WHO YOU GONNA CALL?

A contact guide to the Office of Marketing & Communications

Marketing & Communications (MarCom)

The Office of Marketing & Communications is responsible for managing the Pacific University brand and reputation with a focus on marketing and communications to an external audience. The role of the office is to increase visibility, awareness and brand name recognition of the University. Our focus is to support student recruitment, student retention, alumni engagement and fundraising. We work with traditional and new media channels. We approach all of our marketing and advertising in an engaging, consistent, integrated and Pacific branded way.

We balance our marketing and communications priorities between the marketing requests we receive and the marketing initiatives set forth based on the mission and vision of the University. Although we don’t have the ability to do everything for everyone, we can offer solutions and tools as well as our resources when and where appropriate.

Once we have agreed upon a new marketing project, our start date is typically four to six weeks out. So, planning ahead is always a plus.

Functional Areas

- Brand management
- Annual marketing plans
- Marketing materials
- Strategic communications
- Media relations
- Community relations
- Story telling
- Writing
- Multimedia
- Website
- Social media
- Online advertising
- Email marketing
- Web analytics

pacificu.edu/marcom
Have a plan
Assisting you with your marketing plans is what we do best. Contact our Creative Director in the spring to discuss annual plans so that we can help you maximize your marketing budget and create a successful plan to help you achieve your goals in the coming year with a plan that works well with all we do.

Help yourself
If you communicate or market Pacific University check out our Pacific University Brand Standards. You will find this online and it includes information about our consistent graphic and editorial identity, including use of the Pacific University logo and access to branded templates for newsletters, brochures, posters and more.

Manage online
Pacific University Brand Standards also apply to online communication channels. Web editors throughout the Pacific community are responsible for maintaining webpages in their specific areas according to web guidelines. Individuals also may use an email marketing system to send external branded emails. Schools, programs and departments also may have their own social media feeds, as appropriate based on guidelines. To learn more about how to access these tools, as well as how to become a web editor, email us at webteam@pacificu.edu.

Show your Boxer spirit
In addition to branded items available through the University Bookstore and the online Boxer Nation Store, Marketing & Communications annually purchases Pacific gear. It may be possible to add your own gear to the order for maximum efficiency. You can also order standard branded items such as pens, waterbottles and cups through MarCom or contact us to learn about opportunities to design specialized Pacific gear through a licensed vendor. Check out the Boxer Nation Store for athletic gear, design your own products and the bookstore.

Tell a story
Interesting things happen every day at Pacific University. To follow what’s going on at Pacific and to share your news, you may be interested in a number of publications and resources.

• Pacific University Boxer Alerts (emergency notifications by text or email)
• PUNN (weekly news by email)
• Pacific News (monthly electronic newsletter with employee features)
• Pacific magazine (three issues a year, alumni magazine)
• Pacific magazine Editor’s Blog (stories about life at Pacific)
• University social media (multiple channels for news and notes)
• Boxer Tales and Boxer Shorts (collections of video stories about members of the Pacific community)
• Video on Vimeo and YouTube
• Flickr photo sets and collections (strategic visual coverage of people and events)

If your job includes communication responsibilities, you will likely need to use the CANS system to submit news and events to a variety of feeds on the University website and to Enewsletters. Learn more about the CANS Guide online.

More news
If you are contacted by the news media, please redirect the request to our Director of Media Relations. If you have a suggestion for a media release or have a story idea, please email news@pacificu.edu.

Visualize Pacific
If you would like to suggest new video or photos, contact our Manager of Multimedia.

Who We Are
Alex Bell
Graphic Designer | ext. 2007

Sarah Creedican
Digital Coordinator | ext. 2297

Parrish Evans
Manager of Multimedia | ext. 2197

Joyce Gabriel
Creative Director | ext. 2869

Ben Griffin
Web Development Manager | ext. 2990

Kallen Kentner
Web Coordinator | ext. 2220

Joe Lang
Director of Media Relations | ext. 2902

Jenni Luckett
Senior Writer | ext. 3006

Tammy Spencer
Associate VP of Marketing & Communications | ext. 2784

Shannon Wilson
Marketing Coordinator | ext. 2889

Contact us
webteam@pacificu.edu
news@pacificu.edu

pacificu.edu/marcom/resources 7/2014