Building Representative List, provided updates for the Cone Zone Web site – including extensive and detailed quarterly project updates, and have taken on an expanded role in the Facilities Services Emergency Task Force.

We also work closely with UT Media and Marketing to increase our department’s exposure, while working to improve our internal communication.

It is our goal to always improve and expand upon current procedures while creating new opportunities to reach our target audience, Facilities Services employees, and customers.
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Subunit Definition

The Communications & Public Relations Subunit consists of a Communications Coordinator and two student assistants. The Communications Coordinator facilitates all departmental communication, inter-departmental communication, and public relations work for the Facilities Services Department.

It is also the responsibility of the coordinator to promote employee morale, manage departmental social media sites, plan departmental events, act as the Public Information Officer in the Facilities Services Emergency Task Force, manage the branding of all Facilities Services units and subunits, develop and submit accreditation documents as needed, and to promote the department through campus-wide events when appropriate.

The unit also organizes and completes annual departmental surveys and has a hand in the organization and development of departmental policies, goals, and master plans.

The responsibility of managing the content on the department’s Web site also falls under the office of Communications & Public Relations. The coordinator works with members of IT Support & Maintenance to create updated content for the site while ensuring branding guidelines are met.

It is the objective of the Communications Coordinator to maintain transparency in all communications – both within the department and with Facilities Services customers. This includes facilitating communication between departmental units and the campus community.
Accomplishments

SACS Accreditation:

Our office took on and completed four sections of the University of Tennessee’s Southern Association of Colleges and Schools accreditation documents. These narratives detail the Facilities Services Department’s compliance to accreditation standards in the areas of Physical Resources, Control of Physical Resources, Institutional Environment, and Physical Facilities.

We were asked to complete this task with abbreviated deadlines and limited initial information. The Communications Coordinator and three student assistants were able to complete these extensive narratives and have them approved on schedule with minimal changes.

Facilities Services Emergency Response Plan:

This year I was asked to take part in the Office of Emergency Management Summer Workshop Planning Session. I worked in the Facilities Services Emergency Operations Plan (now known as the Emergency Response Plan) group and assisted in completing the document – this included adding content, formatting, and clarification.

In the weeks following the retreat, I added several different sections and appendixes to the document and was responsible for its final edits before its distribution. The Facilities ERP will always be a continual work in progress, and I have been tasked with making any future changes to the master copy.

Employee of the Month Program:

In January 2014 the Communications & Public Relations office launched the Facilities Services Employee of the Month program. This program was created by our office and we continue to organize, promote and execute it.

The program has been a great success. We received more than 100 nominations during the past 10 months, and every unit in the department has been recognized. We have received positive feedback about the program and plan to continue, if not expand it, in the future.

Departmental Videos:

Starting in the spring of 2014 our office began to create promotional and motivational videos for the department. The first video we created was for the Facilities Services University Landscape Academy. We will also create videos for the programs 15 other academies as they roll out.
Following the completion of the first video, we have quickly made two others – one depicting the Steam Plant conversion and boiler delivery, and a new orientation video for department-wide use by Training and Employee Development.

We have worked all of the bugs out with our video software, and are now able to shoot and create a video with about a week and a half turn around.

**Departmental Policies:**

This year the office of Communications and Public Relations took on the task of reformatting, editing and retooling several department policies – we have worked on 12 in all. Through the process some of these policies have been turned into procedures, while we have accommodated several changes and drafts from Legal and Human Resources to those that remained policies. We have completed several drafts, with one policy being adopted, and three more in the final approval phase.

**Customer Handbook:**

Our office created a general Facilities Services Customer Handbook this summer. The handbook details a general description of Facilities Services, important department phone numbers, Web site links, and explanation about Archibus, and promotes the One Call number.

The handbook also details the organization of each unit, as well as common services provided. This document was sent out to all building representatives and other groups on campus. We received significant positive feedback about having so much information in one 10-page document, so we included a link to the handbook on the department Web site. We have also received requests to have it sent to individual departments on campus.

