Marketing and Communications

FACULTY AND STAFF CONFERENCE
AUGUST 17, 2016

YOLANDA BEVILL
EXECUTIVE DIRECTOR
What do we do in MarComm?

**Marketing**
University Brand Development and Management
Advertising Placement
Policy and Guideline setting
Website Redesign

**Communications**
Event Planning Assistance and Marketing
Social Media
Photography
What do we do in MarComm?

**Internal Communications**
Campus Announcements

**Media Relations**
Proactive Media “Pitches”
Reactive Media/Spokesperson for University

**Alumni Communications**
1876 Magazine
ViewPoints Newsletter

**Assist in Fundraising/Development Communications**

**Assist in Athletics Marketing**
What are we working on?

Website Redesign

Refreshed Brand Campaign

Media Relations Expert List and Media Guide
What are we working on?

- Revamping PVAMU Ad Placement and Event Sponsorship Strategy
- Rankings Publication
- Cub Club in conjunction with Athletics
What projects are in the pipeline?

Internal Communications (Campus Announcements) Overhaul

Campus Banners Project

1876 Alumni publication redesign

Increased Alumni Engagement

HBCU Radio Program Development
Thank You!

The Office for Marketing and Communications

Yolanda Bevill – Executive Director
Candace Johnson – Program Director
Jourdan Scruggs – Communications Specialist
Amy Jackson – Marketing Specialist
Edie Charlot – Database Specialist