

## *The Office of Marketing & Communications*

(MarCom) in University Relations serves to tell Pacific University's many stories, and to create promotional materials in support of institutional initiatives, fundraising, student recruitment and academic programs. Our priority is to promote the University to its many constituents, with a focus on "external" audiences, including prospective students, donors, and the community, through collaborations with faculty and staff. As your campus communication experts, we are your resource for media releases, web development, print design, editing and writing, and photography.

At right is a checklist that will guide you through the process of opening a job with us and help to ensure the best product for the University.

*We look forward to working with you!*

### OUR TEAM

**Barb Richey**  
*Associate Vice President  
of Marketing &  
Communications*  
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x2784

**Lance Kissler**  
*Director of Marketing*  
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**Joyce Gabriel**  
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**Colin Stapp**  
*Director of Multimedia &  
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**Billy Merck**  
*Director of Media Relations*  
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**Jessie Hand**  
*Assistant Director  
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**Nick Fillis**  
*Web Developer,  
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**Ben Elliott**  
*Web Developer*  
elliott@pacificu.edu  
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### CLIENT CHECKLIST

- Please plan ahead. MarCom requires anywhere from **four to eight weeks** to complete your project, depending on the complexity of your specifications and our office's workload.
- Schedule your initial project meeting with **Lance Kissler, Director of Marketing**, (x2007, lkissler@pacificu.edu) to establish a primary contact, review project goals and set deadlines, budget, measurement/evaluation opportunities and quantities.
- Submit unformatted text and/or photos (high-resolution) and other artwork by the deadline agreed upon. Please note that work **will not** begin on your job until this step is fulfilled.
- Carefully proofread, sign and return all proofs to your MarCom representative by the "proof due" date.
- Upon receipt of your completed project(s), please return the evaluation form and remember to keep samples for your files.

### MARCOM WILL:

- Evaluate your project and provide consultation with writers, editors, designers, programmers and photographers as necessary.
- Confirm receipt of your job and create a timeline for the project.
- Copy edit your text as needed and create a professional publication that supports the communication goals, both in content and visual design, of the University.
- Provide up to three proofs for your review.
- Send your project to the printer most suitable for your project. (Jobs designed to print at the copy center will be provided as PDFs and coordination of printing will be handled by the client.)
- Arrange for the delivery of your job.
- Submit invoices for project costs (including printing) to client.
- Keep 25 original samples of all projects.

### Did you know?

University logos, identity standards, and templates can be downloaded anytime at [www.pacificu.edu/identity](http://www.pacificu.edu/identity)

## MARCOM QUICK CONTACTS

### **Incoming print & web projects**

#### **Advertising**

#### **Promotional Items**

#### **Logo Requests**

#### **All-Campus E-mails**

##### **Lance Kissler**

*Director of Marketing*

*lkissler@pacificu.edu*

*x2007*

#### **Speech Writing**

##### **Barb Richey**

*Associate Vice President of  
Marketing & Communications*

*brichey@pacificu.edu*

*x2784*

#### **Pacific Monthly**

#### **Pacific Magazine**

##### **Steve Dodge**

*Senior Editor/Writer*

*dodges@pacificu.edu*

*x3006*

#### **Website**

#### **PUNN**

#### **E&E News**

##### **Jessie Hand**

*Assistant Director  
of Online Communications*

*jhand@pacificu.edu*

*x2990*

#### **Media Relations**

#### **Press Releases**

##### **Billy Merck**

*Director of Media Relations*

*bmerck@pacificu.edu*

*x2902*

#### **Photography**

#### **Video/Multimedia**

##### **Colin Stapp**

*Director of Multimedia  
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[www.pacificu.edu/identity](http://www.pacificu.edu/identity)

YOUR GUIDE TO

## THE OFFICE OF MARKETING & COMMUNICATIONS