**Newsletters:**

Beginning in January of this year, we updated the look of our department newsletters and expanded the content in both. The Facilitator is consistently more than 12 pages long, and contains information from several Facilities Services units. Our Facilities Weekly newsletter has consistent participation from all of the Facilities Subunits.

We have also expanded our distribution list to include 10 other departments on campus – Finance & Administration, Office of Information Technology, Environmental Health & Safety, Operational Services, Parking & Transit Services, UTPD, UTIA Supplies & Services, Facilities Planning, Creative Services, and Media Relations.
American School & University Publications:

During the course of the year our office organized, created and submitted 16 separate portfolios featuring campus buildings for American School & University Publications. The portfolios consisted of Architectural-style images, which we organized and shot with the assistance of UT Photography, project data, project descriptions, space plans, site plans and manufacturers lists.

We submitted portfolios to two different publications – Educational Interiors and Architectural Portfolios. All of our portfolios were selected for publication in both magazines. These projects included Fred Brown Residence Hall (2), Student Union (2), Min Kao (2) Ayres Hall (1), Pat Summitt Plaza (1), John D. Tickle Engineering (2), Natalie Haslam Music Center (3), and the Brenda Lawson Athletic Center (3). All of our projects were featured in the “Outstanding Design” category.

Under Construction Page:

Our office teamed with IT Support & Maintenance to create and maintain an “Under Construction” Web page on the Facilities Services Web site. The Web page details general information about major projects on campus and includes timeline pictures to show progress. The Communications & Public Relations office is responsible to updating the content, timelines, and pictures on the page.

Updating Cone Zone/Quarterly Reports:

In addition to updating the new Facilities Services “Under Construction” page, the Office of Communications & Public Relations also provides updates and photographs for the UT Cone Zone Web site. These updates are made as needed, if project timelines change, or if a project is nearing completion. We also facilitate the creation of Cone Zone signs for projects on campus.

We also meet with Media Relations quarterly to provide overall project updates. This enables everyone involved in the Cone Zone updates to be completely up-to-date on all the major projects on campus.

Departmental Branding:

The Office of Communications & Public Relations has worked with Creative Communications to brand and rebrand several Facilities Services units and programs. We have organized meetings, assisted in creating department branding standards,
provided content and assisted in program launch schedules. Some of the projects we worked on in 2014 include Make Orange Green, Facilities Services University, UT Recycling, Facilities Services One Call, and Stormwater Management.

We have spent a significant amount of time on the Make Orange Green re-launch. The program has a new logo and brand book, new promotional guides, a rollout schedule, and increased publicity. This project has been a collaborative effort between the Office of Sustainability, Communications & Public Relations, UT Marketing, UT Media and UT Creative Communications.

Departmental Events:

Several departmental events have taken place during the last year including the annual Holiday Party, Third Shift Holiday Party, Fourth of July Picnic, Chuck Thompson Award Ceremony, and Building Services CCP Ceremonies. The Communications & Public Relations office was responsible for the organization, planning and execution of all above mentioned events. We also promote all department events and arrange for transportation.

In the case of Chuck Thompson, the Communication Coordinator chairs the Award Committee and organizes all nominations.

Campus-wide Events:

This year we participated in the annual Student InVOLvement Fair for the first time. We heavily promoted the campus One Call number, our Web site, social media presence and services. We utilized promotional products and our existing social media presence to increase awareness of our departmental programs and services among students. After the event we saw an increased following on our Twitter and Instagram accounts.

Surveys:

Each year the Communications Coordinator is responsible for the completion of the 450 question APPA FPI Survey. I gather all of the necessary information from both in our department and other university units. Last year the survey was completed before the deadline in mid-December and we are currently working to complete the 2013-14 survey.

