



# Marketing and Communications

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FACULTY AND STAFF CONFERENCE  
AUGUST 17, 2016

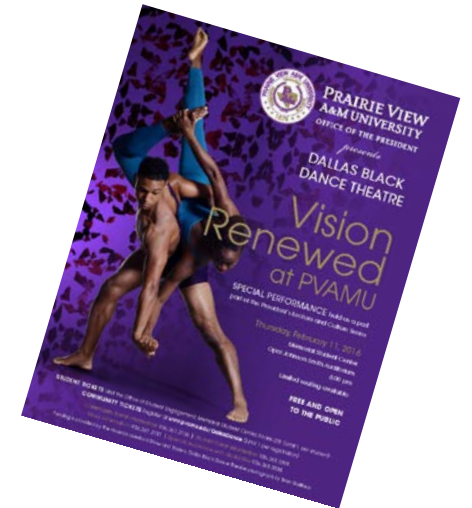
YOLANDA BEVILL  
EXECUTIVE DIRECTOR



# 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

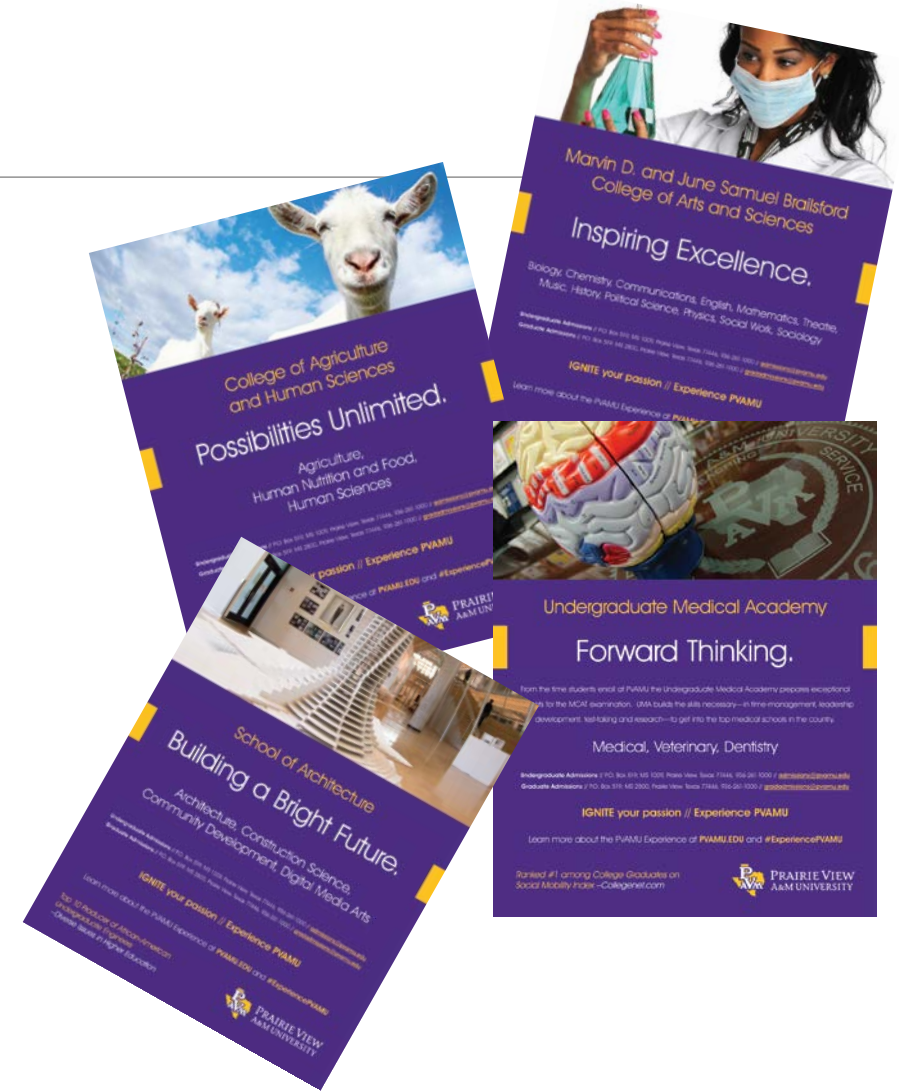


# What are we working on?

Website Redesign

Refreshed Brand Campaign

Media Relations Expert List and Media Guide





# What are we working on?

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Revamping PVAMU Ad Placement and Event Sponsorship Strategy



Rankings Publication



Cub Club in conjunction with Athletics



# What projects are in the pipeline?

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**Internal Communications (Campus Announcements) Overhaul**

**Campus Banners Project**

**1876 Alumni publication redesign**

**Increased Alumni Engagement**

**HBCU Radio Program Development**

PRAIRIE VIEW  
PRODUCES  
PRODUCTIVE  
PEOPLE



# Thank You!

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## **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