In October of 2013 we conducted the Facilities Services Employee Satisfaction Survey to evaluate the perspectives and opinions of the department’s employees regarding the conditions surrounding their daily work experience. More than 180 employees participated in the 2013 survey and we compiled the results into a detailed report. We will conduct the survey again in early 2015.
Building Representative List:

We as an office update the campus-wide Building Representative List every year. This fall we updated the representatives on the existing list, audited the list, and added roughly 100 more buildings and respective representatives. This large addition was partially due to the addition of the Agricultural Buildings. The representative list is now completely reorganized and will only need minor updates in the future.

We have also created a Building Representative “Fact Sheet” that was distributed to all representatives and posted on the Facilities Services Web site. The sheet details the main responsibilities for representatives, important Facilities Services phone numbers, and frequently asked questions. We have received very positive feedback from representatives and have also had non-representatives request the document.

Social Media:

A major focus of the Communications & Public Relations office is the departmental social media sites. Social media sites allow the department to not only better communicate with the campus community as a whole, but with Facilities employees as well. We currently maintain five social media sites – Facebook, Twitter, Instagram, Google+, and Flickr. We are always working to increase the quality and quantity of our posts while remaining relevant to the department and campus.

Over the past year we have more than tripled our followers on Twitter, we have created a new Instagram account, and our Facebook likes and reach have steadily increased. We now also sync up to campus-wide social media to increase our visibility.

Public Relations:

Our office works extensively with UT Media & Internal Relations to promote the Facilities Services Department. Releases involving departmental and individual employee successes have been consistently distributed through media relations, as have project updates and events. TN Today and Vol Update run our releases, and occasionally they are picked up by local media as well.

We also work with local media outlets to provide media availabilities and interview opportunities. This has led to the distribution of Facilities stories Knoxville and local community markets.
Needs Assessment

While the Communications & Public Relations Department completes its targeted goals, there is always room for improvement. Being a team of one Communications Coordinator and two student assistants, time is at a premium.

During the past year our office has taken on several new and ongoing projects which have taken a substantial amount of time to complete. While we have stayed on task and met all of our deadlines, scheduling was challenging at times.

If we are to continue to take on more responsibilities and tasks in the future, adding to our team may be a crucial element to our success and growth.

Having the correct equipment available to our team may also play a factor in best utilizing the time and resources available to us. Using equipment not necessarily appropriate for our needs can be a possible detriment to our schedules and goals.

The photo and video equipment we currently use can put us at a slight disadvantage. We run into the situation where the pictures we take out in the field with existing equipment cannot be used because of poor resolution and image quality. Often higher quality personal cameras are ultimately utilized, but this is not a permanent solution.

This can also be said for the video equipment rented out through the library. Student assistants must rent the equipment to avoid a charge, and it is not always guaranteed that a camera will be available. Because this equipment is used by students on campus, it is also not guaranteed that the quality will meet our needs.

In the past these types of situations have caused us to reshoot footage which has cost our office valuable time and caused us to adjust deadlines. This problem will only increase as we begin to take more and more footage for video projects in the future.
Challenges

One of the overarching challenges our office faces is a lack of departmental participation. Even if information is conveyed digitally, through print, and in person, we still have difficulty getting certain segments of the department to participate in events, surveys, or training — specifically for our group the training that accompanies being a participant in the Facilities EOC.

While we have made strides during the past year to increase our communication throughout the department, many communications are ignored completely by select groups and individuals.

It is our hope that we can continue to increase the visibility of the Communications & Public Relations subunit throughout the department, and overcome some of the difficulties we have faced during the past 14 months. We believe increasing our presence in the field, and the introduction of more mobile devices will aid in our efforts.

Another challenge our office faces is the eventual takeover of the management of the Cone Zone Web site. We have been providing updates for the Cone Zone for some time, but they are managed very closely by Media Relations. The concern is that Media Relations will have issues completely relinquishing control over the site, and we will be updating it under their management. This concern is something we will address directly in the upcoming months with the team who currently maintains the Cone Zone Web site. We will then determine the best plan of action to transition to managing the site.

A challenge we have faced consistently during the past months is lack of coverage. While we may write press releases for campus-wide distribution on TN Today, that does not necessarily mean they will run in the newsletter. Some of our releases are posted to the site, but never released in email. This means these items are most likely overlooked by the vast majority of the campus readers.

We have also partnered with IT & Support Maintenance to create an “Under Construction” Web page for the department’s Web page. We have faced a major challenge in the updating of this site. The response time for our update requests from most of the project managers has been slow, and it may take us several requests to get the needed information. We have developed update forms to simplify the process, but they do not guarantee that updates will be submitted. We plan to work with IT & Support Maintenance and the project managers to agree upon a regular schedule to submit updates and to provide information about new projects.
Vision

Communication has the ability to create. Relaying accurate information creates confidence in an organization, both internally and externally. Confidence in our organization is paramount to achieving its many goals. This confidence will translate into a transformed image of what Facilities Services truly is, and how it is not only in line with, but crucial to, the overall goals of the University of Tennessee, Knoxville. A positive reputation and relationship with customers and employees is built in part by open communication. Clear communication is critical to the success of an organization – it shapes ideas and attitudes, and also promotes productivity.

Outlined below is the three tiered path Communications & Public Relations can travel to achieve the subunit’s goals.

Short-Term Vision (Three to Six Months):

During the next six month the Communications & Public Relations subunit will continue to work on existing projects and initiatives, perform annual tasks, and begin work on new projects. Our team consists of three members – the Communications Coordinator and two part-time student assistants.

Some of our goals and projects are outlined below:

- Cone Zone: Over the course of the next six months we will continue to update the Cone Zone Web site as we have in the past. We will also draw out a proposed plan with Media Relations to bring the maintenance of the Cone Zone Web site under Facilities Services management.

- Building Representatives: In the past we have updated our building representative list annually. It is our goal to start to update these lists twice a year, and to create more of a discussion with building representatives – finding out what works, what doesn’t, and how we can better our communications. Eventually we would like to survey the representatives to track our progress and results.

- Facilities Services Web site: Together with IT Support & Maintenance our team will work to completely update the department’s Web site. Due to the site’s size, the update and initial redesign is scheduled to stretch over six months. Once this phase is complete, we plan to undertake a larger overall redesign.

- General Communication: We will continue to strive to expand our reach to the department, the campus and the local community. As always, we will focus on running positive releases about department and individual achievements and will continue to grow our social media presence. During the next six month we also plan to work with Training to organize workshops for campus – our goal is to have the first take place in the spring. These workshops will be filmed and added to a YouTube account we will utilize to extend our reach.
In addition to promoting the workshop videos, we also plan to update all of the unit videos on our Web site, and to continue to create academy videos for Facilities Services University. All of the videos we create will be promoted through the appropriate channels.

Our newsletters, Facilities Weekly and the Facilitator, will maintain their standard of content. We are continuously expanding our mailing list and are always moving toward further growth.

- **Marketing:** During the next six months we will continue to work to make progress with Creative Communications in the rebranding and/or launching of departmental units, programs, and events. Currently we are working on Make Orange Green (rebranding and rollout between now and April – campaign will continue), Stormwater Management (branding and launch in early 2015), “One Call” (rebranding and re-launch in early 2015), UT Recycling (maintaining brand), and Facilities Services University (branding complete – rollout during the next few months). We also will work with Creative Communications and Marketing to fully rebrand Facilities Services with the new university logo and branding standards. The Communications Coordinator will act as liaison during the rebranding process.

- **Recognition/Department Involvement:** We will continue to organize and implement the employee of the month program. The program has proved very successful since its launch in January 2014. Once the Facilities Services Attendance Policy is approved, we plan to move forward with a quarterly attendance award as well. It is the hope that these recognition programs expand as time goes on.

The Communications & Public Relations Department will also continue to organize and execute departmental and campus-wide events such as the annual Christmas Party, Picnic on the Plaza (formally Fall Festival), and departmental certificate ceremonies.

We will also conduct the annual employee survey in the next six months. Our subunit will work to organize the survey, encourage participation, and present the results.

**Mid-Term Vision (One to Two Years):**

In addition to our ongoing projects – many listed above – the Communications & Public Relations subunit also has several mid-term goals we have set to achieve in the next few years. With the addition of new projects, we may have to reevaluate if the scope of our goals is attainable with our current team, and in turn the size of our team moving forward.

Some of our mid-term goals and projects are outlined below:
• Marketing: Within the next two years it is our subunit’s goal to have a full scale launch of departmental YouTube and Pinterest pages complete. These pages will increase our department’s visibility and will better help us tell our Facilities story. As always, we will be working to increase our general social media reach.

The rollout of our branding plans for the units and projects we are currently working on should be well into the second or third rollout phases. We fully expect to have taken on addition projects to aid in the branding and marketing of other Facilities units and programs. These items will come to light over time.

It is our goal to have all of the informational Facilities Services unit videos completed by late 2015. We will also continue to create other department promotional videos as needed. These will be promoted through various avenues we currently have available to us, as well as through our new YouTube and Pinterest accounts.

As before, we will strive to continue to increase our department’s visibility through press releases, campus events, promotion of joint campus ventures, our newsletters and social media.

• Facilities Services Web site: The department Web site will be a project that is ongoing as it will need continuous updates. We will have a plan set in motion after the initial update and redesign to complete these updates in an organized, standardized, scheduled manner.

• Surveys: It is our goal to increase our utilization of surveys both internally and externally over the next few years. This includes surveying building representatives, Facilities Services employees bi-annually, building occupants, and students. These surveys will help us to gauge our successes as both a department and a subunit.

• Operational & Maintenance Policy and Procedure Manual: We will collaborate with Training and Employee Development to create a standardized SOP format and central repository with the aid of department units and subunits. The manual is in its initial stages now. We will work with the different units to systematically complete the standardized SOP format. This information will be placed in a supplement unit handbook which will go along with the overall Facilities Services Employee Handbook.

• Cone Zone: We plan to have the Cone Zone Web site completely under Facilities Services management within the next two years. Our office will work with Media Relations to create a transition to in-house maintenance and management.

Long-Term Vision (Three to Five Years):

Again, many of the projects and goals of the Communications & Public Relations subunit are continuous. There are some projects we will be working on over the few years that we hope to see come to fruition within the next three to five.

Some of our long-term goals and projects are outlined below:
• Frontline Communication: It is our goal to create a frontline communication standard with the implementation of Archibus and the distribution of handheld devices. A formal plan will be organized and implemented as Archibus rolls out in phases.

• Communication Plans: It is our goal to have standardized communication plans in place for our various forms of communiqué – to students, faculty and staff, building occupants, building representatives, media, departmental and emergency. The information we gather through surveying these different groups will help us to form these communications standards. There will most likely be several drafts and revisions to each of these plans. Once they are in place, they function organically and will be updated as necessary.

• Branding/Marketing: The branding and marketing of our department and its units will be established initially, but with most branding, will become fluid over time. We will work to ensure our department’s image falls in line with the overall branding of the university – in turn being representative of the mission and goals of UT, Knoxville.
Strategic Plan

Open, Accessible Public Areas

• Communicate to campus the available maps of ADA accessibility locations on our Web site (building entrances, ramps, restrooms, sidewalk cuts, etc.)

• Cone Zone: Continue to provide updates to the Cone Zone site. Determine a set date with Media Relations to transfer the management of Cone Zone in house. Structure a plan beforehand that details all that must be done to ensure the takeover is successful.

• Web site: Work closely with Information Services to restructure, redesign, and update the Facilities Services Web site. This will be a multiphase process and a tentative schedule has been set. Our office’s responsibility will be to ensure the quality and consistency of content on the site while maintaining branding standards.

• Showcase: We will work to format the Facilities Services Showcase in a manner that is consistent with all of our departmental branding.

Team Involvement/Increased Visibility & Customer Service

• PR/Facilitator/Facilities Weekly: We will continue to draft and publish press release highlighting who we are as a department – this includes organizing media availabilities to reach the Knoxville Community. We will also continue create and distribute Facilities Weekly and The Facilitator within our department and will continue to expand our distribution list throughout campus.

• One Call Number: We have been working with Media Relations and Creative Communications to rebrand and re-launch the Facilities Services One Call Number. This process has been put on hold until the use of the new University branded Power T is implemented in January. Once this occurs, we will implement our plans to market the service.

• Customer Handbook: The Communications & Public Relations Office created and distributed the Facilities Services Customer Handbook during the summer of 2014. We plan to update this handbook bi-annually and redistribute and update on the Facilities Services Web site as necessary.

• Facilities Services Manual: We have been working with Training & Development to create a Facilities Services Operational & Maintenance Policy and Procedure manual for the department. Our goal is to first complete the generalized department-wide manual, and then work with individual shops to create their supplement manuals.

• Social Media: It is our office’s goal to continue to expand our reach on the department’s social media sites. We will continue to post daily and will add additional accounts as needed as we have in the past year. We are also working with the administrators of campus-wide social media sites to further extend our reach to campus.
• Building Occupant Communication: We have expanded our Building Representative list to ensure all facilities on the Main Campus are accounted for and Agricultural Campus is now also included. We have also increased the depth of the representatives for the facilities on the list. Instead of updating this list annually, we will not update it bi-annually to keep it up-to-date. Building Representatives are now also given a “Fact Sheet” detailing responsibilities and important phone numbers, as well as a Customer Services Handbook.

• Diversity Promotion: We will work with Human Resources to ensure our job postings are accessible to a diverse group of applicants.

• Field Customer Complaints: Our office will continue to direct customer feedback, both positive and negative, to the appropriate units within the department.

• Recognition: We will continue to promote department and individual successes, plan department events and organize awards ceremonies.

• Video: We will continue to promote our department through promotional videos highlighting programs and units.

Reduce Operation Costs/Increase Efficiencies/Benchmarking & Reporting

• APPA Facilities Performance Indicators Survey/Baseline Unit Customer Service Surveys/Employee Surveys: We will continue to complete the department’s FPI Survey, create, distribute, organize and compile customer service surveys and employee surveys.

• New Facilities: Will continue to promote new facilities and give updates as needed.

• Joint Campus/Facilities Ventures: We will continue to promote joint camps-Facilities ventures through various avenues (press releases, social media, events, etc.)

• Facilities Services Emergency Response Plan: We will continue to maintain, update and organize the master copy of the Facilities Services Emergency Response plan. We will also participate in the EOC – and make suggested changes as necessary to the ERP.
Performance Tracking/Evaluation

Many of the Communications & Public Relations projects have set deadlines and publish dates. We keep track of these deadlines internally and the Communications Coordinator meets weekly with student assistants to track the progress of ongoing projects.

The subunit also participates in the Communication & Information Services weekly meetings where the Communications Coordinator reports on the subunit’s ongoing progress toward goals we have set.

Some projects the subunit undertakes do not have set deadlines. If this is the case, our office creates reasonable timelines to project progress and completion. We hold ourselves to these deadlines within the subunit under the Communication Coordinator’s supervision.

We keep track of our projects on a quarterly basis to better evaluate our progress on ongoing projects. If a project falls behind schedule, we reevaluate the priorities of our workload.

One aspect of our office that we keep constant track of is our social media following. We set quarterly goals to increase our following by specific amounts quarterly. If we have not met these goals, we reassess our strategies and modify our efforts.
Our Team

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Departmental and Interdepartmental Communications and Public Relations

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